

# AFFILIATE SUMMARY



## PARTNERSHIP WITH PURPOSE

Cluberly's Affiliate Programme is an extension of our core mission — to make financial empowerment meaningful while driving real change for communities.

For clubs, schools, charities, and influencers, this is more than a partnership. It's a chance to generate recurring revenue, grow engagement, and harness the power of technology to do good.

With Cluberly, affiliates are given all the tools they need to manage their supporters, track donations, and build a stronger connection with those who matter most.

Together, we're redefining what modern fundraising and community engagement can be.





## TURNING CONNECTION INTO CONTRIBUTION

The goal of the Cluberly Affiliate Programme is simple — to help organisations turn community support into continuous funding.

Through a unique blend of technology and finance, affiliates can connect directly with their audiences, offering them a platform that makes saving and supporting causes effortless.

Every time a user joins through your unique link or QR code, 50% of their app fees are channelled towards your organisation. The more supporters you attract, the greater the shared impact becomes.

This is not a short-term campaign; it's a long-term relationship between people, purpose, and progress.

By combining financial innovation with transparency and data-driven tools, Cluberly provides affiliates with everything they need to grow their cause sustainably.

# INTRODUCTION

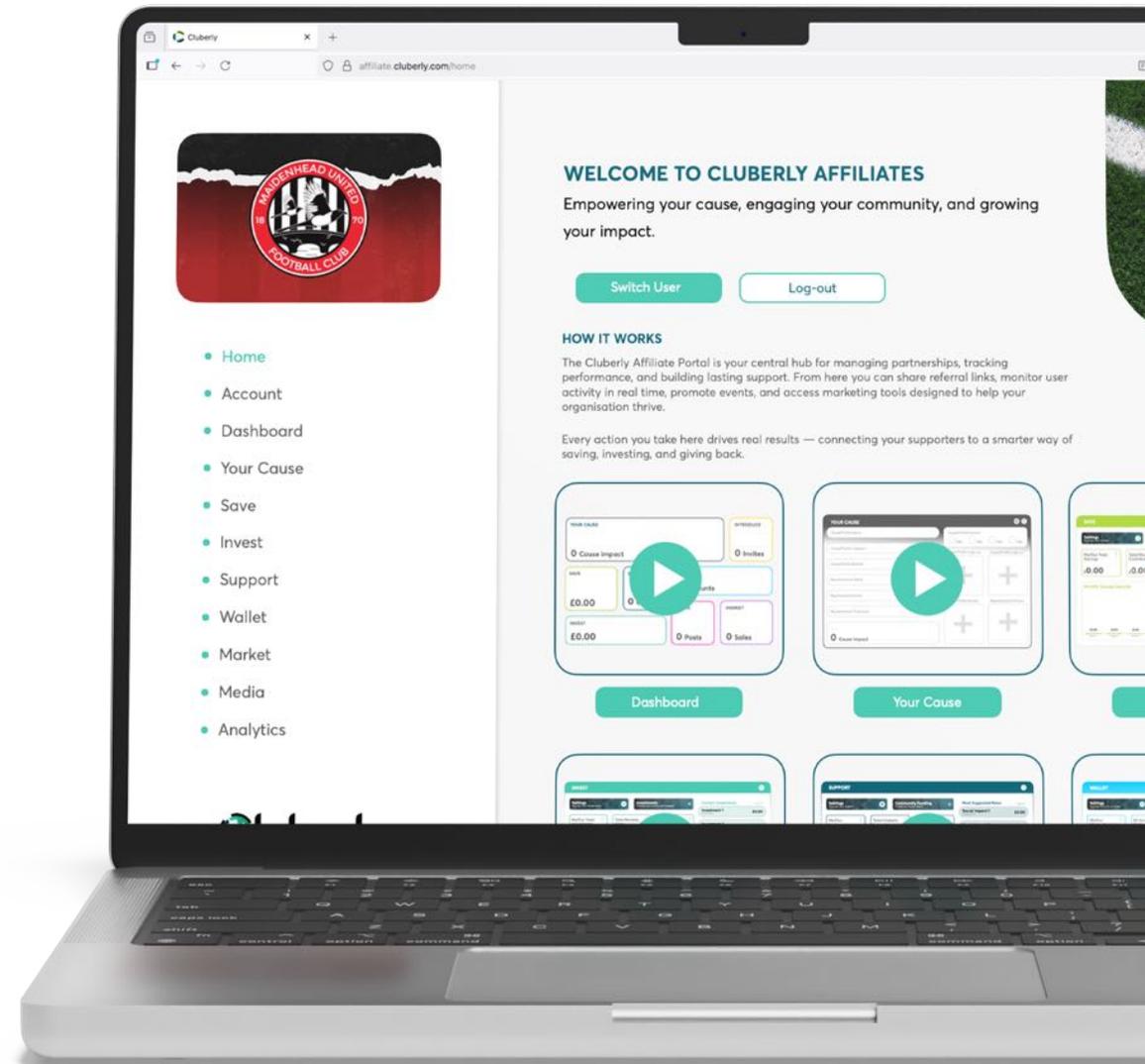
## WHERE TECHNOLOGY MEETS COMMUNITY

The Cluberly Affiliate Programme sits at the heart of a wider movement — one that uses the power of saving, investing, and giving to build better communities.

Each affiliate is provided with its own digital environment, complete with marketing tools, data analytics, and communication channels that make connecting with supporters effortless.

