

# SPORT FREE60

**LUCOZADE SPORT  
SPORT FREE60  
PARTNERSHIP OPPORTUNITY**

## WHAT IS SPORT FREE60?

Lucozade Sport is passionate about encouraging people to get involved and participate in sport. As part of a nationwide campaign this summer, the brand is looking to partner with the best activity and sports centres across the UK to give away hours of free sport with every bottle of Lucozade Sport. They'll be driving 1,000s of 16- to 34-year-olds to a dedicated website, where they can choose their free activity.

## WHAT IS IN IT FOR YOU?

The campaign is all about encouraging people to try new sports – and in doing so getting them through your doors. Of course, if they enjoy it, they'll be back for more – paid for – action. The campaign is also encouraging more experienced participants to try new venues.

Here are just a few reasons to get on board:

- ❑ Massive on-pack promotion carried on 30Million packs of the UK's No.1 sports drink\*
- ❑ Your centre's details on the dedicated Sport FREE60 website
- ❑ High-profile campaign support with sporting ambassador involvement
- ❑ Promotional support: 6-sheets, in-store and online marketing
- ❑ Online social media presence through Facebook, YouTube, Google and Twitter
- ❑ Repeat footfall for you

## HOW TO GET INVOLVED

Simply complete the attached Agreement Form indicating which activities / sessions you'd like to offer on a free basis, and return it to Inspire. The details from the form will be used to promote your centre on the website along with the experiences / courses you wish to offer.

**HELP THE NATION PARTICIPATE AND SIGN UP TODAY. IF YOU  
HAVE ANY QUESTIONS SIMPLY CALL INSPIRE ON 0161 495 4303**

**Inspire**

\* Neilson Total Coverage, data to 30.10.10





## FURTHER INFORMATION

### WHAT'S THE OFFER?

Each Lucozade Sport promotional pack has a promotional code which allows the consumer to register on the Sport FREE60 website and download an e-Voucher. The e-Voucher entitles the bearer to a Free Session at a participating Activity Centre (as detailed on the promotional website) for the relevant sport.

### HOW DO THEY BOOK?

Details of all the sports available and the participating centres / clubs are listed on the promotional website, the consumer simply calls the Activity Centre to make a booking and presents an e-Voucher on attending to redeem the offer.

### HOW LONG DOES IT RUN FOR?

The promotion will launch on 1st May 2011 and finish on the 30th July 2011 with consumers able to redeem their e-voucher until the 15th August 2011..

### WHAT DO WE NEED TO PROVIDE?

- The free session** - You can provide whatever is appropriate for your sport and your club bearing in mind that for most people this is probably an introduction to the sport. Within the contract we have suggested what this might be for your particular sport however you are free to simply list your own offering/s.
- Equipment** - You can detail on the contract whether you will provide equipment or whether the participant will need to bring their own.
- Other charges** – For most intro sessions there should not be any charges other than a refundable deposit if you wish to include one.

### CAN I LIMIT THE TIMES OF USE?

You can specify what days and times the free sessions are available.

### DOES IT COST ME TO TAKE PART?

No there are no charges for taking part other than providing the session for free.

**HELP THE NATION PARTICIPATE AND SIGN UP TODAY AS ONE OF OUR FEATURED ACTIVITY CENTRES. IF YOU HAVE ANY QUESTIONS SIMPLY CALL INSPIRE ON 0161 495 4303**

Inspire

