

## **Dynamic Footy Skills Affiliate Program Initiative**

The 2020 Dynamic Footy Skills Community Club Affiliate Program Initiative (API) is designed to provide relief and support to the practice and operations of community football clubs around Australia during the COVID-19 pandemic.

DFS are projecting the API will provide thousands of dollars of relief to the AFL community club football sector.

### **Dynamic Footy Skills response to COVID-19**

Dynamic Footy Skills is announcing its initial Affiliate Program Initiative to support community football clubs and members coping with the impact of COVID-19. Community clubs will receive well needed financial assistance and junior players will have access to join an innovative online football e-learning membership program, designed to enhance and develop individual AFL skills.

### **Requirements and other API conditions**

- The API is available to community junior football clubs registered with a community junior football league for the 2020 season.
- A simple and efficient application process for community football clubs.
- Cash rebate provided directly to the club, upon successful completion of the program.

### **DFS suspended programs**

With immediate effect, DFS suspended all programs due to COVID-19. Suspending programs complies with current laws and regulations to help the community with safe practice of social distancing. Suspending our programs has allowed DFS the opportunity to provide e-learning football opportunities to its members and community.

#### ***Suspended programs include:***

- Term 1, 2 and 3 School Holiday Programs
- Term 1, 2 and 3 Intensive Skills Programs
- Term 2 and 3 Elite Masterclass
- Term 1 and 3 Best of the Best Series
- Term 1 Dynamic V Competition
- Term 1 and 2 Coach Support Programs
- Elite Summer Training Programs (Hopeful of resuming)
- Pre-Season Training Program (Hopeful of resuming)
- All Club Development Programs

DFS will provide notice when restrictions have lifted and the above development programs resume.

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## CLUB APPLICATION PROCESS - Affiliate Program Initiative

To be considered for the AFL Community Club Affiliate Program Initiative (API), clubs are required to complete and submit the API nomination form. Forms can be located on the Dynamic Footy Skills website - [Click Here](#).

The nomination form allows clubs the opportunity to strongly state their case as to why they should be considered for the program. Only submissions received prior to the deadline will be considered for that month.

Successful clubs will receive an API Pack. **The API pack includes:**

- A unique club coupon code. (To be used by club players/parents/families)
- Templates to email notifications.
- Templates to Social Media posts.
- Club bank account details form (Required for deposit of cash rebate)

Successful clubs will enter into the API for a duration of 1 month. The club will be offered the first right of refusal to retain its spot for the following month. Should the club choose to cease its participation in the program, that spot will be offered to another club.

Clubs not successful for that month, are permitted to submit a nomination form for the next month.

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## HOW TO APPLY

1. Complete and submit an Affiliate Program Initiative (API) nomination form through the Dynamic Footy Skills website ([Click here](#))
2. Once a decision about an API application has been made, the club will be contacted via email and phone.
3. If the club is approved for the API, an API Pack will be sent directly to the club, via email.

If multiple applications have been submitted, these will be processed in date order and assessed against other applications for that month. If the club is unsuccessful and wish to apply for the next month, a new API nomination application form needs to be submitted.

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## **SUCCESSFUL APPLICATION CRITERIA**

1. Nominated clubs need to have been registered to play in their local competition for the 2020 season.
2. The nomination application requires can only be submitted by a person(s) who holds a position on the 2020 Executive Committee for the nominated club (IE President, Vice President, , Treasurer, Secretary, Football Operations etc).
3. The club is a 'Junior AFL Community Club'. Senior Clubs can apply on behalf of their junior club, however can not be nominated themselves.
4. The club has successfully completed all questions on the nomination form and submitted the form prior to the closing date for that round of API.
5. Clubs have read and agree to the requirements of clubs accepted into the program.
6. Before applying, please review all club nomination requirements in this booklet.

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## **REQUIREMENTS FOR SUCCESSFUL CLUB APPLICANTS**

Clubs who are offered a spot in the API will be assisted with their promotion of the program to their members.

Clubs will be provided with template emails and Social media posts, created and designed by the DFS marketing team. These emails and Social media posts will clearly convey the program as well as the features and benefits on offer to the club members.

During each month of their API involvement, clubs will be required to:

- Send a minimum of two API emails to all club members
- Post a minimum of two API Social Media articles on the clubs Social Media platforms
- Share a minimum of two Dynamic Footy Skills and Horizon Footy Skills Social Media posts on the club's Social Media platforms

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## **SUCCESSFUL APPLICATIONS**

Once all applications have been assessed, you will be contacted about the outcome of your application. If you have been successful, you will also be sent an API Pack. This outlines the conditions of funding, how you will be paid and your grant reporting requirements. The following pages outline these stages in more detail.