Whether you're a grassroots sports club seeking sponsorship alternatives, a charity aiming to grow recurring donations, or a school looking to fund new facilities, the Affiliate Programme has been created to give you a self-sustaining financial ecosystem.

By joining, you're not just sharing an app; you're offering your community a way to save, invest, and give back — all while strengthening your own organisation.



# THE AFFILIATE PORTAL

## CONTROL. CLARITY. CONNECTION.

The Affiliate Portal is your digital control room. It's where every piece of your engagement comes together — from user registrations and referrals to fund tracking and communication.

Designed with simplicity in mind, the portal presents real-time data on how many users have joined through your campaign, how much support they've generated, and how those contributions are growing month by month.

Within minutes of logging in, you'll see clear graphs, supporter activity, and income reports, all accessible through a clean, intuitive dashboard.

This isn't just administration software — it's your connection to the community. You can publish announcements, share media directly into your supporters' apps, and send push notifications straight to their screens.

The Affiliate Portal keeps you informed, empowered, and in control.



# THE CORPORATE CLUBERLY ACCOUNT

## SMART FINANCE FOR REAL IMPACT

Cluberly's Corporate Account brings professional-grade financial management to clubs, charities, and community organisations.

It allows multi-user access, giving treasurers, managers, and administrators the ability to manage funds collaboratively in a secure environment.

Every Corporate Account comes with access to the Cluberly Bank Deposit Sweep, allowing your organisation to earn an impressive 4% annual return on held balances. This means that even while funds are waiting to be deployed for events or expenses, they continue working for you.

It's a simple but transformative idea — your operational finances can now help support your long-term growth without extra effort.



