

# Promotion Opportunity: *Staff Affinity Scheme*



Carmarthenshire County Council are the biggest employers in the county with over 9500 employees and have a combined salary of £152 million.

These employees are your potential customers. If you would like a free website listing to offer a discount on your goods and services to this large group please read on.

## **The Sir Gâr Saver Scheme**

The County Council in partnership with many national and local businesses runs the Scheme. The scheme aims to offer discounted goods and services to our employees.

The services and discounts offered to staff range from Holidays and Hotels to Personal Finance and Pizza, with much more in between.

For a full list of companies involved in the Sirgar Saver Scheme please visit:  
[www.carmarthenshire.gov.uk/sirgarsaver](http://www.carmarthenshire.gov.uk/sirgarsaver)



# Benefits:

## *Staff Affinity Scheme*

- Cost effective, direct access to 9500 employees.
- Communicated through e-mails, staff newsletter, and wage inserts.
- Business listed on CCC website and ([www.vectisonline.co.uk](http://www.vectisonline.co.uk)).
- Business name and Logo added to saver booklet. Given to all employees. (small additional cost).
- Improved product awareness and increased sales.
- Introduction of new services to the market.
- Enhanced public image.
- Greater appeal to customers.
- Promotional opportunities.

**Cost:** Free listing on website, additional marketing activities available at a cost, e.g., wages inserts and printed materials.

### **Further Information:**

If you think you are able to offer a discount to our employees please contact us to be included in this very popular scheme.

Tel 01269 590200

Or email – [leisure@Carmarthenshire.gov.uk](mailto:leisure@Carmarthenshire.gov.uk) quoting 'Sir Gâr Saver'