

TAPinto®

Offer from Auxilium and Play The Game: Create a bespoke product!



We invite you to look into our exclusive offer for Charities and Community Organisations!

Discover the pathway to obtaining personalised branded merchandise without any expenses or licensing fees!

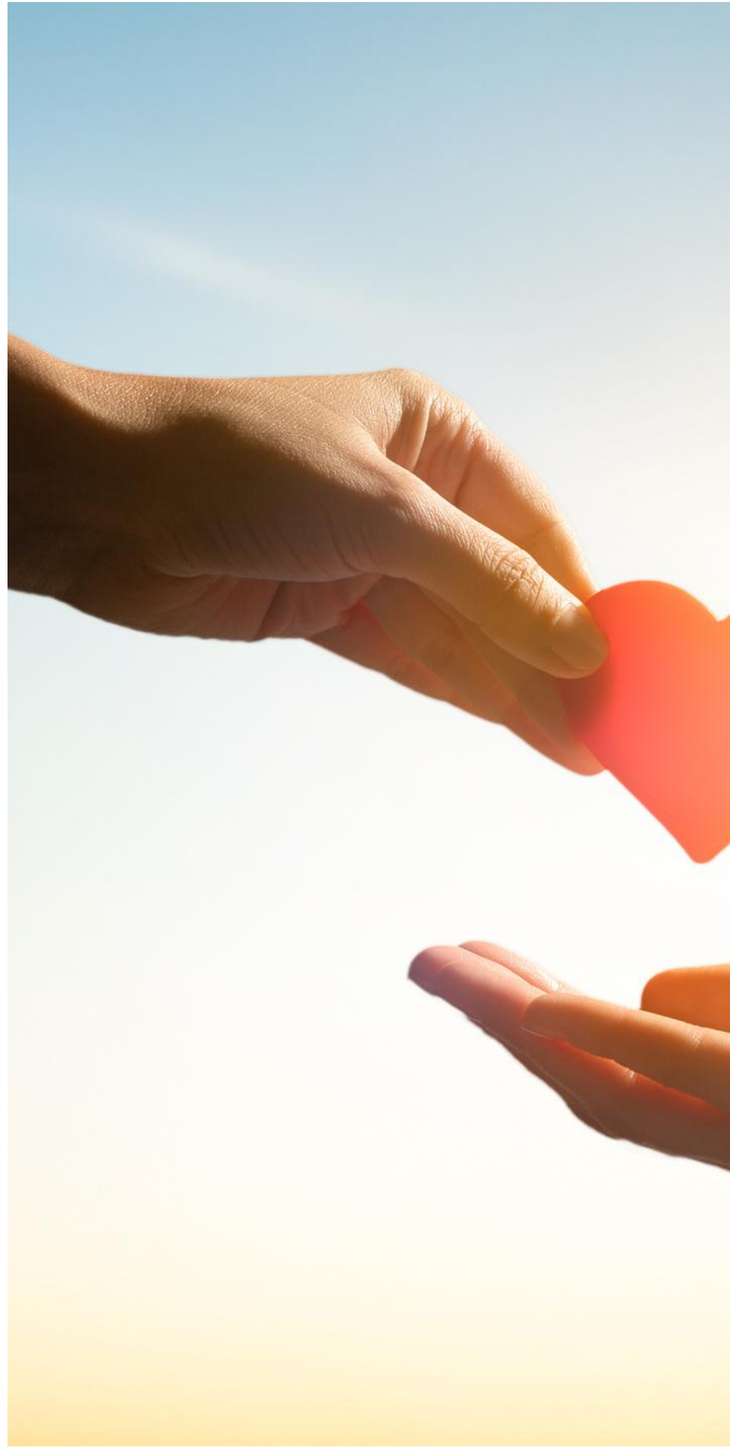


auxilium

Play the Game

Play the Game has crafted an exceptionally successful and extraordinary board game (CONVOY The Card Strategy Game™) that seamlessly blends strategy and skill. It captures the exhilaration of numerous card games while incorporating the beloved format of traditional board games.