# THE MEDIA MARKETING PLATFORM

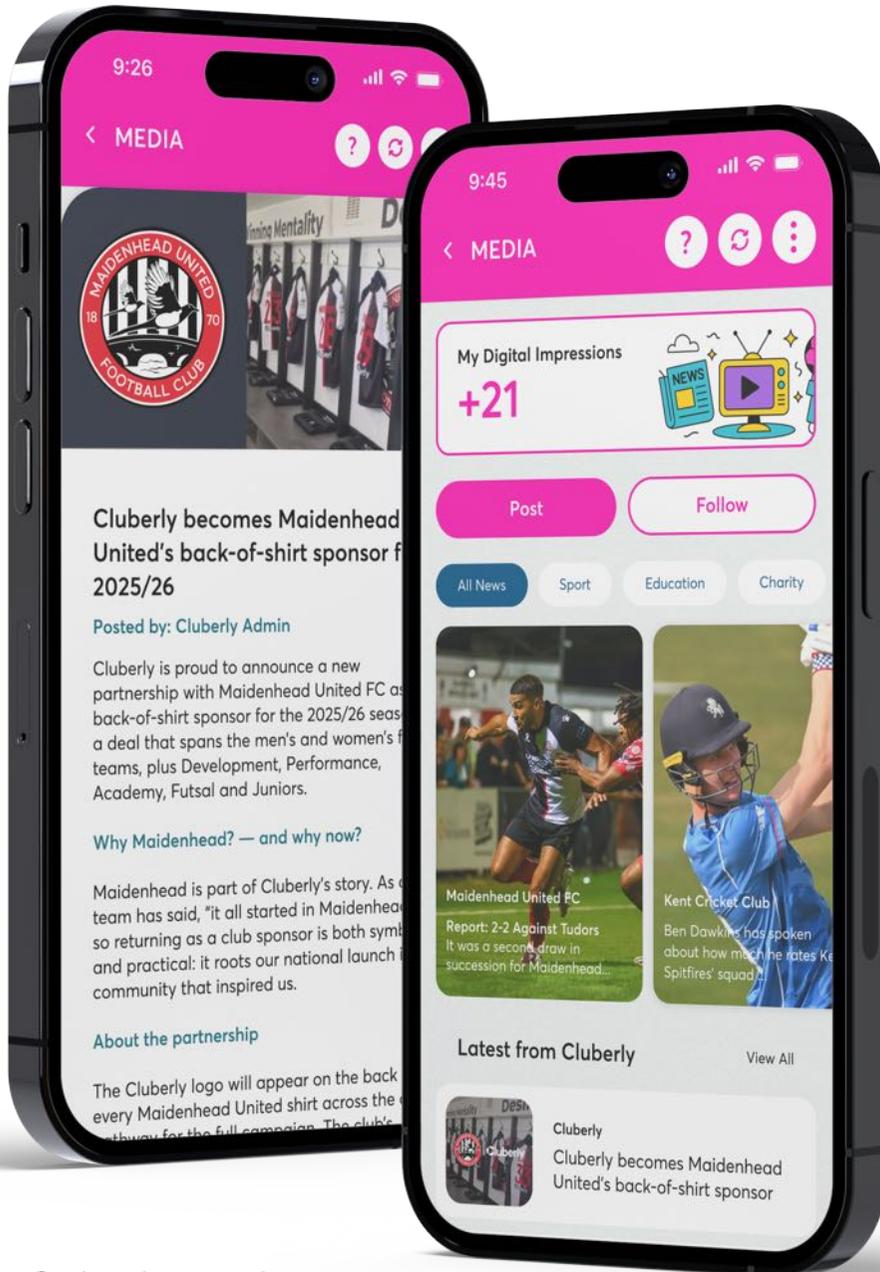
## YOUR MESSAGE. AMPLIFIED.

Promotion and communication are at the heart of successful engagement, and Cluberly's Media Platform makes both effortless.

From one integrated hub, affiliates can post updates directly to their connected social channels and to their supporters inside the Cluberly app. Every message, announcement, or campaign update reaches your audience instantly.

To make things even easier, we supply pre-built media packs that contain your logos, visuals, and promotional graphics, ready to share. Each campaign you launch can be tracked, showing reach, engagement, and sign-ups generated.

With this platform, your cause has a voice — clear, professional, and consistent.



# MEMBERSHIP MANAGEMENT

## YOUR COMMUNITY. CONNECTED.

Managing supporters or members can often be time-consuming, but with Cluberly, it's seamlessly integrated into your portal.

Membership data can be migrated from your existing system or spreadsheets, allowing you to consolidate everything in one place. Once live, you can view active supporters, renewals, lapsed members, and engagement history at a glance.

The system also enables tailored communications, meaning you can message a specific group of supporters about a match, event, or campaign directly through the app.

Every supporter becomes part of a connected network — informed, engaged, and loyal to your cause.



# FUNDRAISERS AND EVENTS

## MOMENTS THAT MOVE PEOPLE

From charity dinners to sports fixtures and community days, every affiliate can use the Cluberly app to run events directly through their portal.

Your supporters can purchase tickets, view event details, and even receive updates or reminders within their app. Whether you're organising a gala, a matchday, or a small local fundraiser, everything from ticket sales to guest communication can be managed digitally.

Funds from ticket sales are received instantly, and the portal provides real-time overviews of income and attendance.

Fundraising has never been so seamless, transparent, or measurable.

