

NZ FOOTBALL FOUNDATION WORLD CUP LOTTERY INFORMATION SHEET



OUR MISSION

To raise funds to make an annual, meaningful contribution to the New Zealand football community.

OUR VISION

To contribute to a better New Zealand, through and for football. We aim to use football as a vehicle for social change and to assist with growing the grass roots opportunities for all New Zealanders.

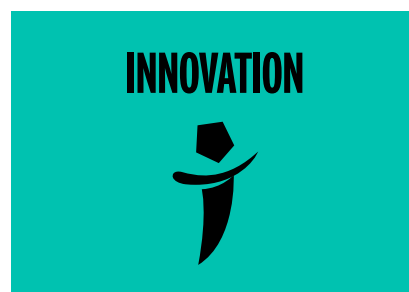


This year we are trying something new and intend to run a nationwide lottery for the chance to win 1 of 8 double passes to the World Cup in Doha, Qatar!

This will be the biggest ever fundraiser for NZ footballs community. Prizes will consist of **2 return flights to Doha plus 13 nights' accommodation and match tickets to attend three pool play matches.** This is an incredible opportunity for 16 people to travel to the pinnacle of World Football and visit an amazing country, rich with culture and world class facilities.

The raffle (\$20 ticket) will run between July - September 2022, giving 16 (8 double packages) New Zealanders the opportunity to win a trip of a lifetime. Each ticket will allow the purchaser two chances to win (three chances in Auckland). The raffle will have a maximum of 90,000 Tickets.

NZFF aims through this lottery to assist approximately 400 clubs and schools throughout the country with a fundraising campaign where they have an opportunity to fundraise \$10 for every ticket sold. NZFF commits to granting \$10 of every ticket sold (Ts and Cs apply) to community clubs, which is encouraged to be spent within one of NZFF's **four main pillars**:



WORLD CUP LOTTERY DETAILS

TICKETS

- All tickets will be sold online via our new NZFF website using a secure online payment platform (rebuild of website in process) - so no extra paperwork involved for the clubs/schools
- Tickets will be \$20, of which \$10 will be donated back to the ticket purchaser's choice of club/school
- Tickets will be on sale from approx. 15th July - 30th September 2022
- No cash will need to be taken or any work from the clubs ... apart from promoting to their members. NZFF will provide posters for club rooms and flyers for the club to be handed out
- One package per region will be drawn (2 in Auckland) and one extra for all ticket holders.
- There is no limit to how many tickets can be sold against your club
- Maximum number of tickets to be sold is 90,000
- All funds collected from the sale of the tickets will be held in a trust account until the draw on the 1st October 2022

KEY DATES

- MOU final day for return 11th July
- Lottery opens 15th July
- Lottery drawn 1st October

MOU

- To have your club visible on the website drop down we will ask you to sign a basic MOU
- The MOU will require your club to sell 100 tickets or 15% of your club's membership numbers (whichever is greater)
- MOU will commit to NZFF granting \$10 of every ticket sold (if at least 100 or 15% reached) to your club. This is encouraged to be spent within one of NZFF's four main pillars.
- MOU will commit NZFF to fund digital marketing throughout NZ, and on other media channels/platforms
- MOU will commit NZFF to managing the website, payment gateway and updates throughout the ticket process to the clubs
- MOU will commit NZFF to providing promotional support to your club in the form of posters and flyers and social media promotion

CONFIRMED SUPPORTERS

- NZ Football - Support has been given from Andrew and his team at NZF
- Federation CEO's - Communication with all regional CEO's has occurred and we have full support from all 6 federations.



WIN
**A ONCE IN A LIFETIME
FOOTBALL EXPERIENCE
IN QATAR 2022!**

Purchase a \$20 ticket to be in to WIN,
with \$10 of your purchase going back to your club!

Enter at
www.footballfoundation.org.nz/WIN

*Terms and conditions apply. Draw made Saturday 1st October, 2022

 NEW ZEALAND Football
FOUNDATION

 Football
for good



Design work is also underway with first round draft of club posters & billboard designs

WORLD CUP LOTTERY

FREQUENTLY ASKED QUESTIONS

CLUBS

How do I know how many tickets my club has to sell?