Working together with Play the Game, we identified an opportunity to develop a distinctive offering in partnership with our organisation, "The Auxilium Society."
Utilising our innovative approach called The Auxilium Model, we can provide a customised opportunity to Charities, Community Organisations, Schools, and Sports Clubs to create their own unique branded edition of CONVOY The Card Strategy Game™
- at zero cost to them.





The Auxilium Model

The Auxilium Society looks at different ways they can help, support and assist the community around them.

We are actively working with individuals and organisations to do things differently.

Rather than donating, lending, or providing money, The Auxilium Model offers support by procuring the necessary outcomes for an organisation.

This allows us to craft a customised offer that entails no upfront costs for you.

We guide you on utilising the product to generate self-sustainability and establish the necessary processes for a substantial fundraising initiative.

CONVOY The Card Strategy Game™ offers a dynamic tabletop experience designed for 2, 3, 4, 6, or 8 players, putting your skills and strategic thinking to the test.
In games with 6 or 8 players, they form teams of 2.
Easy to grasp within minutes, this game becomes irresistibly engaging once you start – it's difficult to put down!
Suitable for a diverse audience beyond just card players and enthusiasts.

Objective:
The aim is to form "Convoys" by aligning 4 same-coloured counters (or 3 with a bonus counter) in a straight line vertically, horizontally, diagonally, or in a square anywhere on the board. Once a "Convoy" is created, the counters are flipped to reveal a two-tone colour. Once formed, a "Convoy" remains permanent.
With each move limited to 30 seconds, the game unfolds rapidly, maintaining an exciting momentum.









By partnering with Play the Game we have arranged for a bespoke design of the game which we are offering out to our audience. We have multiple options available to you that can push your organisation forwards with bespoke merchandise and retail opportunities.

As an organisation, you will benefit from:

1. A specially branded Limited Edition Game Version unique to your organization, featuring a board size of 500mm x 500mm.
2. Various sponsorship opportunities for your supporters, business partners, teams, or suppliers.
3. Participation in events such as fundraisers and tournaments.
4. Retail Pack.
5. Marketing Pack.
6. Engage in a fresh, enjoyable, and innovative approach to revenue generation.

The difference Auxilium can make to this offer.

Auxilium is ready to provide your organisation with the essential funding to promptly kickstart this project, eradicating any expense for your organisation.
Teaming up with Play The Game Limited, we facilitate the creation of an exclusive game version, with options to supply quantities of 250, 500, or 1000.

Crafted in Britain using sustainable materials, we've dedicated ourselves to producing a durable, high-quality product that will leave a lasting impression on all who encounter it.

Our skilled designers maximise the available space on the box, board, and cards, collaborating with you to customise the design to align seamlessly with your brand.











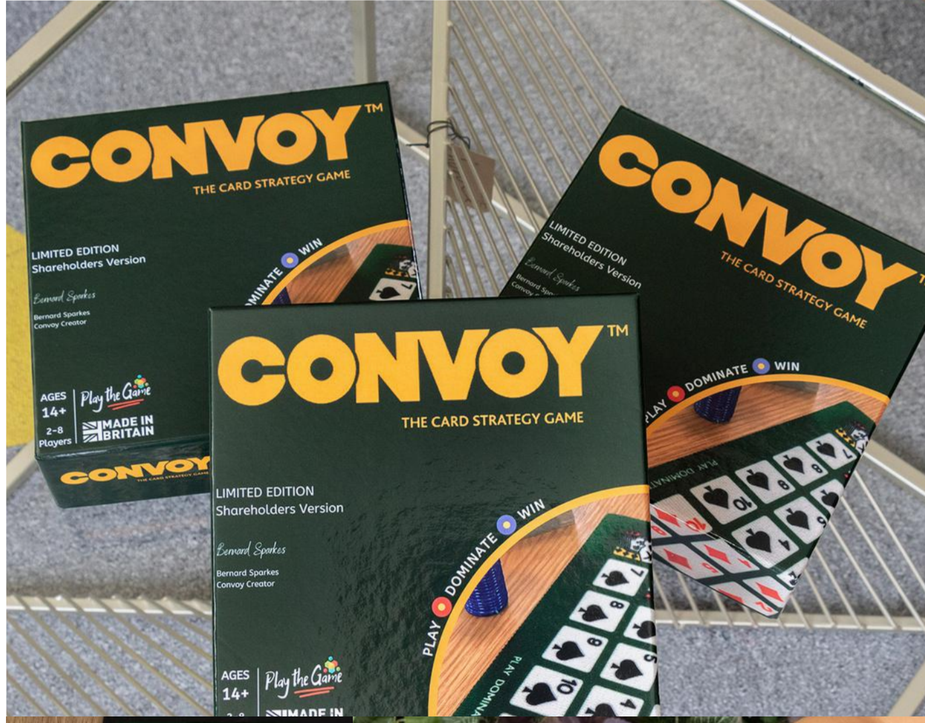
Collaborating closely with you, we assist in securing up to 40 potential sponsorship deals from your existing and potential business/corporate supporters.
These contributions typically derive from their marketing budget, allowing them to reclaim any VAT incurred. Additionally, they only release funds once all sponsorships are secured, and the final design brief receives approval.