# THE MARKETPLACE AND MERCHANDISE

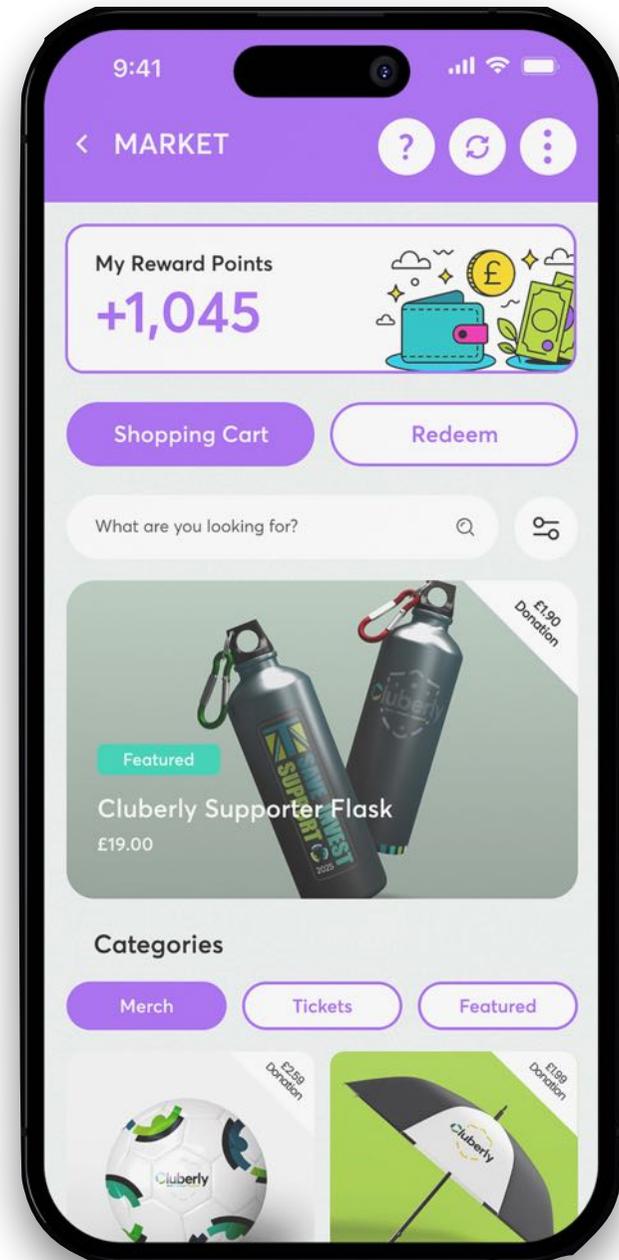
## SHOP. SUPPORT. SHINE.

The Cluberly Marketplace gives affiliates an entirely new way to earn revenue and promote their brand.

Here, you can list your own merchandise, from shirts and scarves to event memorabilia and digital downloads. If you don't yet have a product range, you can co-brand our exclusive Cluberly collections, allowing your logo to appear on premium apparel and accessories.

Every co-branded sale through the marketplace contributes to your affiliate earnings, with profits split transparently and automatically. Supporters can proudly wear their affiliation while knowing their purchase has directly supported your cause.

Shopping becomes more than a transaction — it becomes participation.



# CO-BRANDED VISA CARDS

## A SYMBOL OF PRIDE AND PURPOSE.

Cluberly's co-branded Visa cards allow every user to carry a small statement of support in their wallet. Each card can display the insignia of their chosen cause — whether a sports club, school, or charity — seamlessly integrated into one of the many professionally designed templates within our growing collection.

These cards are more than payment tools; they are symbols of belonging. From minimalist designs to vibrant colour palettes, users can select the card that best reflects their personality while proudly representing the cause they support. Every time the card is used, it becomes a conversation starter — a subtle but powerful reminder of the positive impact created by the Cluberly community.

For affiliates, these co-branded designs strengthen identity and visibility. Each card circulating in daily life quietly promotes your organisation, building recognition while deepening loyalty among supporters.



