



Sponsor Prospectus

SERVICE ONE Mutual Ltd is proud to launch the Snowy Mountains edition of the Monopoly board game. Here's how you can get involved!

Background

SERVICE ONE Mutual Ltd is developing a community-based version of the classic board game Monopoly, specifically tailored to highlight the unique aspects of the Snowy Mountains region and its local businesses. This initiative will be undertaken in collaboration with Winning Moves Pty Ltd which produces customised editions of Monopoly under licence from Hasbro.

Our primary goal with this project is to promote the Snowy Mountains region and support its local community, which is a core priority for our organisation. We envision this Monopoly game as a fun and engaging way for residents and visitors alike to learn more about the region's assets and businesses, while also fostering a sense of local pride and connection. A proportion of proceeds from sales of the game will be donated to local charities and we hope to launch the game in time for the start of the 2025 ski season.

Timeline

16 Sep 2024	Approach potential major sponsors
14 Oct 2024	Launch community photograph competition to feature on the board or box Announcement of project – media coverage
Nov 2024	Engage with other sponsors and partners
30 Nov 2024	Designs to Winning Moves
Dec 24-Apr 25	Game development and production
1 May 2025	Delivery of units
1 Jun 2025	Announcement of product launch
Jun-Aug 25	Partner activations and marketing



Board Layout

The traditional Monopoly board is used as a template to plan the Snowy Mountains game. The four corner squares of GO, Jail, Free Parking and Go to Jail cannot be changed. However, we can customise the other squares on the board. The property colours and values cannot be changed but the name and a photograph of your business would feature on your board square and the accompanying property card.

To ensure the game is coherent for players, we are theming the board 'The Road to the Snow'. Starting from GO, the first side of the board will feature Cooma businesses, the second side include Jindabyne businesses, the third side hotels/restaurants/leisure and the final side feature ski resorts. Our initial design plan is as follows:

BOARD SQUARE	THEME
Brown	Cooma
Light Blue	Cooma
Pink	Jindabyne
Orange	Jindabyne
Red	Hotels / Restaurants / Leisure
Yellow	Hotels / Restaurants / Leisure
Green	Ski Resorts
Dark Blue	Major Ski Resorts
Train Stations	Transport
Utility Companies	Local energy/utilities
Tax	Local charities
Corner squares	GO, Jail, Free Parking, Go to Jail



Pink 1, Red 3 and Dark blue 2, are considered 'premium' squares as players are directed to travel to these locations by Chance cards as part of the game play. The Chance card will again include the name and a logo of the business occupying the premium square.

Tokens

There is an option to customise the tokens that players use to move around the board. Instead of the traditional top hat and thimble etc, we propose including a skier, snowboarder, mountain bike, hiking boot, brumby, kangaroo and wombat to make the game really special.



Money

We plan to theme the money as Community Bank Cooma, Bendigo Bank bucks and will customise the design of the notes, whilst colour schemes for each amount remain the same as the standard game.



Chance and Community Chest Cards

In addition to featuring on the board, businesses can be included in the game by sponsoring Chance and Community Chest cards. Whilst we cannot change the outcome of the cards, for example 'pay \$100', 'move back 3 spaces', 'receive \$50', 'advance to dark blue 2 square', we can edit the scenarios.

Perhaps you would like to edit one to promote your business, for example 'you take your friends to XXX restaurant for a delicious meal – pay \$100' or 'you need a high quality snowboard, advance to XXX store'. Your organisation logo can be added to the card too.