On top of that by utilising various other spaces you can offer different levels of sponsorship (see pages 16-21) and your branding so your version will be completely bespoke to you.

We actively co-plan and execute four fundraising events for your organisation throughout the ensuing 12 months (see pages 24-29).

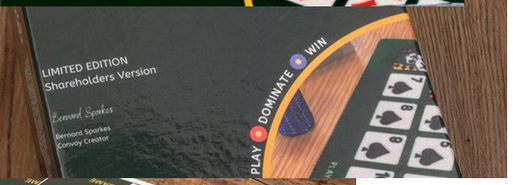
What the sponsor gets!
Through direct collaboration with the creators of "Convoy," we have discovered various customisable elements within the project.

- You have the flexibility to decide whether each sponsor will receive a limited edition game set as a gift or have the option to purchase it.
- Sponsors can choose to keep the set for themselves or donate it to a Fundraising Auction.
- Additionally, sponsors will receive a personalised press release showcasing their sponsorship and will be prominently featured in the main charity press release.
- In contrast to a fleeting presence as a month on a calendar, sponsors will enjoy continual visibility each time the game is played and will be involved in multiple fundraising events throughout the year.



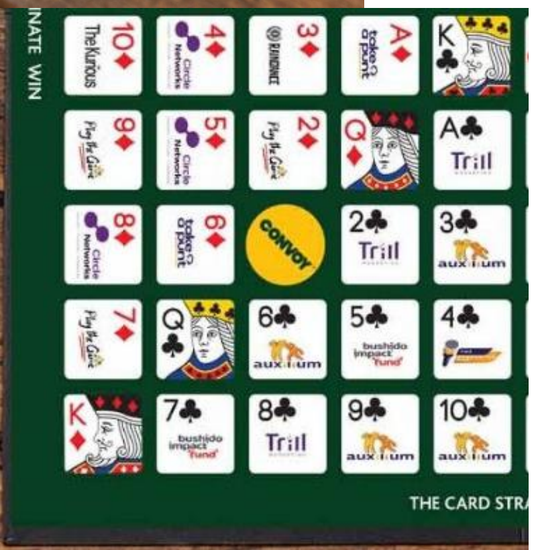












Sponsorship spaces available.

1. Sponsor Card Squares (40 available) - Each suit's numbers 1-10 will grant two logo placements on the board, sized 2cm x 4cm, as well as on the base of the box.
2. Sponsor a Jack - Gain logo placement on either one suit or all eight wild cards as an exclusive VIP sponsor offer.
3. Joker of the Pack - This custom Joker card featuring the sponsor's logo for this special 4-card VIP package (the Joker holds significant importance in the game).
4. Box - The top of the box is a key location for a headline sponsor. All sponsors will be listed on the base of the box.
5. Cardbacks - Another prominent location for sponsors to enhance their visibility.

Example Mock ups

CONVOY Events

A fundraising event utilising CONVOY turns into a truly distinctive experience with engagement opportunities for all participants.

- We team up with you to coordinate the initial four events following the game's production.
- Additionally, we assist in promoting the event and can organize presentations, speakers, and other entertainment for the occasion.
- Collaborating with you and your associates, we assist in creating prizes and structuring the format.
- The possibilities are limitless as we can elevate the competitive spirit and rivalries among your supporters and partners.



