

HF Holidays
Marketing department
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Dear activity club

Thank you for showing interesting in HF Holidays **activity club membership**. Enclosed are full details on how this scheme operates and its benefits for your group.

The outdoor holiday experts

HF Holidays was established in 1913 as a Friendly Society, operated by its members, for its members. We are now the UK's largest walking and activity holidays company with over 95 years of experience.

We deliver high quality holidays to well over 100 destinations around the world, suitable for anyone who enjoys active and sociable experiences. We own 17 Country Houses in Britain's best countryside locations, each offering full-board accommodation. We don't just offer walking holidays but also a range of leisure activity breaks, leisurely cycling tours around Europe, and adventure breaks for the whole family. You can stay close to home and indulge in your favourite pastime, go exploring as far as New Zealand or Vietnam on an adventure of a lifetime.

Your membership

Our activity club membership aims to encourage and promote the healthy enjoyment of leisure, physical recreation and the countryside, through the formation of local community groups and clubs. We support the development of local clubs who continue the spirit of our holidays all year round. Over 50 activity clubs are already benefiting from their association with HF Holidays. Many also join us for their annual group holiday.

Membership allows your group to signify its connection with HF Holidays, contribute to the ethos of our Friendly Society through lifetime membership, whilst also receiving a great range of benefits and concessions. Full details on the benefits and rules are attached.

How to join in

Membership entails the purchase of 100 shares of £1 each. Unlike similar affiliate schemes, this is not an annual fee but a one-off investment that may attract interest (subject to financial performance). Your club can withdraw its shareholding (along with any interest it has earned) at any time.

Registration is quick and easy. Just complete the application form and return to us at the address provided above. Your welcome pack will then follow shortly.

If you have any questions you can contact us by calling 020-8732 1250 or e-mail your queries to clubs@hfholidays.co.uk. **We look forward to welcoming your activity club to HF Holidays.**

Yours sincerely

HF Holidays Marketing department

Benefits for activity club members

Club members can receive the following exclusive benefits and discounts. Call us to discuss the available options or for full details:

- **Lifetime membership** for your club. An **annual dividend** on your shareholding, subject to financial performance. You can choose to reclaim your investment (along with any interest it has earned) at any time. **Vote** for the election of Directors of the Board.
- **£50** to support your annual club programme or newsletter in return for publishing an HF Holidays advert in your programme or newsletter. Please note that only one payment can be made in one year, irrespective of the number of programmes you produce.
- **FREE** publicity for your club.
 - We will distribute your programme or newsletter to each of our 17 UK Country Houses, where they will be on display for our visiting guests to view.
 - Web listing on hfholidays.co.uk/activityclubs, including your clubs logo/image, a brief description and open web link.
- **Annual public liability insurance** at a cost of £65 (free if you book a group holiday).
- **Residential courses**

If you want to brush up on your navigating skills, first aid or risk assessment join us and our expert tutors on one of our courses. Full-board accommodation and preferential prices are available to individual club members.
- **Country House savings scheme**

When a club member presents the club membership card, they will automatically receive 10% discount on any item or drink purchased from our Country House shops or bars.
- **Celebrations Service**

Our Celebrations Co-ordinator is available to help you create the perfect special event at a selected Country House. Looking to hold an AGM, anniversary, social or evening event? Contact us to see what we can offer you.
- Entry in annual prize draw for a **FREE** weekend for two people at any of our Country Houses (subject to season and availability).
- The HF Holidays **Pathways Fund** provides grants for improvements to the environment in areas where our guests walk, and towards an assisted holiday for guests connected with HF Holidays who would otherwise not be able to have a holiday of any sort. As a club member we would welcome your application for either cause.
- Discounts when you bulk order *The Story of HF Holidays* by Harry Wroe. Detailing the complete story of HF Holidays, from its beginnings in 1913 to the 21st century, this book is a must read and makes an ideal gift for a special celebration or prize.
- Special members **holiday offers** and newsletter with the latest information on our holidays.

Other available services

- **Fantastic group discount rates** and packages, with up to 18 months priority booking. Great rate holiday insurance and additional holiday extras are also available.
- **FREE** posters, promotional material, and brochures for your club to use at local events and fairs.
- Order our range of **brochures** available for free for your club members.

Rules of membership

Our activity club membership encourages and promotes the healthy enjoyment of leisure, physical recreation and the countryside, through the formation of local community groups and clubs. These rules formulate the process of membership. If you have any queries regarding individual aspects of these rules please do not hesitate to contact us.

Activity club member

To become a member your club/group must satisfy the following terms:

1. As a club/group you must hold a Corporate Membership in HF Holidays Ltd, by investing in a minimum of 100 shares, at the cost of £1.00 per share.
- 2a. Your club/group must include the wording 'Affiliated to HF Holidays' under your club/group name, logo, or other suitable position as agreed.
- 2b. If your club/group currently uses or would like to use an HF Holidays logo on its printed material we can provide our current corporate logo. Any previous HF Holidays' logo should not be used and we kindly request their removal.
3. We require the address, telephone number of the named secretary and treasurer, so that we can contact your club/group with affiliated programme updates.
4. On occasion your club/group may be requested (but not more than once a year) to provide the names and addresses of all its members to HF Holidays for promotional purposes. Only one promotional mailing will be sent to club members within the year.
5. As a local club member, holding a Corporate Membership, your club/group will receive additional benefits and discounts. Please see the attached document or contact our offices for details.