



Trade Membership Benefits 2008

Benefit:

- Two named CPSA Competition (full) memberships, each including:
- Access to shoot in all CPSA Open Championships
- Individual £5 third party insurance through Towergate tlc and £20,000 personal injury insurance.
- Opportunity to register scores and obtain a personal classification
- Pull! Magazine (issued 10 times a year)
- CPSA Cloth and Metal badges
- CPSA Competition Membership Card

How this benefit can be used:

1. Memberships can be used either within your own organisation or given to others as a benefit (e.g., to a family member, customer etc.)
2. CPSA memberships can be given at any time during the year and will run for a full 12 months from notification to the CPSA
3. Notification of the member aligned to your Trade Membership must be given by you on the form provided with your renewal notice
4. Membership cards, Pull! magazine and all correspondence will be sent directly to the nominated member (e.g., home address)
5. After the end of the 12 months' FREE subscription, the CPSA will contact them directly to ask if they will consider renewing
6. If you intend to nominate the same persons again after the first 12 months, please advise us in good time (at least four weeks), in order for us to confirm their names against your Trade Membership
7. Whilst memberships can be provided by you at any time during your own Trade Memberships, only two CPSA memberships can run concurrently at any one time. (e.g., if you allocate a CPSA membership in July 2008, you may NOT nominate another FREE membership until August 2009).

Benefit

Access to Towergate DAS 24 hour insurance helpline and CPSA H Q help on issues of H & S, noise, Gun Law etc.

Benefit

A 10% (ten percent) discount on all advertising with Pull! Magazine

How this benefit can be used

1. All discounts are offered from the published media pack rates
2. All discounts apply to both Display and Classified advertising
3. If you currently advertise within Pull! magazine and individual rates are enjoyed, you will be offered a price which provides you with the most favourable rate (you will NOT be offered a 10% discount on top of an already discounted agreement)
4. A list of Trade Members will be provided to Deeson (the publisher), but you should advise when contacting them that you are a trade member and quote your membership number
5. Deeson Group contact information:
6. Rob Aspin
Pull! Advertising Executive
Deeson Group Limited
Ewell House
Graveney Road
Faversham
Kent
ME13 8UP
7. Tel: 01795 542410
Fax: 01795 535469
e-mail: ads@pull-magazine.co.uk

Benefit

Assistance with your Mailshot by post or e-mail

How this benefit can be used

1. Due to Data Protection regulations we are unable to provide you with a copy of our membership database
2. We will provide one FREE label generation to all CPSA members, grounds and trade members if required
3. Items to be mailed should be provided, already sealed, in envelopes
4. CPSA staff will stick labels to your mailshot
5. Postage will be quoted to you in advance (by providing us with a copy of your mailshot) and will be charged at cost
6. Postage must be paid for in advance of the mailshot (cheque, credit card etc)
7. Your mailshot will be mailed from the CPSA HQ offices
8. If you require help with your mailshot, CPSA staff will be happy to do so, by providing envelopes and completing the mailshot.
9. The cost of this will be quoted to you in advance (by providing us with a copy of the insert) and will be charged at cost
10. The cost of the mailshot must be paid for in advance (cheque, credit card etc)
11. Alternatively, an e-mail shot can be provided and will be sent from the CPSA HQ offices
12. The finished e-mail artwork must be provided in HTML format, or flat JPEG, the CPSA will not be responsible for creating an e-mail on your behalf
13. The e-mail should contain very clear instructions for contacting your organisation. The CPSA will not be responsible for "forwarding" e-mails to you after dispatch.
14. The e-mail will be sent to every member whose email address is held on the CPSA database (will not be the actual 'head count' of members)
15. The CPSA cannot be responsible for any "bouncebacks" due to incorrect e-mail addresses or full capacity e-mail accounts
16. Should subsequent e-mail shots be required, these will be provided at a cost of 10p (ten pence) per e-mail address
17. Numbers will be provided to you prior to the e-mail being sent
18. The cost of the mailshot must be paid for in advance (cheque, credit card etc)

Benefit

Commission Payments of £10.00 for every NEW Full Member and £3.50 for every Clubman Member introduced to the CPSA via an application form bearing your stamp

How this benefit can be used

1. Application forms and leaflets are available from the CPSA HQ
2. When selling a membership you should complete the form and return it to the CPSA
3. This can be done on an individual basis, monthly, or in batches (e.g., of 10)
4. A cheque to the value of commissions will be forwarded to you after processing
5. This benefit can be offered directly to your staff (e.g., in a gun shop) to encourage them to earn commissions. Forms can be endorsed by you, but cheques made payable to a staff member(s), or the company (whichever is preferred), in order for you to distribute upon receipt.

Benefit

Free attendance as a Trade Member Open Championships in order to promote and sell your services

How this benefit can be used

1. By negotiation with the CPSA HQ, any Trade Member can attend an Open Championship to promote their business
2. Special events (e.g., The bi-annual World Sporting Event) are by negotiation for size/position of pitch, between the CPSA and Ground owner
3. Other Championships are also by negotiation with the CPSA regarding size/position of pitch, who will make reference to the ground owner at all times
4. When the CPSA provide special tented units (e.g., The bi-annual World Sporting Event), Trade Members will be given the opportunity to purchase these sites on a first come first served basis.
5. Tented events will NOT be free to Trade Members
6. Trade Members NOT purchasing a tented stand are NOT guaranteed to be able to pitch up alongside those who have paid for their space at the event

Benefit

Free copy of Pull! magazine (readership in excess of 25,000)

Benefit

Editorial within the Pull! magazine

How this benefit can be used

1. Pull! magazine is a great window to over 25,000 readers. If there is an event or message you wish to promote, the Editor of Pull! magazine will be pleased to discuss this with you and will decide whether space can be offered within a future edition of the magazine.
2. Contact for Keith Fisher, Editor, Pull! magazine (editorial@pull-magazine.co.uk)

Benefit

A FREE weblink included in the Trade Listings on our website (www.cpsa.co.uk)

Benefit

Use of the logo on stationery, marketing and promotional materials

How this benefit can be used

1. By logo, it is meant the official CPSA logo as published on all stationery and websites
2. Access to “special event” logos may not be available (ie short term events etc.)