



Re: “ASDA Free Sport for All 2009”

As the UK's second largest supermarket chain, ASDA currently operates 358 stores nationwide, including 21 Living (non food) stores.

ASDA's philosophy towards business is summed up by the new strap line - Saving You Money Every Day. By cutting out unnecessary waste from the business ASDA is able to keep costs down and continually lower prices, helping its customers save money too.

As well as being independently judged the lowest price retailer last year in an unprecedented triple victory, the weekly mystery shoppers carrying out the Grocer 33 survey also named ASDA the best for availability and the best for service.

Currently, ASDA are running their Sporting Chance promotion which has been developed as the retailer's long-term commitment to community sport. The scheme is the biggest free sports initiative in the UK, encouraging young people of all ages and abilities to get – and stay – active through sport, from now until 2013.

This summer ASDA is looking to build on the existing Sporting Chance scheme by encouraging the **nation** to get fit. Working in partnership with a **major national newspaper**, ASDA will offer customers and readers a series of **free sports activities** which will allow them to participate in **FREE** activity up and down the country.

We are offering you the unique opportunity to connect ASDA's 17m weekly shoppers to your facilities and promote your wider sessions and membership options to a captive audience, using ASDA's 160,000 colleagues nationwide to champion your centres.

Mechanic of the Promotion

Launching this summer, ASDA will partner a national newspaper (details will be confirmed in the next few weeks).

The promotional mechanic is simple. Readers of the national newspaper cut out a promotional coupon which they then take to the Customer Service desk of their local ASDA store. This will be exchanged for a 'Family activity booklet' containing x 4 generic activity vouchers which can be redeemed at all participating venues. It is envisaged there will be 9 sporting categories supporting the promotion. From here, families visit a dedicated micro site, where they type their postcode into a search engine to reveal details of the activities in their local area. To book a session, customers call the relevant leisure providers direct to arrange a suitable time and date.

If customers would like more than 4 vouchers, they will need to buy another newspaper and repeat the process. Vouchers will entitle customers to one sport per person meaning customers will not be able to redeem all 4 vouchers for the same sport / activity at the same venue.

Later in the year, there may be TWO further opportunities to promote the participating activities with different media partners.



Your Offer

To fit with the theme of the promotion, all offers need to be a Free Trial Lesson or Session and therefore we would like to invite you to participate in the promotion on this basis. Vouchers will be valid from 1st August 2009 up to and including 31st December 2009 subject to sporting venue/activity opening times and dates.

What's in it for you?

There will be **no cost** to yourselves for participation in the programme apart from the funding of your own offer.

In return for your support, your venue/association will receive the following exposure:

- Logo placement within national newspaper
 - On coupon, editorial or masthead advertising – TBC (negotiations underway)
 - Link from newspapers own website to our promotional micro site – opportunities for partner logos to appear alongside link
- Logo and organisation description within in-store voucher booklet
- Marketing via dedicated promotional website
 - Opportunity to promote your own website and wider facilities
 - Micro site will be linked from ASDA's main website ASDA.com and Sporting Chance promotional website asda-sportingchance.co.uk
- Associated advertising and PR – national, regional and local

In addition every one of ASDA's 160,000 colleagues and their families will be directly invited to participate in free activity as a special 'Thank you' from ASDA to its employees, giving you immediate access to a captive and vast new audience.

Next Steps

I do hope that you will be able to participate in this exciting new promotion and I have enclosed a copy of the agreement form and your current details for updating which I would ask you to complete, sign and return by 19/06/09. Further details of the campaign will be communicated to you once we have received your confirmation of participation and nearer to the launch date – we will send you a full brief to show you what the voucher looks like, which newspaper it will appear in and full details of how ASDA will support the campaign.

Please note that you will be required to retain vouchers redeemed at your venue and return them to us to enable us to monitor the uptake and success of the scheme. This is a condition to the offer and will be set out in our terms and conditions with you.

I look forward to hearing from you at your earliest convenience, however if in the meantime you have any queries please do not hesitate to contact me.

Yours sincerely,

Lorna Chapman
Senior Account Manager