



Dear Members,

West Lakes Flight Centre is seeking to establish links with schools, charities and clubs in order to contribute to the local and wider community. From our perspective, we also believe that acting in partnership with community organisations assists us in growing our business, as people are more likely to respond to marketing when they can see tangible benefits for an organisation with which they are involved.

***What is a kick back club?***

A kick back club is a partnership between West Lakes Flight Centre & local community groups, clubs and schools. This partnership allows us to help you raise much needed funds for your group, simply by booking travel arrangements with our business.

***What is in it for your club?***

In return for providing us with access to your members for the purpose of advertising, we will pay you 1% of the total amount of any bookings made by customers referred to West Lakes Flight Centre by your club. It is required that a client mention 'West Lakes Canoe Club' to receive the kick back at the initial enquiry stage.

The incentive will be paid quarterly. For the avoidance of doubt, this scheme is only applicable to bookings made at West Lakes Flight Centre.

***What is 1% really worth?***

A booking to Europe for 2 people inclusive of flights, taxes, insurance, accommodation and rail or car hire can easily cost \$10,000. For each booking like this, your club would receive \$100. The person making the booking on which the incentive is paid, does not even have to be a direct member, any friend, family member or associate who tells us they were referred by your Club will make you money.

It is also important that we stress that the 1% incentive paid to you is not an additional charge to your members and that customers booking fares under the scheme are still entitled to the benefit of our 'Low Price Promise'.

***Terms & Conditions***

Bookings must be made as a part of a package that includes flights & land arrangements, with a minimum value of \$1000. Low cost airlines such as Jetstar & Tiger Airways are exempt from the kick back scheme.



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***How can your club use the sponsorship dollars?***

You can use the incentive payment to fund specific projects, sponsor trips or buy equipment, the choice is yours. Alternatively you may consider using the monies for flights or accommodation package that you can use as an auction item or quiz night prize, and compound the 1%.

All you need to do is throw your support behind the scheme and ensure that the advertising material is effectively distributed to your members. As previously explained, the more successful you are at encouraging people to book at West Lakes Flight Centre, the more money we will pay out to you as an incentive.

Please take the time to consider and discuss this opportunity, and contact me with any questions, or to register as a participant in this scheme.

Yours sincerely

**Jessica Gray**

**West Lakes Flight Centre**

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