Event Sponsorship Opportunities

We can work with the various sponsors you have used for the game to enhance your events and can guide you in constructing further packages they can buy.

Every single Sponsor can increase their visibility by supporting the events and individual elements can be used to create further opportunities.



Some of the additional opportunities would include:

- Headline event
- Individual tournament
- Table
- Prize provider
- Food and Drink
- Venue
- Marketing



Let us examine a variety of fundraising scenarios to illustrate the extent to which we can facilitate your efforts. These examples will demonstrate the cost variances and potential donation levels achievable based on Quantity and Charges:

- 250 Game Sets
- 500 Game Sets
- 1000 Game Sets

At the moment, these are just examples, but we will collaborate with you to create an opportunity that perfectly aligns with your requirements.

Additionally, we will provide assistance with both Retail and Marketing materials.

Sponsorship Packages

- 40 Main Spaces
  - 2 Spaces on the board per card
  - Option to upgrade to VIP Sponsor
- VIP Sponsor 1
  - Space available on top and sides of box
  - Must include 1 main space
- VIP Sponsor 2
  - Back of Card 50/50 with host
  - Back of Card 100/100
  - Must include 1 main space
- VIP Jacks
  - 4 Spaces 2 cards
  - Must include 1 main space
- VIP Jokers
  - 4 Spaces Available
  - Must include 1 main space

Retail Returns

The game has a suggested RRP of £29.17 per unit
We recommend you keep back 75 of your sets as stock for Fundraisers, Auctions, Events and Gifts.
Your sales amount does not go towards paying for the production, this is your income.

Sponsorship Prices

Using the 40 Main Spaces as the fund for the production costs you need a Minimum Charge of £250 per space.

The additional spaces all add to your fundraise and you can set the prices of these.
The following table shows the additional fundraising the game could provide you.

All illustrated pricing is in GBP and Excludes VAT

Example for 250 Game sets @ suggested RRP of £29.17 per unit
Production Cost - £10000
Upfronted by Auxilium and reimbursed through sales of the Main Card sponsorship package.
The remaining Sponsorship Packages add to your fundraise.

	Main Cards x 40	Invoiced direct from Auxilium
Minimum Charge	250	10000

VIP 1 Logo on Box	VIP 2 Card Backs	VIP 3 Combined Deal	Joker Single x4	Joker All Cards	Jacks Per Suit x4	Jacks All 8 Cards	Retail Sales 175	Potential Total
2000	2000	3000	500	1500	1000	3500	5105	15105
2500	2500	4000	1000	3000	2000	7000	5105	22105
3000	3000	5000	1500	4500	3000	10500	5105	29105
3500	3500	6000	2000	6000	4000	14000	5105	36105

All illustrated pricing is in GBP and Excludes VAT

Sponsorship Packages

- 40 Main Spaces
  - 2 Spaces on the board per card
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  - 4 Spaces 2 cards
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  - 4 Spaces Available
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Retail Returns

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Your sales amount does not go towards paying for the production, this is your income.

Sponsorship Prices

Using the 40 Main Spaces as the fund for the production costs you need a Minimum Charge of £450 per space.

The additional spaces all add to your fundraise and you can set the prices of these.
The following table shows the additional fundraising the game could provide you.

All illustrated pricing is in GBP and Excludes VAT

Example for 500 Game sets @ suggested RRP of £29.17 per unit
Production Cost - £18000
Upfronted by Auxilium and reimbursed through sales of the Main Card sponsorship package.
The remaining Sponsorship Packages add to your fundraise.