To make the lottery feasible we have asked that larger clubs sell 15% of their membership base, and smaller clubs (under 650 members) sell 100 tickets. If your club feels 100 tickets is too many for their membership base, please connect with us to see if we can find a solution that works for both your club and the overall initiative.

When do we find out how our club sales are going?

Your club will receive updates on ticket numbers sold every fortnight, enabling you to manage your promotion effectively.

What if we don't sell all 100 tickets?

The club will not be expected to purchase the remaining number of tickets (to reach 100), but it will not receive any of the funds from the tickets they have sold.

What is an MOU?

A MOU is a memorandum of understanding. This is a basic formal agreement that ensures both parties expectations are clear and supported. The MOU has been checked by our legal team and is in place to protect both the club and NZFF.

What will be required from the clubs for the MOU?

The clubs will be responsible for selling their allocated number of tickets. This is done through promotion of the lottery to their members, business community and extended family and friends.

1. The club agrees they will actively promote the fundraising campaign throughout the 2022 season using channels including (but not limited to) club social media, email mailing lists, and clubroom noticeboards.
2. The club agrees if they do not meet the required number of tickets sales within this MOU they will not receive any of the ticket sale funds.
3. The club agrees that sales over and above the agreed ticket amount, will also be granted back to them at the rate of 50% of the ticket price.
4. Clubs will make concerted efforts to spend 50% of ticket sales within one of our four foundation pillar areas: (Women and Girls / Youth / Social Impact / Innovation).

What will be required from NZFF for the MOU?

NZFF will be responsible for all aspects surrounding the lottery.

1. The legal lottery licence and all professional services surrounding that process
2. Communication with NZF, Federations and clubs
3. Provision of website infrastructure for online purchase of tickets, payment gateways, ticket generation, live draw
4. Funding and provision for 8 travel packages (2 return flights, accommodation and three pool play FIFA match tickets)
5. Tax and accounting provision to ensure funds are securely held and to process donations at the close of the raffle period
6. Nationwide promotion with digital media support, SENZ support and print support to clubs

When will the clubs know if the lottery will proceed?

If we have received signed MOU commitment from approx. 300 clubs throughout NZ by the 11th July 2022 then we will proceed. We will update the clubs on the 12th July if this target has been met.

TICKET PURCHASERS

How does my ticket purchase help football in NZ?

By supporting the NZFF lottery, you are helping to support community football throughout New Zealand. Funds raised from this lottery will be used at club level to support youth, women and girls, social impact and innovation.

How do I buy a ticket?

You can buy tickets through our website. Here you will be asked to select your region and the club / school you support, enter your contact details and how many tickets you wish to purchase.

How do I get my ticket?

Tickets will be emailed to you as soon as your online purchase has been completed. Its easy and convenient, it saves paper, and it saves the hassle of clubs having to collect money. It's a win win. To ensure that your tickets reach you please mark us as a safe sender.

I can't see my club on the website to support them - how do I change this?

The clubs listed on the drop down on the website are set and cannot be changed. For a club to be visible they will need to sign an MOU between their club and NZFF.

Do you have to be a New Zealand Citizen / resident to buy a ticket?

No, you can buy tickets and win prizes regardless of your visa status. However, be aware that if you do win a prize, our licences stipulate that we must deliver prizes within New Zealand, so please be prepared to make suitable arrangements if you do win but don't live here.

How are the tickets drawn?

On the day of the draw the team will gather at the published time and location and, supervised by a NZ Police Officer we will draw out the winning numbers from our lottery "draw machine". One draw will be completed per region and then one final draw for all ticket holders. Our prize draw will be in front of a live audience and live streamed on social media.

What happens if I win a prize?

We will contact you. We will try to video call you live to give you the good news. We will also send an email confirming you have won. Please make sure your phone and email details are correct when entering the draw.

Where can I find the results?

Results are published on our website, social media platforms, NZ Herald and emailed to ticket holders. We aim to publish results within 48 hours of the draw. This gives us time to contact winners, verify all prizewinning ticket purchases and follow our strict procedures.

Information provided on this flyer is correct to the best of the Organisers' knowledge. The New Zealand Football Foundation is not liable for any changes or inaccuracies.