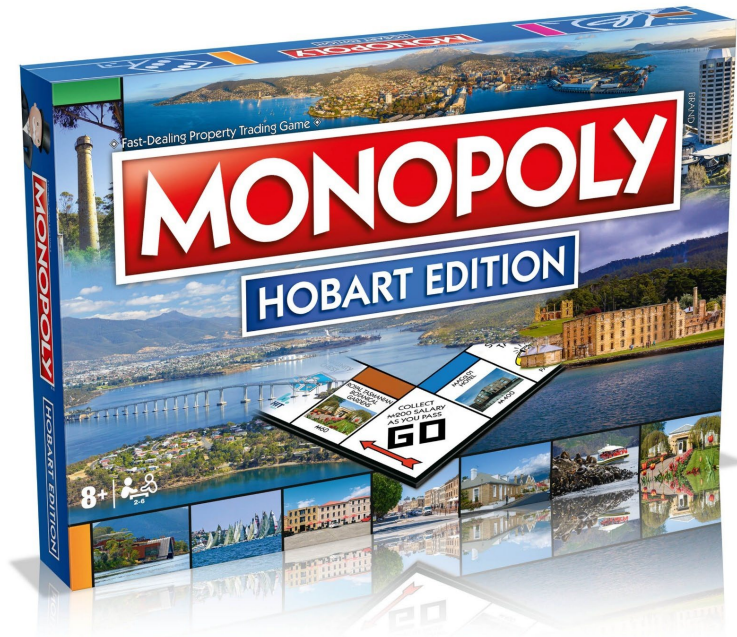


Box lid

Having an eye-catching box for the Snowy Mountains Monopoly game is critical to promote sales and capture the essence of what makes the region so special. To encourage the local community to become invested in the game we propose holding a photograph competition with 3 winning entries featuring on the cover.

Our chosen box design will also enable major sponsors to promote their businesses before players have even opened the lid.

A photograph of their property square will feature in one of only 7 spaces at the bottom of the box cover and will be seen by potential customers scanning the shelves or buying the board online.



Charity Donations

SERVICE ONE Mutual puts its profits back into the communities in which we operate. It's all about 'local money for local people'. A proportion of profits from the game will be donated to the following charities that do great work in the Snowy Mountains region:



Cooma Community Chest exists to foster, encourage and support families with the costs of supporting their children's sporting and academic interests. They also support those in the community who have fallen victim to other perils in life including homelessness, domestic violence and significant health issues.

Snowy Mountains Wildlife Rescue, locally known as LAOKO (Looking After Our Kosciuszko Orphans) is a not-for-profit wildlife rescue and rehabilitation group based in the Snowy Monaro region. They provide 24/7 emergency assistance, rescues, transportation, euthanasia, natural disaster response, wildlife care, wombat mange treatment and more.



There are several ski patrol organisations operating in the NSW Snowy Mountains region providing high level emergency care and rescue services to snow users. Ensuring mountain safety and improving public awareness of safe ways to enjoy the snow are also in their remit.

Game Sales and Distribution

As this is a community edition of Monopoly, the Snowy Mountains Monopoly game will be exclusively available for purchase in outlets owned by sponsor and partner businesses that feature in the game. This unique Snowy Mountains edition will also make a great corporate gift for clients. We have ordered 1,500 copies of the game but we can increase this volume if, as we expect, there is significant interest in the initiative.

Games will retail at \$79.95

Marketing

Your involvement in this project offers a fantastic opportunity to market your business within the local community and to visitors. We expect the game to be popular with local residents and guests visiting the region, relaxing in the evenings after a busy day enjoying the lakes, hills and snowfields of this beautiful area.

We will be promoting the project launch in the coming months. There will be a major launch of the game when sales start in June 2025. For these events, winning Moves can provide a 'Mr Monopoly' mascot to visit your business, 5m x 5m copy of the board and giant dice.

Winning Moves has confirmed there will be no further editions of the Snowy Mountains Monopoly board for the next 10 years so don't miss the chance to a part of this exciting project.

Contact Details

To learn more or discuss how you can get involved please contact:

Louise Parker

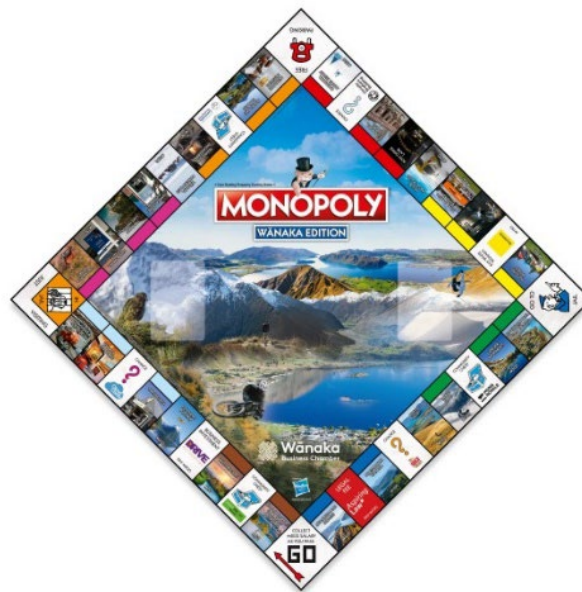
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What will the Snowy Mountains edition look like?



SERVICE ONE®