	Main Cards x 40	Invoiced direct from Auxilium
Minimum Charge	450	18000

VIP 1 Logo on Box	VIP 2 Card Backs	VIP 3 Combined Deal	Joker Single x4	Joker All Cards	Jacks Per Suit x4	Jacks All 8 Cards	Retail Sales 425	Potential Total
2000	2000	3000	500	1500	1000	3500	12400	22400
2500	2500	4000	1000	3000	2000	7000	12400	29400
3000	3000	5000	1500	4500	3000	10500	12400	36400
3500	3500	6000	2000	6000	4000	14000	12400	43400

All illustrated pricing is in GBP and Excludes VAT

Sponsorship Packages

- 40 Main Spaces
  - 2 Spaces on the board per card
  - Option to upgrade to VIP Sponsor
- VIP Sponsor 1
  - Space available on top and sides of box
  - Must include 1 main space
- VIP Sponsor 2
  - Back of Card 50/50 with host
  - Back of Card 100/100
  - Must include 1 main space
- VIP Jacks
  - 4 Spaces 2 cards
  - Must include 1 main space
- VIP Jokers
  - 4 Spaces Available
  - Must include 1 main space

Retail Returns

The game has a suggested RRP of £29.17 per unit
We recommend you keep back 75 of your sets as stock for Fundraisers, Auctions, Events and Gifts.
Your sales amount does not go towards paying for the production, this is your income.

Sponsorship Prices

Using the 40 Main Spaces as the fund for the production costs you need a Minimum Charge of £775 per space.

The additional spaces all add to your fundraise and you can set the prices of these.
The following table shows the additional fundraising the game could provide you.

All illustrated pricing is in GBP and Excludes VAT

Example for 1000 Game sets @ suggested RRP of £29.17 per unit
Production Cost - £31000
Upfronted by Auxilium and reimbursed through sales of the Main Card sponsorship package.
The remaining Sponsorship Packages add to your fundraise.

	Main Cards x 40	Invoiced direct from Auxilium
Minimum Charge	775	31000

VIP 1 Logo on Box	VIP 2 Card Backs	VIP 3 Combined Deal	Joker Single x4	Joker All Cards	Jacks Per Suit x4	Jacks All 8 Cards	Retail Sales 925	Potential Total
2000	2000	3000	500	1500	1000	3500	26980	36980
2500	2500	4000	1000	3000	2000	7000	26980	43980
3000	3000	5000	1500	4500	3000	10500	26980	50980
3500	3500	6000	2000	6000	4000	14000	26980	57980

All illustrated pricing is in GBP and Excludes VAT

The upfront design costs will be covered by The Auxilium Society, and we will directly engage with Play The Game to provide the necessary packages.

Collaboratively, we will assist you in selling the packages, finalizing the designs, and producing and delivering the game.

Once the game design is approved by Auxilium, Play the Game, and yourself, we will bill the 40 sponsors for the Main Card Package to cover the remaining production expenses.

You will then invoice the VIP sponsors for their packages and manage the collection of funds. You have the flexibility to choose between options such as Donation, Investment, or Purchases for collecting the funds.





Upon receiving your order, Play The Game will initiate coordination with you to help organise Events and Tournaments that you can host regularly throughout the year.

They will supply you with Retail and Marketing Packs and can assist with storage and shipping if needed.

In collaboration with Tubby Media and your PR department, Auxilium will create a press pack for you and your sponsors, and collaborate on follow-up campaigns and upcoming prospects.


EVEN



Convoy Events can be used to fundraise for any cause. It can also be used to run four different kinds of Entertainment events.

- Experience
- Tournament
- Individual
- Team

Let’s look a bit deeper into how the events work.

Fundraising Events

Working together to create a Convoy fundraising event. These can also consist of Auctions, Presentations, Entertainment and Quizzes.
Events can generate a huge amount of recurring income and in addition to entry fees, you have the opportunity to offer sponsorship packages to your corporate partners.
Some of the additional sponsorship opportunities will include:

- Headlining the event
- Table
- Individual tournament round
- Prize provider
- Food and Drink
- Venue
- Marketing

Experience Event.

Participants can enjoy playing as many games as they desire, devoid of scoring and prizes – it's all about having fun!

For instance, this concept could contribute to the entertainment at a fundraising dinner.

Revenue is generated by charging an entry ticket price for the entire event.

Convoy Events operate on a pay-to-play basis for entertainment purposes and do not involve gambling.

Individual game event

Participants engage in friendly competition for prizes, adding an extra layer of excitement. The prizes can be provided either by you, the client, or your sponsors.

Each player receives a score sheet containing either 10 or 20 games (determined by the event organizer) and earns points based on the outcome of each game.

