

COCA-COLA
SPORTS LOYALTY PROGRAM

SCORING THE PERFECT PARTNERSHIP




POWERADE®
ISOTONIC

What is the opportunity?

PREFERRED SUPPLIER

Coca-Cola Amatil (CCA) proposes to be appointed as your preferred supplier of non-alcoholic ready to drink beverages. This includes soft drinks, sports drinks, *Powerade* Powders, still waters and juices.

WHAT ARE THE BENEFITS FOR YOU?

- Save time by having all your non-alcoholic drinks delivered directly to you.
- Earn points per case on purchases from CCA and collect your points to redeem training gear, fund raising activities or other items.
- Stocking preferred brands and pack sizes will maximise your retail sales and profits. Implement a fridge layout that most satisfies your customer's preference and help drive your profit!
- If equipment is required please consult your CCA representative to discuss.



'POWERADE' ENJOYS MARKET LEADERSHIP
REPRESENTING 59.5% OF ALL SPORTS DRINKS SOLD.



"MOUNT FRANKLIN" & "PUMP" HAVE A COMBINED
SHARE OF THE PACKAGED WATER CATEGORY OF 55.4%.

THE COCA-COLA COMPANY AND CCA BRANDS ENJOY A MARKET SHARE OF 82% OF
THE SOFT DRINK CATEGORY.

Club incentive

Change your Club's drink purchases into points by using the *Powerade Sports Loyalty Program*

- Training Gear
- Ice Chests
- Drink Bottles and other much needed items

WHAT IS THE SPORTS LOYALTY PROGRAM?

As a token of appreciation for your ongoing support, Coca-Cola Amatil would like to thank you by offering you a selection of rewards. To facilitate a fair rewards redemption program, we would like to introduce to you the *Powerade Sports Loyalty System*.

HOW DOES IT WORK?

Powerade Sports Loyalty Program is a points based redemption system that allows users to select reward(s) based on the number of your accumulated points. You gain points for ordering directly from Coca-Cola Amatil - the amount of cases purchased then converts into reward points. Points must be redeemed by 31st December each year.

LET'S BEGIN

In just a few simple steps, you can be on your way to redeeming your first loyalty prize. Each exclusive member will be pre-registered on the system to save you from completing endless forms. Let's begin.

ONE: LOG ON TO www.tpf.com.au/sportsloyalty

Your registered ID is your customer number located on your invoice. You can view your claims history and your remaining points.

TWO: REDEEM

Browse the showcase of items available for redemption and select the quantity required for each item of interest. The more points you have the more you can order.

THREE: CHECK OUT

Once you have finished selecting item, proceed to the order form. Your goods will be despatched shortly at the end of each month.



Next Steps

1. If you have any queries or would like to register for these great deals please contact your representative or the National Call Centre on 132 653 or visit www.tpf.com.au/sportsloyalty
2. A CCA Business Development Executive can visit your Club to assist you in identifying the beverage opportunities within your Club.

