

# ClubStore.....

**A VERY RARE OPPORTUNITY FOR YOUR CLUB TO HAVE ITS OWN ON-LINE STORE – CREATED FREE – PROVIDING A YEAR-ROUND INCOME OF 11% (PAID MONTHLY) FROM EVERY PRODUCT SALE MADE THROUGH IT!**

## Introduction

As you will have read elsewhere on our website - [What We Do](#) - On-side Cricket's founding remit is to provide FREE support services for all community (recreational) cricket clubs. It is with particular delight, therefore, that we are now able to expand our partnership with *Be-Active* by offering the same benefits to all cricket clubs that we, ourselves, enjoy.

OSCL's own on-line **ClubStore** is enjoying unprecedented success as a result of its partnership with *Be-Active*, an experienced, successful, long-standing Amazon merchant. Through *Be-Active*, we offer an extensive and continually expanding range of innovative and traditional top-quality products, the income generated from which On-Side Cricket invests back into community club cricket through its parent charity, the International Community Cricket Trust.

Now, for the first time, **your** club can have **its own** on-line **ClubStore** offering the same wide range of sports and leisure equipment installed on its own website under its own banner.... ABSOLUTELY FREE!

## FAQ's

### Who or what is *Be-Active*?

*Be-Active* is a successful quality Amazon merchant headed up by Keith Pont, a former Essex Cricketer and ECB Director of Cricket Development, who, as a result, is well-placed to understand the needs of recreational sports clubs throughout the UK.

*Be-Active* joined Amazon for the launch of their Sport & Leisure Department in 2007 and has since become one of its major e-retail partners.

### What's in it for my Club?

For each sale generated through its own on-line *Be-Active* **ClubStore**, partner store, your Club will receive a commission of 11% - **yes, 11%** - on each and every product purchased. This will be paid by *Be-Active* directly into their bank account via BACS at the end of each month. Given that your members, their families and friends will have numerous sports, leisure & lifestyle interests and requirements, your on-line store will cater for many of their needs and desires, **all year round!**

What's more..... because this is an automated, integrated, system managed for your Club entirely by *Be-Active*, **your Club committee's** only role is to actively persuade, cajole, bribe and encourage its members to visit and buy through their Club's own on-line **ClubStore**.

This is not difficult because the **ClubStore** site offers them top quality products in not only such sports as cricket, football, water sports, tennis, tug-of-war and yoga, but also for home & garden, toys and games, personal care, outdoor leisure, car care, sunglasses, injury aids, *et al....* **and all at the same price as they sell for on Amazon!**

**(Note: Your Club members CAN buy exactly the same products at exactly the same prices direct from Amazon.... BUT then the Club would not get, or benefit from, the 11% discount/commission paid by Be-Active!).**

One effective marketing tactic that your committee *could* adopt in order to encourage and incentivise their members, friends and families to use the **ClubStore** portal on their Club's website is to offer to share with them the fantastic 11% commission in the form of, for example, a 5% 'cash-back' (paid at the end of the month) on each purchase; the club retaining 6%.

With its on-line **ClubStore** open 24/7 you will see just how quickly your Club's new source of additional income will build!

### **What does my Club have to do?**

As explained above, all that your Club committee has to do is simply to *actively* promote the **ClubStore** concept amongst their members and encourage them to buy through it! The more of them who shop, the more commission your Club makes – it's as simple as that! *Be-Active* takes care of all listings, stock, maintenance, promotion, sales, delivery and customer service.

### **How do we sign up?**

1. Complete the downloadable **ClubStore** [Application Form](#)
2. Send it to **Be-Active** either by:  
  
E-mail to: [support@be-active.co.uk](mailto:support@be-active.co.uk);  
Fax to: **01789 720366**; or,  
Post to: PO Box 333, Evesham, WR11 8WY.
3. Leave the rest to *Be-Active*!

Once verified, your Club will receive an appropriate link and button to add to your website homepage, then off you go! Simple!

### **How will my Club receive its commissions?**

The link generated by *Be-Active* for your Club website's Home Page will have a unique Club identifier. Providing every purchase is made through your Club's link, the transaction will automatically generate commission against your Club's identifying code. Each month, *Be-Active* will make a BACS transfer into your Club's nominated account in the amount of the total commissions it has earned in the preceding month. Simultaneously, a supporting commission statement will be e-mailed to your Club's Treasurer.

### **Does my Club need a Website to operate *ClubStore*?**

No. ***Even if your Club does not have a website***, it can still operate an on-line store through *Be-Active*. *Be-Active* will provide a hyperlink for you to e-mail to your Members showing your *ClubStore* front page. All they have to do is click on the link and they will be directed straight to your virtual store.

### **Who handles the transactions?**

*Be-Active* handles each entire transaction from start to finish. Customers place their orders through *Be-Active* who administer all product and service queries, stock control, packing and delivery direct to each customer.

### **How can we feel confident about purchasing goods through *Be-Active*?**

Because, with nearly 20,000 successfully fulfilled orders to date, *Be-Active's* satisfied customer rating with Amazon is standing at an exceptionable 98%.

### **How can we be sure that our Members' credit card transactions will be secure?**

*Be-Active* uses the highly-reputable RBS WorldPay to handle all debit and credit card purchases and to ensure absolute security and safety for all transactions.

### **What ranges of products are available?**

*Be-Active* offers the very best in both innovative and traditional top quality sport & leisure products along with speedy delivery and first class customer service. For examples of the ranges and, literally, thousands of *Be-Active* product lines currently available that are being continually expanded and extended, click on the OSCL/*Be-Active* logo at the top of our Home Page.

**We look forward to sharing our success with your Club.**