# COMPETITIONS AND OFFERS

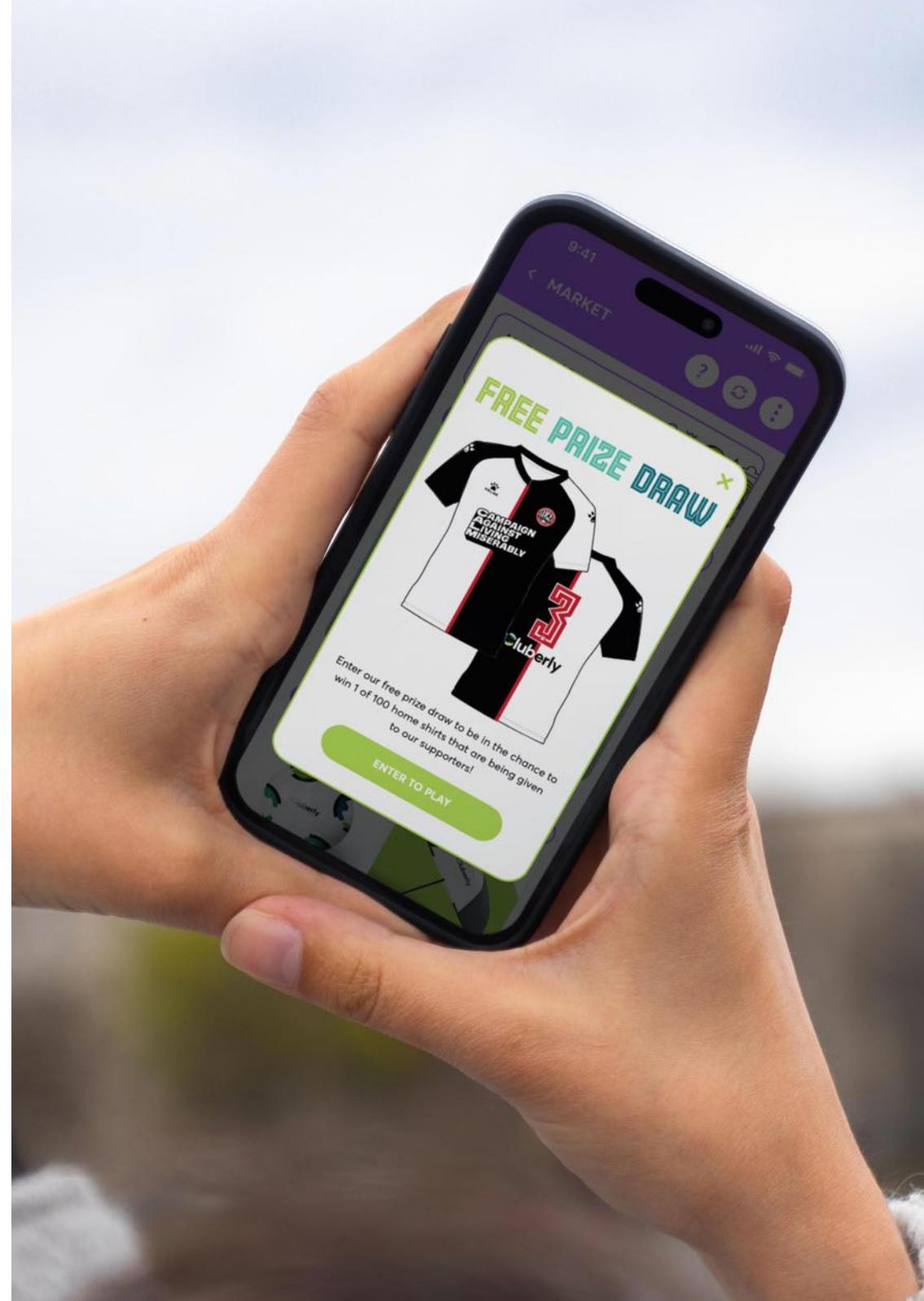
## ENGAGE. REWARD. INSPIRE.

Cluberly gives affiliates the freedom to run exclusive competitions and offers, designed to reward their most dedicated supporters.

