



ENERGY | HYDRATION | RECOVERY

HIGH5 SPORTS

CLUB REWARDS

A partnership programme that gives back

to the community





Hi there,

We're very excited to welcome you and your club members to the HIGH5 Sports Club Rewards Programme.

By joining the Programme everyone benefits from great products at great prices and your whole club benefits from the cashback rewards that help to fund community projects chosen by you and your club. Education is also at the heart of this programme and HIGH5 are committed to helping you educate your members on sports nutrition.

By working together on the small things, we'll enhance everyone's ability to get the most from their sport during training and competition. Keep on reading to find out more about how the programme works.

Let's HIGH5 to a long lasting partnership.

Team HIGH5





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Get to know HIGH5

Fun facts you probably didn't know.

- HIGH5 was founded in 1994 by two brothers who both competed as elite level Triathletes.
- HIGH5 was one of the first sports nutrition companies in the UK and we manufacture our products at our facility in Brighton.
- The HIGH5 product ranges focus on taste and performance. Our mission is to hydrate, fuel, energise and help you recover before, during and after all of your workouts and races.
- We use 100% natural flavours in all HIGH5 products.
- We work closely with expert nutritionists from the BORA – hansgrohe Pro Cycling team in Germany to develop cutting edge products.
- We partner with over 500 events nationwide to ensure HIGH5 products are available at the point of need.
- HIGH5 have partnered with TerraCycle® a company that specialises in hard-to-recycle waste. They take packaging that is not considered locally recyclable, like our Energy Gel wrappers and deliver them to national waste management companies. Look out for our TerraCycle® bins at HIGH5 partnered events. To find out more visit: highfive.co.uk/blogs/news/high5-partner-with-terracycle.



**REAL PERFORMANCE,
REAL TASTE**



**RECYCLE AT
OUR EVENTS**



**SOME OF OUR
EVENTS**

**PRUDENTIAL
RIDELONDON**

**OUTLAW
TREATLON**

**ESSAR⁺
CHESTER HALF
MARATHON**

BATH HALF

**THE GREAT
OCEANIC
TRIAL**

**Baxters
LOCH NESS
MARATHON**
and Festival of Running

**Race to the
Stones**
THRESHOLD
MORE IS IN YOU™

How it works

The HIGH5 Sports Club Rewards Programme is simple and easy to follow:

1



Shop

Shop HIGH5 products using your unique club code

2



Cashback

Build cashback with HIGH5

3



Notification

HIGH5 will notify the club when you hit cashback milestones (£200 intervals)

4



Start

Get started on your chosen project

5



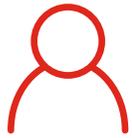
Celebrate

Celebrate completed projects with your members using hashtags

#HIGH5SportsClubs
#HIGH5fuelled

Top tips

Good communication is key to success! We want you and your members to benefit as much as possible from the Rewards Programme so here are some top tips to help you spread the word to your members.



In person

- Word of mouth always trumps other forms of communication. People trust each other! Maybe make an announcement on club night or speak to small groups at a time to enable them to ask questions so they can ask questions and get excited about the programme.
- The key to success is if everyone remembers the club code off by heart! You could write it down and pin it to the clubhouse notice board or remind everyone to save it to their phones. You could even print business cards with the club code and website and hand them out to members to keep in their wallets.



Online

- Share the club code on the newsfeed of your private Facebook groups. This is a good way to broadcast the partnership to your members. You can even pin the club code to the top of the newsfeed.
- WhatsApp or Facebook Messenger groups are great tools for sharing news. You can answer any questions and update your members on the progress of your project and let them know how much has been raised.
- Emails or monthly newsletters are great for sending out weekly reminders about the programme and inserting the hyperlinked club code. HIGH5 will also share content with you that you can use in your club newsletters.
- Announce the new partnership on your website using the digital assets that HIGH5 have provided. Please do not advertise the discount value publicly. (See club code FAQ's below)



Social media

- HIGH5 love to see how you're using our products on social media and we encourage you and your members to post about HIGH5. It's a great way to educate members about how to use sports nutrition. Use **#HIGH5SportsClubs** and **#HIGH5fuelled** to celebrate completed projects. Tag us in your posts and we'll reshare what we can on Instagram stories.

Please note: HIGH5 may request content from time to time. Any content supplied to us will be used on our social media channels, in our email newsletters or on our website.

**GIVING BACK
TO THE
COMMUNITY**



Through the Rewards Programme HIGH5 are giving cashback on all purchases to help raise funds for projects that will benefit the club community. This was a big reason for starting the programme. We believe that giving back is the best way to keep the sporting community thriving.

Your first project is already set but when that one is complete you will want to get started on your next one or you may want to activate multiple projects at the same time. Here are some great examples of how other clubs are choosing to use their funds:

- New equipment for the club
- Travel or physio expenses for members in need
- Funding a young budding athlete or semi pro team
- Paying towards the team coaches expenses
- Buying your volunteers a new pair of trainers or some training kit
- Putting towards an event that the club is organising
- Donating the funds to a specific charity
- Buying everyone a post-race coffee or a pint at the Xmas party
- Invite an elite athlete as a key speaker for your workshops or events. HIGH5 can help arrange this

The opportunities are endless!

Completed projects are cause for celebration and we'd very much like to share the good news on our channels. We encourage you to do the same via your social media, newsletters and website announcements. For social media you and your members can use the hashtag **#HIGH5SportsClubs** and **#HIGH5Fuelled**.

Please note: HIGH5 may ask for evidence from time to time to demonstrate that the funds are being used for the intended purpose. Evidence could be in the form of receipts, photo's or written reports demonstrating how the project is going.





