

Information Kit
LOCAL SPORTS CLUB OUTREACH

10 days
FOR \$10



FITNESS
fernwood®

Information Kit

LOCAL SPORTS CLUB OUTREACH



CAMPAIGN OVERVIEW

Fernwood clubs are positioned within communities that are located near grassroots sporting clubs where parents and children frequent, specifically mothers, a key demographic of Fernwood.

Every quarter, clubs reach out to local sporting clubs with a special fundraising initiative in mind, a \$10 for a 10-Day Pass to Fernwood.

This initiative will allow local sports clubs to keep all the funds raised through this promotion. Whilst driving leads into your local club.

CAMPAIGN OBJECTIVES

- Community Engagement
- Brand Awareness
- Lead Generation

CAMPAIGN PERIOD

The landing page is switched on permanently for clubs to run lead generation at any time throughout the year.

The T&C's will be updated quarterly in line with the new flyers received.

Clubs should run this campaign during peak sporting club operations, checking local sporting calendars for seasonal sport periods.

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MARKETING COLLATERAL

Clubs will receive 500 flyers on a quarterly basis, to allocate between 3-5 clubs (100 per sporting club as a guide).

For additional flyers, you can access Canva for the artwork.

Creative for the \$10 for 10-day passes is now available on Canva [here](#).

10 days
FOR \$10

Join your local Fernwood,
the **health, fitness** and **wellness**
clubs more than 70,000
women across Australia **love.**

Scan Me
To redeem
your pass.

fernwood FITNESS

WOMEN ONLY
(at selected clubs)

24 HOURS
(at selected clubs)

HYPOXI STUDIO
(at selected clubs)

REFORMER PILATES
(at selected clubs)

YOGA STUDIO
(at selected clubs)

CARDIO TRAINING
(at selected clubs)

GROUP FITNESS
(at selected clubs)

PREMIUM EQUIPMENT
(at selected clubs)

STRENGTH TRAINING
(at selected clubs)

FIIT 30
(at selected clubs)

fernwood FITNESS

DL Flyer

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COMMUNICATIONS TIPS

Create a list of local sporting clubs in the area and reach out to each club via phone call to gauge their interest when speaking to sporting clubs on the phone:

- Highlight the win-win nature of the fundraising initiative and the community engagement aspect.

If they are interested arrange a time to visit the club to provide them with the DL flyer vouchers for them to sell at the club.

Follow-Up Communication Plan:

- Develop a plan for ongoing communication with sporting clubs to check in with how the initiative is working in their club and if they want to continue the initiative.

\$10 FOR 10 DAY PASS: LEADS IN CRM

During the campaign period, pass purchasers will be encouraged to use the QR code on the flyer to fill out the lead form available at: https://www.fernwoodfitness.com.au/campaign/10daysfor10?utm_medium=print&utm_source=qr_code&utm_campaign=&utm_content=10_day_pass

*** Note: this lead form is now live.*

Leads will enter Exerp CRM under the campaign title “\$10 for 10 days LAM offer” for follow up.

Users will have to enter their details for clubs to follow up to set up the offer immediately.

T&CS – AS PER WEBSITE

Terms & Conditions: Offer valid until (insert date for the quarter). The 10-day pass must be activated at your selected Fernwood Fitness club before (insert date for the quarter). Once activated, your pass is valid for 10 consecutive days. Participating clubs only. Bookings are essential. Offer available to new members over 18 years. Not valid in conjunction with any other offer, Fernwood Fitness clubs are women’s-only fitness centres.