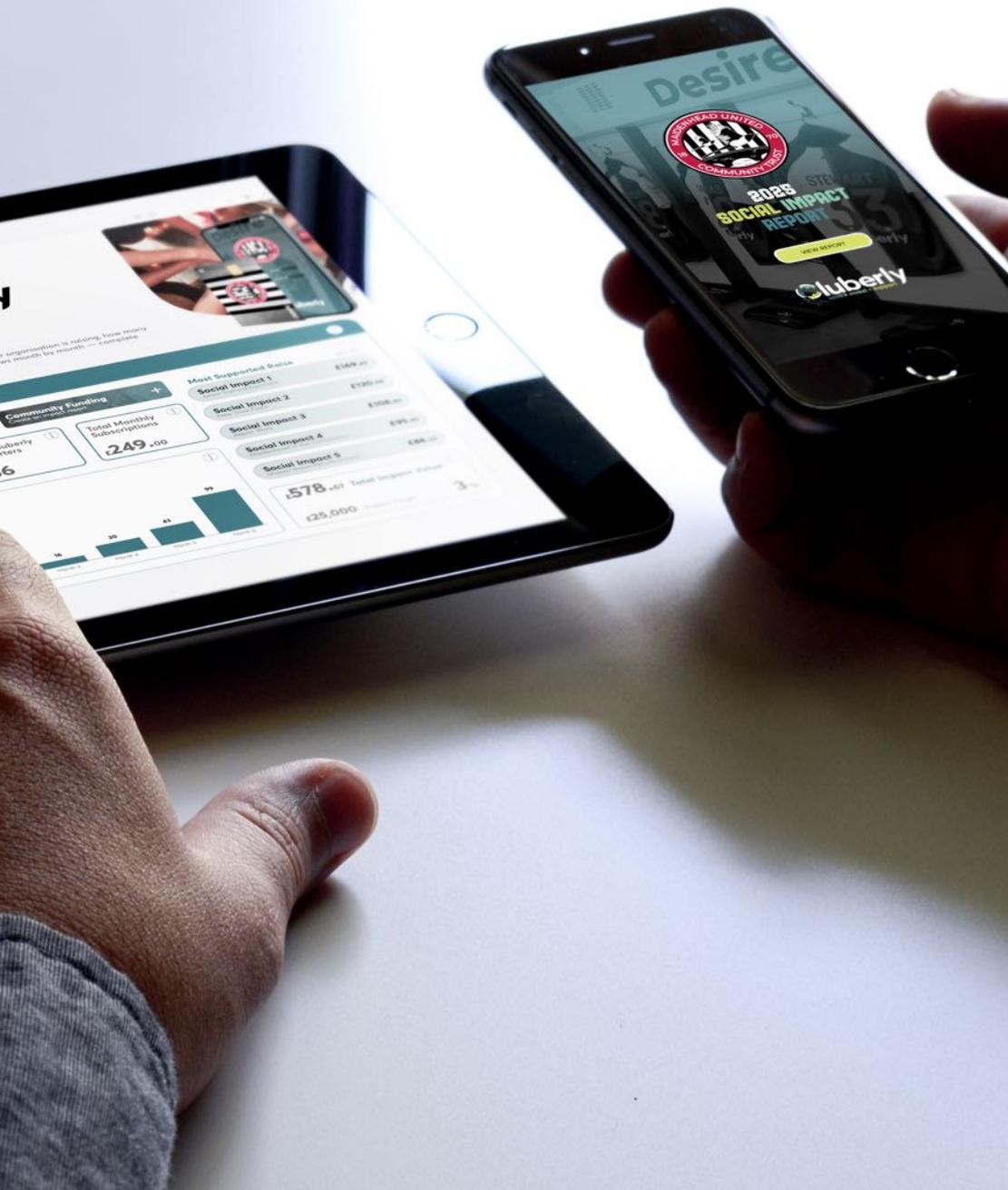
Whether it's a giveaway for signed merchandise, priority tickets, or hospitality packages, every competition can be announced, managed, and concluded directly from your affiliate dashboard.

Supporters engage, share, and invite friends — helping your network grow naturally while adding an exciting, interactive element to your campaigns.

Engagement drives loyalty, and loyalty drives growth.



# SOCIAL IMPACT REPORTS



## PROOF THAT PURPOSE WORKS

Transparency builds trust, and Cluberly ensures that every affiliate can clearly demonstrate the difference they are making.

Your Social Impact Report provides a detailed, visual record of the funds generated through your affiliation — showing how many users are active, how much support they've raised, and how your impact has grown month by month.

This data is presented in clear, shareable formats, ideal for publishing in newsletters, press releases, or sponsorship reports.

It's not just about showing numbers — it's about telling your story with credibility and pride.

