



## Circular 013:18

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**Date:** 25<sup>th</sup> January 2018

**Subject:** BP Every Litre Counts Campaign

**Attention:** All members

**Description:** This year we celebrate 50 years with our major partner BP

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Circulars are available at: <http://lifesaving.org.nz/lifesaving/lifesaving-operations-circulars/>

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This year we celebrate a massive 50 years with our major partner BP which is believed to be the longest corporate partnership in New Zealand's history - something we're both incredibly proud of!

To mark the anniversary, BP is launching a campaign called 'Every Litre Counts' to get Kiwis supporting SLSNZ more than ever this summer and we need your help to share the news. From Monday January 22 until Sunday February 18, BP will make a donation to SLSNZ from every litre of fuel sold in New Zealand and we want our membership to get behind this and encourage fellow members, friends and family to get to BP and fuel up to thank BP for their support.

### What's in it for us?

To encourage clubs and members to help spread the word, we're offering eight individual prizes of a year's free fuel worth \$5,200 (\$100 per week for 52 weeks) to members that share this creatively with their networks and go the extra mile to show their support for the BP campaign. Those eight members will also win \$10,000 for their club. That's \$80,000 worth of prizes to clubs. These prizes will come out of an overall BP donation to SLSNZ. SLSNZ will select the winners that are going all out to support the campaign by encouraging friends and family to get to BP and showing us how they have been getting to BP to purchase fuel. Winners will be selected and announced at 6pm on the Tuesday and Thursday of each competition week (January 25, 30, February 1, 6, 8, 13, 15 and 19) so keep an eye out on the SLSNZ Facebook page to see if you've won.

### What can we do?

We want clubs and members to be as creative as possible to encourage people to fuel up at BP and show us what they are doing to support the BP Every Litre Counts campaign.

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**Some ideas:**

- Share the campaign hashtags below in your social media posts and make sure you tag @BPinNewZealand and @surflifesaving.
- Members - make sure you tag your club too.
- Clubs - Send a press release to your local newspaper to let them know how your local community can support you.
- Take a boomerang of you and/or some club mates in store perhaps holding up your thumbs, smiling into the camera.
- Create a short video on your phone with a shout out to NZ saying something like "Hey NZ, support xx Surf Life Saving Club by fuelling up between the flags this summer. With the money donated from BP during this time, we can get more equipment which helps keep us all ready and raring to support you when you need us" or "yessss NZ, you are legends at support your local Surf Life Saving Club, we've raised heaps so far and we want you to keep it coming! Get along to your local BP, fuel up between the flags and we'll see you at the beach this summer to say thanks!"

Remember not to use your phone on the forecourt!

Campaign hashtags #EveryLitreCounts #WeveGotTheirBacks #BPSurfRescue50 #SLSNZ #BPxSLSNZ  
Make sure you tag @BPinNewZealand and @surflifesaving



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