**OUR COMMITMENT
TO EDUCATION**



HIGH5 are committed to sharing educational information about sports nutrition to help your members get the most out of their sporting endeavours. Each month we'll send you a newsletter that will include things you can share in your own newsletters to your members.

These will include:

- Blogs with training or race prep advice
- Top tips from nutritional experts, elite athletes or coaches
- New products that we're launching and how they could help you
- Scientific research related to sports nutrition
- Information about what we're getting up to at HIGH5
- News updates on how other clubs are progressing with their projects.

Please note: It will be up to the point of contact for each club to disseminate any information we share with you to your members via your own club database.



FAQ's

We've put together some frequently asked questions to help answer any queries you might have. All information can also be found in the programme terms that you signed when you applied for the programme.

Who can use the club code?

The unique code is for club, team or training group members plus their friends and family only and should not be distributed to anyone who is not associated with the club members.

How do we use the code?

- The code is for use on www.highfive.co.uk for full priced items only. It can't be used in conjunction with another discount code or for any items that are currently discounted. It can't be used with any third party reseller such as Amazon.
- Simply apply the club code at the checkout and all redeemable items will be reduced automatically in your basket.

Can I share the club code publicly on my website or social media channels?

- We ask that you do not share the discount value of the club code publicly on your website, social media channels or any third party website.

- We're very happy for you to announce the new partnership with HIGH5 on your website and social media using the digital assets that HIGH5 have provided. See page 6 for top tips for sharing your code.
- Remember the club code is for members and their friends and family only. Therefore please share it with them on any private channel such as private Facebook group, WhatsApp group, Email or Newsletter.

Can the club members share news about the partnership on their own channels?

- Your members may tag HIGH5 in any social media posts to build awareness about the partnership, but may not share the club code or display its value in those posts. Please encourage your members to use the hashtags **#HIGH5SportsClubs** **#HIGH5** **#HIGH5Fuelled**.
- The club code may not be shared with any third party reseller including but not limited to voucher code sharing websites.

How do I get in touch with HIGH5?

- If you are the nominated point of contact you can communicate directly with us at high5partnerships@absportsnutrition.com. Please direct all matters related to the HIGH5 Sports Club Rewards Programme to this email address.

Does the point of contact have to be a member of the organising committee?

- No, the point of contact with HIGH5 can be anyone that the club agrees would be the best person for the role. This could be a member with a nutritional background, or a volunteer who wants to hero the relationship, or someone who manages the club website or social media. We're relaxed about who the person is as long as there is only one person per club.

FAQ's *continued*

How do I find out how much cashback has been earned by the club?

- HIGH5 manages all cashback earnings internally. We'll keep you informed every time you reach a cashback milestone such as £200, £300, £400.
- There isn't currently a facility for you to view your cashback earnings. When the programme gets underway, we'll look into ways for you to manage your own commission. This could be in the form of an app or a plugin for the website but this isn't available yet.

How do I claim the cashback for my club?

- HIGH5 will make quarterly payments throughout the year into your nominated bank account with the first payment due in August 2020. If your club has built up enough funds to activate a project sooner than expected, we'd be happy to release the funds upon request.

Can I redeem HIGH5 product instead of cashback for my club members?

- At the moment the programme is set up for you to redeem cashback. If you would prefer products rather than cashback please get in touch with us.

Can I use the club code to buy products for my event?

- If you're interested in supplying HIGH5 products for an event that you're organising we have an events partnerships programme available. If the event is suitable we can offer you our event partners package. Please get in touch with kieran.moles@absportsnutrition.com for any event related enquiries.

How do I get my clubs profile featured on the HIGH5 website?

- HIGH5 love to feature the clubs that we're partnering with on our website. We'll be in touch to ask you for a couple of photo's and a few facts about the club before building your club a profile. We only have a limited space though so we'll have to reserve this space for the most engaged clubs on the programme and perhaps rotate clubs from time to time. If you'd like to be listed please send us a photo and short profile.

Club discount code rules

The Club Discount Code may only be used in accordance with the following Club Discount Code Rules:

- **Who can use the Club Discount Code:** the Club Discount Code can be distributed to and used by members of the Club and their friends and family only. The Club Discount Code may NOT be distributed to and/or used by anyone who is not associated with the Club and/or its members;
- **Methods of distribution of the Club Discount Code:** the Club Discount Code may be distributed to Club members and their friends and family using any method that directly reaches that audience, e.g. via word of mouth, on a club house notice board, via leaflets/newsletters, through private Club-related social media groups, via private WhatsApp or Facebook messenger groups, or via email to the Club's database. The Club Discount Code must NOT be shared with the general public (e.g. via website or social media channels) or with any other unauthorised third parties (e.g. voucher code sharing websites).
- **Use on highfive.co.uk:** the Club Discount Code can only be used on highfive.co.uk and cannot be used on any other third party website or store. The Club Discount Code's use is subject to the HIGH5 Terms of Sale on highfive.co.uk [link to terms of sale] and is applicable only on full priced (RRP) products. The Club Discount Code cannot be used in conjunction with another discount code or site wide promotion.

- **Misuse of your Club Discount Code:** you must notify HIGH5 and your Club Nominee immediately on becoming aware of any misuse of the Club Discount Code, including any breach of these Club Discount Code Rules.

HIGH5 reserves the right to amend the Club Discount Code Rules without prior notice at any time during the Programme. Without prejudice to any other rights and/or remedies available in HIGH5's Terms of Sale or under applicable law, in the event that HIGH5 becomes aware of any breach of these Club Discount Code Rules or misuse of the Club Discount Code, we reserve the right to end your Club's participation in the Programme.

To the maximum extent permitted by law, HIGH5 accepts no liability for any loss or damage arising out of or in connection with your use of the Club Discount Code.



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