



# JACK ATTACK PLUS

*Part of Bowls Australia's COVID-19 Recovery Plan*



## Jack Attack (JA) Licencees (as of August 31, 2020) have the option to receive the following:

- Initial JA Kit (500 hardcopy flyers, 150 scorecards, stickers, branded merchandise, new JA polo shirts);
- JA promotional pull up banner;
- JA Digital Marketing Kit: six-week marketing plan; JA logos and branding guidelines; editable flyers; videos; images; social media tiles and templates;
- Program promotion via Bowls Australia social media OR via JustPlay platforms;
- Dedicated JA website (including online participant registration and "JA Find a Club" function), competition management system via BowlsLink;
- Paid JA Coordinator (3hrs paid per JA session over four-week program @ \$36.20/hr);
- RBM Support during program planning and delivery, including RBM attendance at one session;
- Program evaluation support (participant feedback forms and subsequent individualized data report following program);
- Program administration support from a dedicated Bowls Australia staff member.

## JA Licencees delivering programs between August and December 2020 will also receive an additional once-off Bonus Package from BA to assist Clubs in program delivery.

Bonus Package will be tiered based on the number of teams Clubs register for their program:

- Clubs with 6-11 teams registered will receive \$150 towards providing an end-of-program BBQ for their participants;
- Clubs with 12-19 teams registered will receive \$250 towards providing an end-of-program BBQ for their participants PLUS JA-branded baseball caps for the winning team;
- Clubs with 20+ teams registered will receive \$300 towards providing an end-of-program BBQ for their participants PLUS JA-branded baseball caps for the winning team AND a JA Perpetual Club Trophy

*For more information, contact [info@jackattack.com.au](mailto:info@jackattack.com.au)*

