



Become a Tri NZ Partner and help build the TRIBE!!

December 2010

Background:

Triathlon New Zealand (**Tri NZ**) is creating a 'whole of sport' triathlon community...the TRIBE. The rationale for this is:

- To develop the ability to communicate with all the sports participants and fans – to better connect relevant people with relevant opportunities in the sport and ultimately grow participation.
- As well as better cross-promoting events, training opportunities, club services, etc we will also be able to better advocate for the sport's participants on key issues such as access to venues for events, road safety, etc

It's free for people to join TRIBE and everyone joining will become a Tri NZ Member (our membership fee is now zero!).

In order to grow TRIBE we would like to partner with anyone who is delivering services to the sports participants & fans, be it events, coaches, clubs, pools, gyms, etc to help promote the creation of this whole of sport community – so people find out about and can easily join the TRIBE.

Why will people want to join TRIBE?

- Become part of the triathlon community, connect with others and the sport – through our website, facebook, twitter, email, TV Show and other communication channels
- Stay in touch with relevant events, coaches, training groups, clubs in your region
- Get the inside scoop on what's happening in the sport
- Have a means to raise issues in the sport and have someone advocate for you
- Be in regular competition draws and receive exclusive member benefits

Who can become a Tri NZ Partner:

Basically, anyone who delivers a service to the sport, including:

- Events : Triathlon / Duathlon / Aquathlon / Multisport and related events
- Swimming Pools / Gyms / other relevant facilities
- Bike shops / other relevant retailers
- Informal Training Groups

NOTE: Endorsed/Sanctioned Events, Affiliated Clubs and Accredited Coaches are automatically treated as a Tri NZ Partners

Benefits of becoming a Tri NZ Partner:

By becoming a Tri NZ Partner you will:

- Connect your customers with other activities / services in the sport. By doing this we will retain them in the sport longer and encourage them into more events and other services...ultimately growing participation. The more people doing our sport the more all service providers win!
- For some services, get better promoted on the Tri NZ website or in email communications (in a manner not available to non-partnered service providers) – see table below.
- Give your customers a voice in the sport and let us advocate on important issues to them.

How it works:

Some service providers have an online sign up process for their customers, others don't – so we have different requirements for each set out below in a) and b).

For ALL Service Providers we ask that you include the following on your website – preferably your home page:



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Join TRIBE - NZ's triathlon community. Stay informed and get connected, it's FREE! [Find out more here](#) ([hyperlink to TRIBE page on Tri NZ website](#))

a) For Clubs / Events / Coaches and other Service Providers WITH an online sign-up process:
All you need to do is **include this wording** in your online process:

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[Tick box] I would like to become a member of TRIBE. By joining TRIBE I am becoming a member of Triathlon New Zealand Inc and I have read and agree to the terms and conditions of membership ([hyperlink to T & C's](#)). I agree to receive electronic and other communications from Triathlon New Zealand Inc.

We leave it up to individual partner preferences as to whether you have the tick-box pre-ticked (opt-out) or leave it blank for people to tick (opt-in). Our legal advice is that either is acceptable from a privacy law perspective.

Clubs and some other partners may wish to take this one step further and include TRIBE membership as a mandatory part of joining their organisation. TRIBE members would then need to contact us directly to rescind their membership at any time if they choose to.

b) For Facilities / Equipment Providers / Coaches / Events WITHOUT an online sign-up process

In addition to the website promotion, all you need to do is promote TRIBE in your email communications and on your front desk/ reception area, etc. Basically you need to demonstrate you are doing your bit to promote TRIBE to your customers. We have flyers available for this purpose.

Whether you fall into a) or b) above simply let us know you want to be a Partner by clicking the box when submitting your event or other service for listing on the Tri NZ website. We will confirm your eligibility and provide you with the TRIBE logo via email, and you can then start promoting TRIBE. For as long as you continue to promote TRIBE we'll deliver the benefits listed in the table below, **Tri NZ Partner Benefits Matrix**.

For those with an online sign-up process for their customers, Partners are then to send in the details of those that have agreed to join TRIBE once a fortnight/month – we have a template spreadsheet you can use to download their details available on our website, or send through in a format that works for you. All we need is First Name, Last Name, Date of Birth, Gender, Email, Address, Postcode, and Home & Mobile number. We will do an upload into the TRIBE database from the spreadsheets submitted by partners on the FIRST of every month (removing duplicates in the process).

Risk Free – Cancel at any time:

If either Tri NZ or a Tri NZ Partner aren't happy with the arrangements or the performance of either party, then either may terminate at any time.

ANY QUESTIONS – PLEASE CONTACT CARL JACKSON, carl.jackson@triathlon.org.nz



Tri NZ Partner Benefits Matrix:

| Service Provider* | Category | Benefits to Tri NZ Partner | | | |
|---|---|---|--|---|--|
| | | www.triathlon.org.nz | Emails to TRIBE | Multisport Mag / Radio | Other Benefits |
| Clubs | All Affiliated Clubs are treated as Partners | Listing on website in club section. Listing on Home Page in the map of NZ widget in region. | Segmented promotion of club services to local area TRIBE members | Consideration for 'Club of the month' listing for magazine and radio show | All other benefits of club affiliation as set out on Tri NZ website under Clubs |
| Events** | Sanctioned/Endorsed Events, and Accredited Competition Managers | Listing in Sanctioned/Endorsed Events section on Tri NZ website. Rotation through Feature listing in Event calendar. Listing in event calendar with event logo plus Tri NZ Endorsed/ Sanctioned Event Logo. Right to one home page news article pre & post-event. | Event listed in Sanctioned / Endorsed Section of TRIBE emails | Event listed in Sanctioned / Endorsed Section of Multisport magazine | Other benefits of Event Sanctioning / Endorsement as set out on the website – click here for details |
| | Partner Events | Listing in event calendar with event Logo. | At least one listing in regional TRIBE email in the event listings | N/A | N/A |
| | Non-Partnered events | Plain listing in event calendar | N/A | N/A | N/A |
| Coaches | Accredited Coaches – all become Partners (no benefits for non accredited coaches) | Listing on coach section of website, and 'find-a-coach'. Listing on Home Page in the map of NZ widget in region. | Consideration for coach of the month to be featured in selected TRIBE emails | Consideration for coach of the month listing for magazine and radio show | All other benefits of Coach Accreditation Programme – refer Tri NZ website |
| Informal Training Groups (non-commercial) | Any training group can list activity, no requirement to become a Partner | Plain listing in list of training groups | N/A | N/A | N/A |
| Facilities, eg pools, gyms | Partners (no benefits for non partnered facilities) | Listing in Facilities section of website and regional home page widget | N/A | N/A | N/A |
| Equipment Providers, eg Bike Shops | Partners (no benefits for non partnered providers) | Listing in Equipment section of website, by region | N/A | N/A | N/A |

* Other Service Providers may apply to partner with Tri NZ and will be considered on a case by case basis.

** Tri NZ owned and run events will not be promoted in any more prominence to other Sanctioned / Endorsed Events on triathlon.org.nz or in TRIBE communications