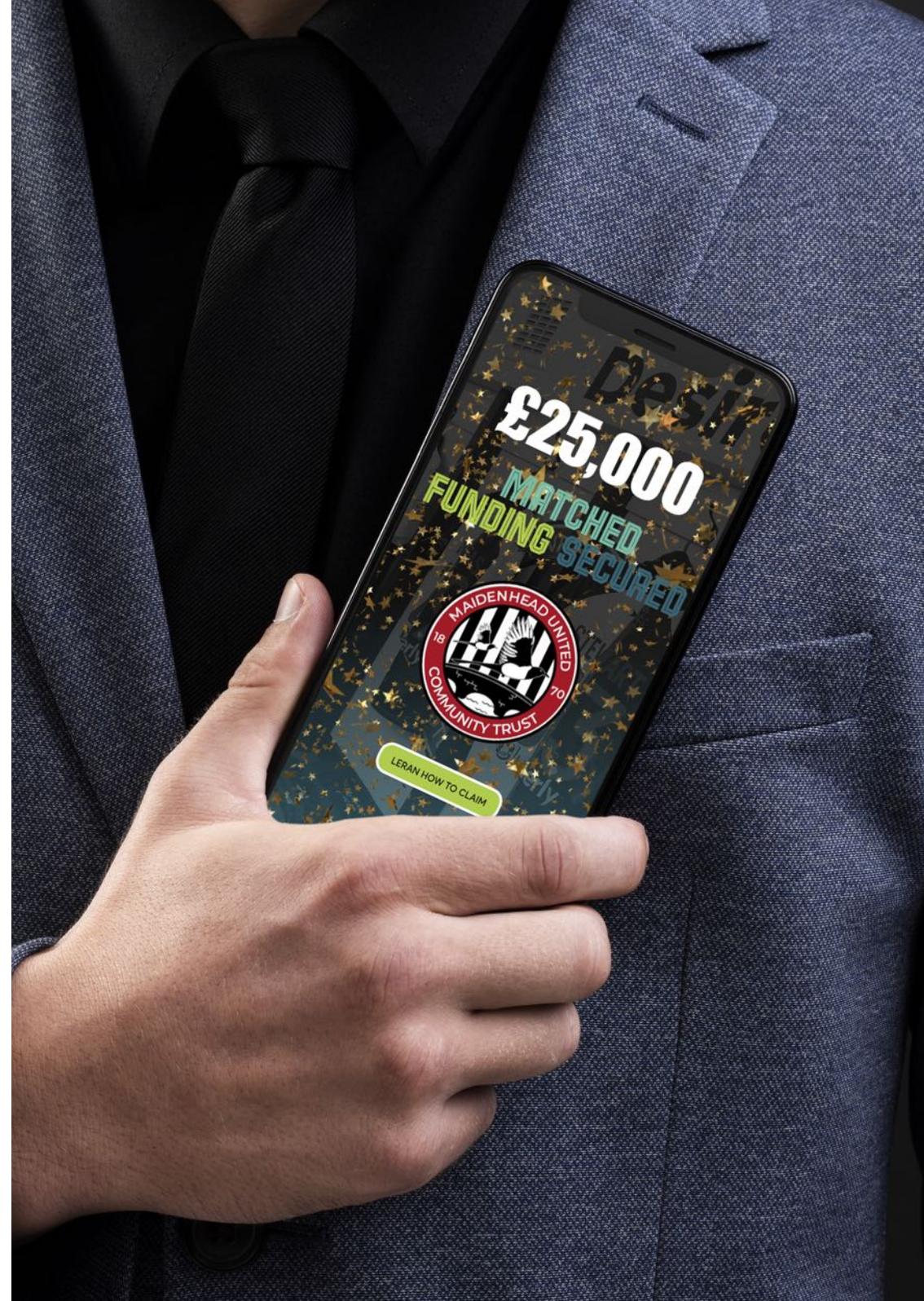
# SOCIAL FUNDING SUPPORT

## HELPING GROWTH HAPPEN

For affiliates seeking to expand further, Cluberly offers dedicated social funding support.

Our team can help identify new opportunities for sponsorship, match-funding, or grant applications aligned with your mission. We understand that sustainable growth often requires more than one income stream — so we help you build a wider network of support, backed by data from your own affiliate reports.

This additional guidance transforms your affiliate partnership into a genuine growth strategy.



