

## **SportsDock: 50% off October 18 payments**

### **Terms and Conditions**

1. This offer is available to customers who take out a Direct Debit Gold or Silver membership at SportsDock between 1 October and Sunday 31 October 2018 (the "Offer Period").
2. During the Offer Period, customers who take out a Direct Debit Gold or Silver Membership will have their first payment deducted by 50%.
3. The amount deducted will vary throughout the month depending on the pro rata payments calculated by SportsDock's booking system (XN Leisure).
4. After the Offer Period ends, the 50% discount will no longer apply and all future payments will automatically increase to their full rate. Details of pricing can be found at the following link:  
<http://www.sportsdock.co.uk/membership-and-pricing.htm>
5. This Offer is not available to customers who have, or have had a live Direct Debit membership at SportsDock since 15 September 2018.
6. In order to take advantage of this promotion by purchasing a SportsDock membership online, customers have to enter the code **OFF50%** when paying for their basket at the end. No refund can be given if this code is not entered correctly at time of purchase.
7. All customers will be required to complete a Membership Application, sign the Health Commitment Statement and agree to comply with SportsDock terms and conditions and the terms of the Membership Agreement. These documents can be found at the following link:  
<http://www.sportsdock.co.uk/membership-and-pricing.htm>
8. Customers are able to cancel their membership in accordance with clause 9 of the SportsDock Membership Agreement.
9. No alternative offer period or cash incentive is available.

## Receptionist summary for 50% off membership campaign

Promotion period will run from Monday 1 October 2018 to Sunday 31 October 2018

The advertising strategy will be mainly external with limited internal advertising, commencing on the 1 October 2018. As ever the 'How did they hear about us' is integral to gauge the success of the different methods.

### Procedure:

- A. When a customer comes into the centre asking about this offer, check the member has not had a live membership after 15 September 2018.
- B. Give them the correct form depending on their situation.
- C. Openly talk about campaign to prospective and current members (friends may be interested).
- D. Check 'How did they hear about us section' and ensure they have ticked the appropriate box and you are happy with the response (embellish on answer if necessary).
- E. From 26 October to the 31 October the discount will be more significant (as they are paying until 15 December). We are looking to do a huge push over these last 5 days and a target has been set of 20 new DD's.
- F. Please push as many people to OLM, to get the discount they will have to enter the code **OFF50%** when they go to pay at the end. They will not be able to get a refund if the code is not entered correctly.
- G. When adding the new membership to XN, the procedure is no different to a normal membership. However, once you have selected the 'add new membership', you must chose the 50% off DD membership in the promotion drop down box. Then click 'next' and continue as normal.
- H. Explain to them that by signing the declaration they are agreeing that their membership will rise to full price for all future payments.
- I. Ask them if they have any friends who would like to take this offer.
- J. Put form in the normal place behind reception as tracking will be done using Qlikview.