



TAPinto.me



auxiliium

A close-up photograph of two hands clasped together in a supportive grip. The hands are positioned on the left side of the frame, with the fingers of one hand interlocking with the fingers of the other. The skin is light-toned, and the lighting is soft, highlighting the texture of the skin and the veins. The background is a plain, light color.

**We invite you to look
into our exclusive
Charity Offer!**

**How to get your own
branded merchandise
with no upfront costs
or licence fees!**



Auxilium and Play the Game Limited have developed an exclusive offer for Charities & other community organisations.

This offer will enable you to increase your donations, host fundraising events, sell a limited edition branded popular table/board game (Convoy The Card Strategy Game), sell sponsorship packages and so much more.

CONVOY The Card Strategy Game™ is a fast paced table game for 2, 3, 4, 6 or 8 players that will challenge your use of skill & strategy (6 or 8 players split into teams of 2). Anyone can learn in minutes and is enjoyed by both men and women of all ages alike.

This gripping new game experience is enjoyed by more than just card players and by both men and women of all ages alike.



The Objective

The object of the game is to form "Convoys" comprising 4 same coloured counters (or 3 plus a bonus counter) in a straight line either vertically, horizontally, diagonally or a square, anywhere on the board.

Once a "Convoy" is completed the counters forming it are turned over to show the 2-tone colour.

After this stage the "Convoy" in question cannot be removed.

This is a very fast moving game as each move must be played within 30 seconds.

What is on offer?

1. Exclusive Limited Edition Game Version
2. Your Charity Edition Branding Design
3. Your Sponsors - Choose a card square
4. Events - Fundraisers and Tournaments
5. Retail Pack
6. Marketing Pack



The difference Auxilium can make to this offer.

Auxilium is able to provide your charity with the funding to start this project right away. This means there is no up-front cost to your organisation.

We pay, Play The Game to produce an exclusive Game version of 250, 500 or 1000 sets.

We work with you to help sell up to 44 sponsorship deals to your existing and new business/corporate supporters. This tends to come from their marketing budget, rather than CSR, which means they can claim back any VAT charged. Even better they will not part with any funds until all the sponsorship has been filled and the final design brief signed off by you.

We co-organise 4 fundraising events for your charity over the following 12 months.



What the sponsor gets!

By working directly with the producers of Convoy we have created a number of areas which we can make bespoke.

You can choose whether each each Sponsor will receive a limited edition game set or the opportunity to buy.

The sponsor can keep this or donate it to a Fundraising Auction. They will get their own press release about their sponsorship and will be included in a main charity press release.

- 1.Sponsor Card Squares 40 available - numbers 1-10 of each suit will give them 2 logo locations on the board 2cm x 4cm.
- 2.Sponsor a Jack - get a logo on all 4 wild cards as an exclusive VIP(Sponsor) offer.
- 3.Joker of the Pack - We will create a bespoke Joker with their Logo for this exclusive 2 card VIP Offer
- 4.Headline Sponsor - Spaces available on the back of the card and the box for you and 2 headline sponsors.





Let's take a look at some examples of how much fundraising we can help you to facilitate.

For these examples we will show you the difference in costs and levels of donations you can achieve depending on Quantity and Charges.

These are illustrative examples for now but we will sit down with you to build an opportunity that will best suit your needs.

Example for 250 Game sets

Cost - £10000 Upfronted by Auxilium.

Sponsorship Revenue Opportunity

40 Sponsors Spaces

4 Headline Spaces

Tournaments, Auctions, Fundraising Events.

Retail Sales

Fixed Costs

	Per Item	Total
Retail 185 Games	35.00	6475
Tournaments x 4	2500	10000

You can choose Sponsorship Rates

Minimum Charge

Sponsor Square x 40	x 40 total	Headline 1	Headline 2	Joker	Jacks	Potential Total	Fundraise total after repayment to Auxilium
250	10000	2000	2000	500	1000	15500	21975
300	12000	2500	2500	1000	2000	20000	26475
400	16000	3000	3000	1500	3000	26500	32975
500	20000	3500	3500	2000	4000	33000	39475

All illustrated pricing is in GBP and Excludes VAT

Example for 500 Game sets

Cost - £18000 Upfronted by Auxilium.

Sponsorship Revenue Opportunity

40 Sponsors Spaces

4 Headline Spaces

Tournaments, Auctions, Fundraising Events.

Retail Sales

Fixed Costs

	Per Item	Total
Retail 425 Games	35.00	14875
Tournaments x 4	2500	10000

You can choose Sponsorship Rates

	Sponsor Square x 40	x 40 total	Headline 1	Headline 2	Joker	Jacks	Potential Total	Fundraise total after repayment to Auxilium
Minimum Charge	300	12000	2500	2500	1000	2000	20000	26875
	400	16000	3000	3000	1500	3000	26500	33375
	500	20000	3500	3500	2000	4000	33000	39875
	750	30000	4000	4000	2500	5000	45500	52375

All illustrated pricing is in GBP and Excludes VAT

Example for 1000 Game sets

Cost - £31000 Upfronted by Auxilium.

Sponsorship Revenue Opportunity

40 Sponsors Spaces

4 Headline Spaces

Tournaments, Auctions, Fundraising Events.

Retail Sales

Fixed Costs

	Per Item	Total
Retail 925 Games	35.00	32375
Tournaments x 4	2500	10000

You can choose Sponsorship Rates

Minimum Charge

Sponsor Square x 40	x 40 total	Headline 1	Headline 2	Joker	Jacks	Potential Total	Fundraise total after repayment to Auxilium
400	16000	3000	3000	1500	3000	26500	37875
500	20000	3500	3500	2000	4000	33000	44375
750	30000	4000	4000	2500	5000	41000	52375
1000	40000	4500	4500	3000	6000	58000	69375

All illustrated pricing is in GBP and Excludes VAT

In Summary

Your upfront costs will be covered through the Auxilium Society by a separate agreement. They will transact directly with Play The Game to provide you with the relevant packages.

We work with you to sell the packages, finalise the designs and produce the game.

The Sponsorship Costs will be available in the most appropriate and tax efficient system for the sponsors - Advertising Budget, CSR Spend or Donation with Gift Aid.

Once the game design is finalised Auxilium will have already approved the production costs. You will then invoice the sponsors and collect the funds.

After delivery you can enter the arrangement to pay back Auxilium.

On receipt of the order we will arrange for Play The Game to start coordinating with you to arrange Events and Tournaments which you will be able to host repeatedly throughout the year.

They will also provide you with the Retail and Marketing Packs and can provide storage and shipping fulfilment if required.

Auxilium will produce a press pack for you and your sponsors and work with you on follow up campaigns and future opportunities.

Let's talk about it and see what Auxilium can do for you.

Book a meeting today.

Email: ian.wherry@tapinto.me

Phone: 07788293106

Calendar:

<https://api.chimpla.com/widget/bookings/121-purchasing-concierge>

www.auxiliumsociety.org



