



INTERNATIONAL LEISURE CONSULTANTS (ILC)

presents an exciting and relevant initiative, Benefit.

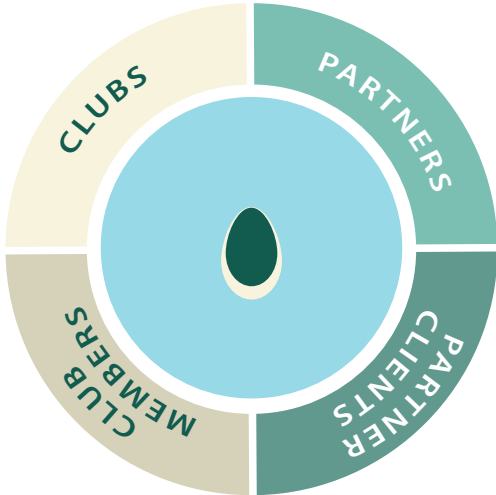
Benefit adds value to your club membership by expanding the benefits available to your Members in the form of a unique reciprocal club network. It is a proactive programme, driven by ILC, in that we promote and monitor traffic to partner properties, through regular updates, recommendations and communication with all Members.

Through participation in Benefit, you will be rewarding present and prospective Members with access to other Clubs joining the programme, thereby creating additional incentives to membership, whilst increasing traffic to your Club.

In addition, Benefit helps create a larger platform for your events and promotions, increasing awareness and sponsor or partner reach.

Benefit creates value for 4 significant groups:

Select Clubs, hand picked by ILC, located in all major regional cities to which Members frequently travel.
Estimated Audience: 75 Clubs



Diverse portfolio of merchants, outlets, properties, facilities, golf clubs, hotels and services.
Estimated Audience: 40 Partners

All current and future Members of each participating Club.
Estimated Audience: 150,000 Members

Select clientele of each participating Partner.
Estimated Audience: 20,000 Clients

CLUBS

- The Club improves its income line through higher footfall as a result of increase in visiting Members. This expanded audience also justifies the generation of higher value sponsorship for club events and promotions.
- The Clubs deliver existing and prospective Club Members an expanded benefit offer, and resultant increase in perceived membership value.
- Benefit will actively publicise, and encourage participation in, the events, activities and promotions of the Clubs. This publicity will reach Members and Partner Clients, an expected additional audience of some 170,000.

CLUB MEMBERS

- Club Members gain access to the facilities of other Clubs that they are not currently affiliated with, as well as the offerings of Clubs and Partners participating in Benefit.

PARTNERS



Partners increase awareness of their brand and their activity to a larger potential audience.



Benefit will actively publicize events and promotions of Partners to Members and other Partner Clients.

PARTNER CLIENTS



Increase in service quality and Partner's brand loyalty as Clientele obtain access to a tremendous network of private clubs plus enjoy offerings of Clubs and other Partners participating in Benefit.

INVITATION CRITERIA

Clubs	Partners	Club Members	Partner Clients
<ul style="list-style-type: none"> Portfolio will be an eclectic mix of Clubs that cater to the modern day Member and are located in key, global cities with an emphasis on Asia. Limited to a select number of Clubs per city. 	<ul style="list-style-type: none"> Recognised and reputable brands offering a diverse range of products and services. Our Partners will place an emphasis on clientele relationships and service. 	<ul style="list-style-type: none"> All active Members of participating Clubs. 	<ul style="list-style-type: none"> The preferred clientele of Partners. Limited to 500 clientele per Partner.

FEES PAYABLE

	Annual Fee	Visit Fee	Concierge Fee
Clubs	✓	✓	
Partners	✓		✓
Club Members	✗	✗	✗
Partner Clients	✗	✗	✗
Notes	Should visit fees or concierge fees earned by Benefit exceed value of annual fee, annual fee will be reimbursed to The Private Club or the Partner.	Based on percentage of total spend by Club Members and Partner Clients during each Club visit.	Based on percentage of total spend by Club Members and Partner Clients on each Partner product, service or venue.
<p><i>Annual Fees, visit fees and concierge fees are payable to Benefit, by Clubs and Partners, as indicated. Annual fees in advance, visit and concierge fees quarterly in arrears.</i></p>			



Interested to be a part of Benefit? [Click here to contact us.](#)

www.ilc-world.com