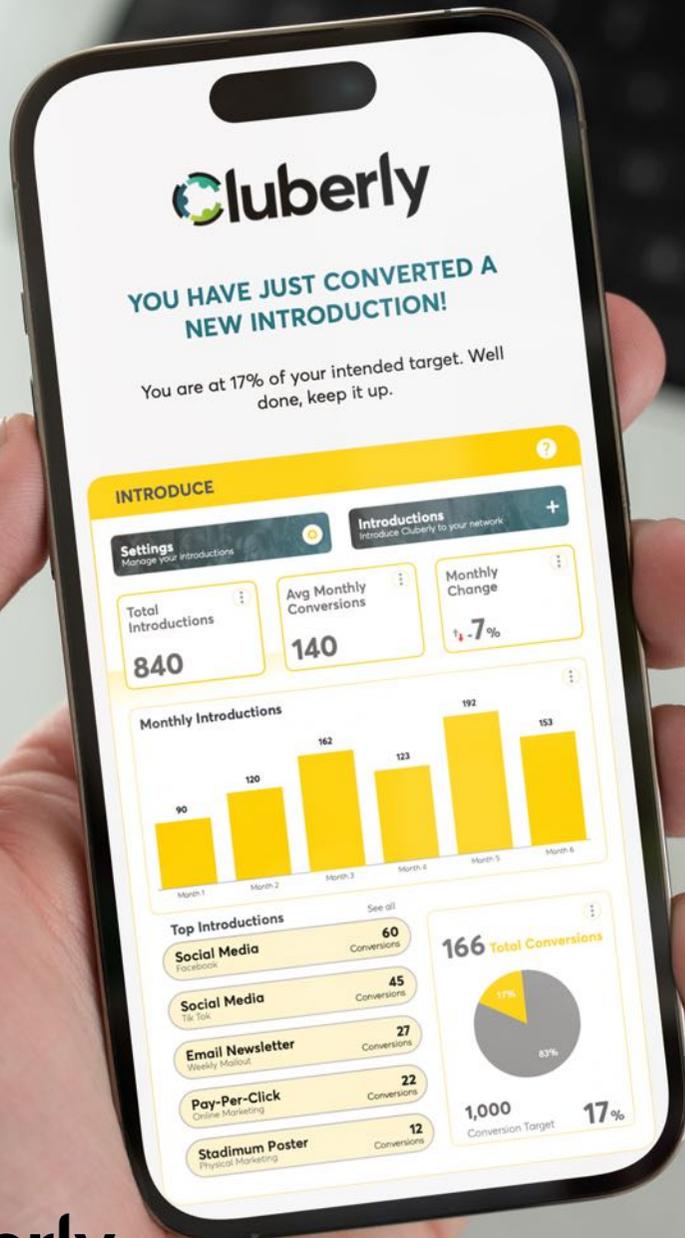
# REFERRAL RENUMERATION

## EARN TOGETHER. GROW TOGETHER.

At Cluberly, we believe in rewarding collaboration. Every cause-based affiliate receives 50% of each user's paid subscription every month when joining via the affiliate's bespoke referral link or QR code.

Beyond this, affiliates can also earn from introducing new partners to the programme. When a club, charity, or organisation you refer becomes an active affiliate, you continue to benefit from their growth, creating an ecosystem where everyone wins together.

It's a structure built on fairness, transparency, and shared success — the more you contribute to the network, the more it rewards you in return.



# JOINING THE PROGRAMME

## START STRONG. GROW FAST.

Becoming a Cluberly affiliate is straightforward. Once your organisation is approved, you'll receive your own branded portal, complete with referral codes, media assets, and promotional materials.

From there, you can start sharing your link with supporters, track every new registration, and watch as your community grows in both numbers and financial impact.

Our team provides full onboarding support, ensuring that you're confident in using every feature — from marketing tools to revenue dashboards.

Within days, you'll see the results of your work, measured transparently and updated in real time.



# WHITE LABEL PROGRAMME

## OUR TECHNOLOGY YOUR BRAND

The White Label Programme offers affiliates the opportunity to create a fully branded version of Cluberly — one that mirrors their colours, logos, and identity throughout the user experience.

Working directly with our design team, affiliates can produce exclusive Visa card designs featuring their insignia and select subtle customisations within the app itself. From login screens to in-app colour themes, every detail can be tailored to create a seamless, brand-aligned experience for supporters.

For clubs, schools, and charities with strong followings, the White Label partnership transforms Cluberly into an extension of their brand — uniting supporters under a shared look and feel while retaining the full power and infrastructure of the Cluberly platform.



# COUNTDOWN TO LAUNCH

## THE START OF SOMETHING GREATER

The Affiliate Programme is more than a new initiative — it's a movement built on collaboration and shared value.

As we count down to the official launch of the Cluberly App, we invite you to be part of a pioneering group of organisations shaping a smarter, fairer, and more connected future.

Together, we'll prove that technology can serve community, and finance can serve purpose.

Your journey with Cluberly begins now — where partnership, passion, and progress come together to make every connection count.



# WHATS INCLUDED

## EVERYTHING YOU NEED TO GROW

Every affiliate gains a complete toolkit to manage data, engage supporters, and grow recurring income.

Your Affiliate Portal gives full control of membership data, performance tracking, and communications. The Multi-Media Marketing Pack, custom affiliate links, and QR codes make promotion effortless, while the Social Media Suite and push notifications keep your audience connected.

Integrated ticketing, event sales, and a donations webpage make fundraising simple, supported by competition offers, hospitality access, and a co-branded Visa card.

Affiliates also receive a corporate account powered by Tide and access to our bank deposit sweep, offering a 4% return on held funds.

Everything you need to connect, promote, and grow — all in one place.



THE COUNTDOWN TO LAUNCH HAS STARTED  
BE PART OF IT

