

### EASY eCOMMERCE FOR ALL

ClubPay is all about simplicity - bringing simple eCommerce within the reach of those who lack the time, money or expertise to do it themselves.

### Benefits: SUBSCRIBING ORGANISATIONS

#### Improved cash flow and overall turnover...

- Reliable, efficient and accessible sales channels
- 24x7x365 availability
- Reduced scope for excuses not to make payment

#### Improved administration...

- Less dependence on hard to audit cheques and cash
- Less dependence on officers of the organisation to hold (and account for) cheques and cash
- Readily available management information including subscriptions lists, contact lists and marketing lists
- Electronic collection of the data required for NGB Accreditations, e.g. ClubMark, Charter Club, etc

#### Improved marketing opportunities...

- Improved communication and interaction with members/customers
- Scope for marketing creativity and communications, leading to sales of associated and add-on products, e.g. Club Merchandise, event tickets, pre-paid blocks of coaching or match fees, etc

### Benefits: Members & Customers

#### Improved communications...

- Improved communication and information flow between the organisation and their members/customers

#### Greater choice & convenience...

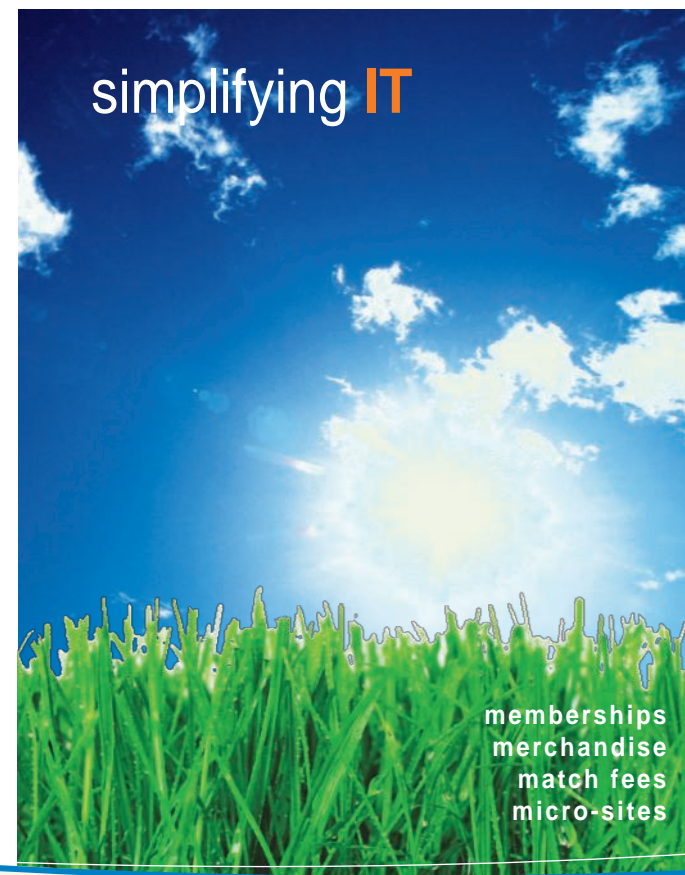
- Ease and convenience of payment via most major debit & credit cards
- Provides a new layer of choice in the payment process, adding card facilities to more traditional payment methods such as cash and cheque

#### Increased availability...

- Availability of payment facilities - approaching 24x7x365
- Removes the dependence on officers to be around to take payment
- Allows those who have 'forgotten' to make payment to rectify their 'oversight'

#### Quality assurance...

- Matches or improves the information gathering processes around child protection and organisational administration



simplifying **IT**

memberships  
merchandise  
match fees  
micro-sites

[www.clubpay.co.uk](http://www.clubpay.co.uk)

# ClubPay

## Easy eCommerce for Clubs Schools and other small organisations

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# ClubPay

# An eCommerce solution that works hard for your organisation

## CLUBS, SCHOOLS AND OTHER MEMBERSHIP-BASED ORGANISATIONS

ClubPay is a brand new service bringing simple, cost effective online payment facilities within the reach of Clubs and Schools. Your ClubPay Micro-Site goes on working hard for your organisation long after even the most dedicated Club Official has had enough

ClubPay's easy eCommerce services offer a host of benefits to both subscribing organisations and their customers. In a nutshell, we remove the scope for excuses

### EASY ECOMMERCE

- ONLINE CARD PAYMENTS
- MEMBERSHIPS & MERCHANDISE
- AVAILABLE 24X7X365
- COLLECT VALUABLE DATA
- LOW SETUP & RUNNING COSTS

For your customers, ClubPay brings convenience and reliability to what can be a frustrating process. For the organisation, ClubPay takes the burden off of individuals, offering improved cash flow, greater financial efficiency, improved administrative processes (including data collection) and can even increase overall turnover.

## flexible solutions for your club or school

### CLUB STALL

Our simplest product—ideal for those who only want to offer memberships online

- Up to three Membership products
- Club promotional information
- Data capture from customers
- Free annual Micro-Site refresh
- Initial setup charge: £5
- Operating Fees only 5.5%

### CLUB KIOSK

More flexible—for those who want to sell memberships plus a few ad hoc products

- Up to five Membership products
- Up to five Ad Hoc products
- Product variants, e.g. colour, size
- Club promotional information
- Data capture from customers
- Free annual Micro-Site refresh
- Initial setup charge: £15
- Operating Fees only 5.5%

### CLUB SHOP

For those keen to make the most of eCommerce and online trading

- Up to five Membership products
- Up to fifteen Ad Hoc products
- Product variants, e.g. colour, size
- Club promotional information
- Data capture from customers
- Free annual Micro-Site refresh
- Initial setup charge: £15
- Operating Fees only 5.5%



### WHAT DOES CLUBPAY DO?

ClubPay takes the pain, cost and need for technical expertise out of setting up your eCommerce Site. We can rapidly get you up and running with an eCommerce Micro-Site through which you can safely and reliably collect online credit & debit card payments.



### HOW DOES IT WORK?

Club members, parents and other customers visit your Micro-Site where they can buy memberships, merchandise, match fees—almost anything you wish to sell—online and by card. The data we collect can be used for marketing, membership, and NGB Accreditation



### HOW DO YOU SIGN UP?

Visit [www.clubpay.co.uk](http://www.clubpay.co.uk), choose a package, provide some simple details and make payment. We will send you a data gathering template—you complete it, we build the Micro-Site and as soon as you are happy with it you can start taking payments...the easy way!



[www.clubpay.co.uk](http://www.clubpay.co.uk)

# ClubPay

ClubPay has a range of packages available to suit all needs and all budgets. Packages start from £5 for a simple membership solution through to £25 for a full-blown Club Shop, featuring up to 15 products including merchandise, match fees, event tickets and much more