

Nairn Dunbar Golf Club
Membership Referral Policy

Purpose

To grow the membership of Nairn Dunbar Golf Club through the incentivisation of current members to proactively identify and promote new members to join the club.

Benefits

Encourage existing members to act as strong ambassadors for the club and so take ownership for the recruitment of new members to the club.

Reward members for actively encouraging their family, friends, and other contacts to take membership of the club.

Actively promote the golf club with low associated marketing cost with a high value benefit.

Facilitate the introduction and integration of new members to the club.

Rules of the Membership Referral Scheme

The Nairn Dunbar Golf Club Committee reserve the right to amend or remove the Referral Scheme with or without notice.

* Under the Scheme the existing member of the club nominating a new member of the club will be known as the **Sponsor**.

* Under the Scheme the new sponsored member will be known as the **Referred Applicant**.

Participation in the Scheme is available to all members of The Nairn Dunbar Golf Club, regardless of category of membership.

Under The Scheme, the **Sponsor** will be rewarded for a successful referral only after the **Referred Applicant** has paid their full annual membership subscription. Should the **Referred Applicant** elect to pay their annual subscription by Direct Debit, the referral reward paid to the **Sponsor** will only be paid at the relevant membership year end.

The membership referral reward will be calculated as a percentage of the **Referred Applicants** annual subscription.

There is no limit as to how many referrals can be sponsored by an existing member.

Only one **Sponsor** is allowed for each new membership application.

Any dispute or appeal regarding a referral payment will be considered under the normal Club Disputes Resolution and Grievance Procedure.

Referral Reward Details

The membership referral reward will be calculated in two parts

* **Part one** - The first part will be an amount added to the **Sponsors** Food and Beverage Card equal to 10% of the **Referred Applicants** first year annual subscription. This payment will be made within 4 weeks of receipt of the **Referred Applicants** annual membership fee in full. Should the **Referred Applicant** elect to pay by Direct Debit, then the referral payment will be made at the calendar year end.

* **Part two** - Assuming the **Sponsored Applicant** renews their membership fee at the same category level or above for the following year, the **Sponsor** will receive a further payment equivalent to 15% of the Sponsored applicants first year annual subscription. This will normally be deducted from their annual fees.

Where the 15% value of the referral reward is greater than the category annual subscription fee for the Sponsor, any outstanding balance will be applied to reduce future years membership fees until fully exhausted.

Referral Process

1. The member or **Sponsor** should obtain from the Golf Club a membership Referral Form and complete with the name and contact details of the proposed new member.
2. The **Sponsor** will return the completed Referral Form to the Club after which the proposed new member or **Sponsored Applicant** will be sent a new members application form with a referral code.
3. On receipt by the Club of a completed new members application form the Referral Form will be attached and appropriate membership fee will be taken by the Club.
4. Within 4 weeks of receipt of full membership payment, the **Sponsor's food and beverage card** will be credited with a payment equivalent of 10% of the new members annual membership fee.
5. After the **Sponsored Applicant** renews their membership for the following year, the **Sponsor** will receive a reduction in their annual fees for that year, equivalent to 15% of the **Sponsored Applicants** first year annual subscription.

Communication

The Nairn Dunbar Golf Club will ensure the Member Referral Policy is advertised appropriately to allow all members of the Club to be able to participate in the Scheme.