



# THE TOUCH CLUB

PUERTO BANÚS



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## Get Connected

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**Get Connected with The Touch Club** is a Business and Sponsor programme developed to associate well-known and strong market positioned brands to our exclusive members club with ONE single target in focus: Exposure to generate an impact that will translate into beneficial and profitable returns for the connected brand and add value to The Touch Club.

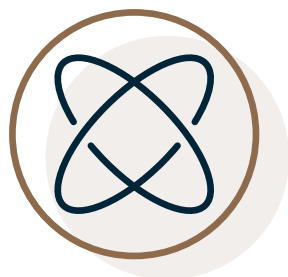
**Will your brand Get Connected with The Touch Club?**





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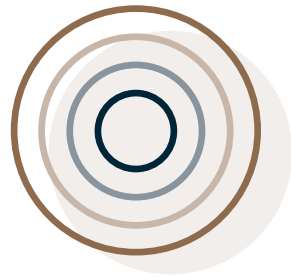


## Introduction

*What does Get Connected consist of?*

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**The Touch Club's Get Connected** programme seeks to create synergies between the connected company and The Touch Club concept, always looking to achieve a win-win situation with the development of a 360° sponsorship.



## Objectives

### *Objectives of the 'Get Connected' Programme*

**The purpose of the Get Connected Programme is clearly aimed to generate an impact that will translate into beneficial and profitable returns for the connected brand** with the advertisement of the sponsored actions through conventional and digital media. Such will be achieved by combining the brand image with one of the most innovative and distinguished concepts in the Hospitality and Members Club sector in Spain and working strictly with a selective and exclusive customer segment.



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## Process

*Will your brand Get Connected with The Touch Club concept?*

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The Touch + Sponsor + Exposure = Target






## Achievement of Objectives

*How will our objectives be achieved?*

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**The positive impacts for our Partners & Sponsors will be achieved through:**

-  Appropriate visibility, making the connected brand renowned by using the relevant media, events and activities produced by The Touch Club, according to the goals pursued by said brand.
-  Generating appeal through attractive messages and offers which will entice potential clients of our selected brands.
-  Recognition of the connected brand for its collaboration with The Touch Club and its sponsored product, event or action.
-  The generation of customer engagement through sponsored initiatives, which will bring greater attention and interest to try and purchase the connected brand product and service.



## Achievement of Objectives

### *Co-ordination, selection and achievement of objectives*

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#### **All of the above will be made possible through:**

- 1). The appropriate co-ordination and co-operation between the marketing-publicity departments and the appropriate communication between our organization and the brand's organization, in order to align the latter's, offer to the requirements and feelings of our customer base.
- 2). The selection of the most suitable media/channels to address our target customer segments, according to its value proposition.
- 3). The pursuit of a high impact achievement with a wide presence in internal, external, off or on-line media, generated by The Touch Club through its 'Get Connected' Programme.





## Strategy

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Constant co-ordination among departments



Visibility



Sponsor's appealing messages



Positive Impact for our connected brands



Promoting and positioning in the premium sector and luxury world, and generating or connecting business for the connected brand



## Get Connected

### *How to Get Connected with The Touch Club?*

**At The Touch Club we understand that a Partner & Sponsor brand becomes an associate in the acceleration and development of the The Touch Club concept.** Thus, the following Partner & Sponsor levels have been designed from the The Touch Club Partner and Sponsorship Programme 'Get Connected', according to the type of objective that the Partner & Sponsor brand pursues and to the degree of linkage between The Touch Club and the brand.



## Connection levels

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Official Partner



Official Sponsor



Official Collaborator



Official Supplier



Official Product



## Official Partner *The Titanium Connection*

*Partnership: 5000 € per annual basis*

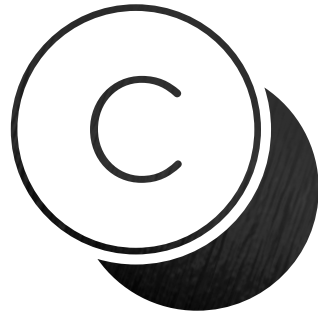
### **Privileges**

- Brand connection 360\*
- Free access to Gym for 2 Pax
- Free access to Pool for 2 Pax
- Free parking space for 1 car
- 15% discount on F&B and Accommodation
- Events privilege\*\*\* for 2 Pax

\* Brand Connection 360 includes a full coverage of selected brand in relation with The Touch Club as a unique supplier within its business area for a full year.

\*\* Brand Connection 180 includes a full coverage of selected brand in relation with The Touch Club as a unique supplier within its business area on a specific time frame.

\*\*\* Events Privilege covers all 'members only' events on an annual basis.



 Official Sponsor  
*The Carbon Connection*

*Sponsorship: 360 Brand sponsoring coverage per annual basis*

**Privileges**

- Brand connection 360\*
- Free access to Gym for 2 Pax
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⬆️ Official Collaborator | ✓ Official Supplier | 🍷 Official Product

### *The Steel Connection*



*Connection: 360 Brand sponsoring coverage per annual basis*

#### **Privileges**

- Brand connection 180\*\*
- Free access to Gym for 2 Pax
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- 15% discount on F&B and Accommodation

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