Scoring system:
- 25 points for playing a game
- 50 points for losing a game
- 100 points for drawing in a game
- 500 points for winning a game

At the conclusion of the event, scores are tallied, and prizes are awarded to players with the highest points, such as 1st, 2nd, and 3rd place.

Revenue can be generated by charging either an entry ticket price for the event or per score sheet.

Team game event

Team events closely resemble individual game events in terms of prize provision, scoring, and prize distribution. However, the key distinction lies in the event structure.

Each team event is divided into a specified number of sessions, typically four or five, each lasting approximately 25 minutes. This allows for a maximum of 10 games per session. Each session comprises four players, organized into teams of two, with each team equipped with a score sheet for that specific session.

Following the completion of each session, teams tally their score sheets. Teams with the blue counters from each table then transition to another table, making way for replacements. This setup encourages players to interact throughout the event. In the subsequent session, they commence a new score sheet.

At the conclusion of the overall event, all the score sheets from each team are totaled to determine the final results.

Tournaments - Events

This event style stands out as the most popular, offering high competitiveness, a fast-paced atmosphere, and strong inclusivity. Notably, it has the potential to generate the highest revenue for you.

All events comprise multiple tournaments, each consisting of individual games. A tournament involves two rounds. In the initial round, every fee-paying participant engages in five games. Players who win a minimum of three games progress to the second round—a knockout stage where play continues until a winner emerges.

Each tournament carries an entry ticket price, and there is a prize awaiting the winner. Simultaneously, multiple tournaments can run with varying entry prices and prizes. As long as participants are in round one, the specific tournament they are in doesn't matter.

Examples:
- Player 1 pays £2.50 for entry into a tournament with a prize of a bottle of prosecco.
- Player 2 pays £10 for entry into a tournament with a prize of a night for 2 in a hotel.
- Player 3 pays £100 for entry into a tournament with a holiday as the prize.
- Player 4 pays £500 for entry into a tournament with a cruise as the prize.

This inclusive approach ensures that participants only face others from the same tournament in round two.
There is no maximum limit on the number of players in a single tournament. By running multiple tournaments concurrently, your event's revenue potential will significantly increase.



Potential Revenue from tournament style events.

This table displays potential revenues based on one tournament and provides a cash prize.
Your revenue will increase 100% if alternative prizes are provided and paid for by your sponsors

You host an event with 50 participants, involving five tournaments, and the prizes have been generously provided without any charge. Throughout the event, participants join multiple tournaments in varying numbers.

30 x £2.50 tournament

40 x £5 tournament

50 x £10 tournament

20 x £20 tournament

10 x £50 tournament

The total revenue generated solely from ticket fees at the event.

£1,675.00

If only 10% of participants, which is 5 people, buy a copy of the game, you will generate a further £175 of revenue.

Table 1			
Entry ticket price	**Number of players**	**Prize**	**Revenue**
£2.50	15	£12.50	£25.00
£2.50	20	£12.50	£37.50
£2.50	25	£12.50	£50.00
£2.50	30	£12.50	£62.50
£5.00	20	£25.00	£100.00
£5.00	30	£25.00	£150.00
£5.00	40	£25.00	£200.00
£5.00	50	£25.00	£250.00
£10.00	20	£50.00	£200.00
£10.00	30	£50.00	£300.00
£10.00	40	£50.00	£400.00
£10.00	50	£50.00	£500.00
£20.00	15	£100.00	£200.00
£20.00	20	£100.00	£300.00
£20.00	25	£100.00	£400.00
£50.00	10	£150.00	£500.00
£50.00	20	£150.00	£1000.00

Don’t be disheartened....

If you feel your organisation is not ready to go down the route of your own branded game sets yet.

Auxilium can assist you with funding so you can engage Play The Game Limited to provide a fundraising entertainment experience event for you.











The original Convoy game set can be used in a variety of ways for your organisation.

- Team Building
- Event Entertainment
- Charity Awareness Events
- Fundraising Events
- Education Events
- Tournaments



Please use our calendar https://www.tapinto.me/calendar to book a date and time that works best for you or email us admin@tapinto.me



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