Successful clubs will receive an API Pack. The API pack includes:

- A unique club coupon code. (To be used by club players/parents/families)
- Templates to email notifications.
- Templates to Social Media posts.
- Club bank account details form (Required for deposit of cash rebate)

Successful clubs will enter into the API for a duration of 1 month. The club will be offered the first right of refusal to retain its spot for the following month. Should the club choose to cease its participation in the program, that spot will be offered to another club.

Clubs not successful for that month, are permitted to submit a nomination form for the next month.

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## **SCENARIO A**

Club A registers for the Club Support Program and gets accepted for the month of May then Horizon will send them all the marketing content for that month in the club referral pack. Club A distributes the content to their members and has 10 members sign up using the specific club coupon code in May. Horizon will provide Club A with a 10% rebate for those 10 members from May. Club A decides to opt out of the program in June and therefore they don't receive the referral pack, their coupon code becomes invalid and they don't receive a rebate on any members that are a part of Horizon Football Skills in June.

## **SCENARIO B**

Club A registers for the Club Support Program and gets accepted for the month of May then Horizon will send them all the marketing content for that month in the club referral pack. Club A distributes the content to their members and has 10 members sign up using the specific club coupon code in May. Horizon will provide Club A with a 10% rebate for those 10 members from May. Club A stays in the program for June and receives the referral pack and keeps a valid coupon code. Club A receives a 10% rebate for new members that signed up in June as well as a 10% rebate for members from May.

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## FREQUENTLY ASKED QUESTIONS

### ***What is the Community Club Affiliate Program Initiative?***

The Community Club Affiliate Program Initiative (API) is an initiative for DFS to help community football clubs during a time that has adversely affected the whole community.

### ***What does the club receive?***

Via the Community Club Affiliate Program Initiative (API), clubs receive a cash rebate contribution, to assist well needed funding for the club.

### ***Can DFS assist with communication emails and Social media posts?***

We understand that clubs are already stretched with resources. We want to make this as easy as possible for clubs. To this end, DFS will provide full awareness and communication material for the club to forward onto their members. All material has been created by the DFS marketing team and includes two emails and two Social media posts. All the club needs to do is press 'send' on their email and 'post' on their Social media accounts.

### ***When will the club receive their affiliate rebate?***

Rebates will be processed monthly. Rebates will be transferred directly into the club bank account within one week after the monthly affiliate initiative has ended.

### ***Can the club sign up for more than 1 month?***

Yes. Each month, clubs will be required to register their interest to participate in the next month's intake. Clubs who were granted approval into the API will have first right of refusal to continue in the program, for the following month. Should the club not wish to continue, that spot will be offered to another club.

### ***What eligibility do clubs need to meet?***

Nominated clubs need to have been registered to play in their local competition for the 2020 season. Clubs need to be willing to fulfill the marketing campaign requirements as set out during the month of the API.

### ***When will the rebate stop?***

Clubs successful in securing a spot in the API will be eligible for the cash rebate during the entire month/s they participate. Club rebates will stop when the club chooses to end its API or when the API comes to an end.

### ***How will DFS know that it was a club member that signed up during the month?***

Once clubs have been accepted into the program, they will be issued with their very own unique Coupon Code. Any new members who sign up using the member code, will have 10% of their membership fee rebated back to the club.

### ***Will the club be informed which members purchased a Membership?***

Yes. The club will receive a full list of club member names who purchased the membership during the given month.

### ***What type of Memberships does the club receive the cash rebate for?***

The rebate will be paid for all Memberships. This includes Monthly, bi-annual and annual/foundation. The rebate is offered on new memberships which are registered for the month that the club is participating in the API.

***How will clubs be selected to participate in the API?***

Clubs need to ensure the API nomination form is completed correctly in the application process. We anticipate most clubs who apply will be granted access into the API.

***What do clubs need to complete in the application process?***

To apply for the API clubs will need to complete the API nomination form and agree to meet the marketing campaign requirements set out during the month/s of the API.

***How will clubs access the API nomination form?***

The API nomination form can be accessed by clicking [here](#). Once you have filled in the required areas of the form you will need to click the 'submit' button to complete the process.

***How many clubs will be granted access into the API?***

Selection will not be governed by a number or cap on clubs. We anticipate that we'll be able to accommodate most clubs that apply for the API.

***When will the Prize giveaways of the brand new footballs be announced?***

There will be a draw each month. Winners will be contacted directly. Winners will also be announced via the DFS social media accounts.

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