

Pokémon Club

Material & Distribution Guidelines

Edition: October 9, 2019

Pokémon Club Kit Details

Each location that participates in the Pokémon Club pilot will receive up to 3 kits containing the following:

- 1 40-card pack of promo cards, comprising 10 each of:
 - Cosmog
 - Cosmoem
 - Solgaleo
 - Lunala
- 1 10-pack of Trainer Cards, to track a member's attendance
- 1 10-pack of sticker sheets, used in conjunction with Trainer Cards
- 1 sheet of Pokémon stickers (for tracking progress)
- 1 sheet of Pokémon prize stickers (for players)

The number of kits each location will receive is dependent on their declared anticipated attendance. Locations will receive 1 kit per 10 players, up to a maximum of 3 kits.

How to Use Trainer Cards

Part of the fun for Pokémon Club attendees is earning stickers and filling up their Trainer Card!

Trainer Cards should be used by each member to track their own participation in Pokémon Club, and can be used regardless of whether they began in the first week of Club or join later.

Below we include initial recommendations for how to distribute stickers among attendees, but your feedback will provide valuable insight for ways in which we can improve and diversify these suggestions.

Recommended Rewards Schedule

November 2019

Week One: Pokémon Club member receives a Cosmog promo card.

Week Two: Poké Ball sticker earned

Week Three: First Pokémon sticker earned

Week Four: Second Pokémon sticker earned

December 2019

Week One: Pokémon Club member receives a Cosmoem promo card to evolve their Cosmog!

Week Two: Great Ball sticker earned

Week Three: Third Pokémon sticker earned

Week Four: Fourth Pokémon sticker earned

January 2020

Week One: Pokémon Club member receives their choice of either a Solgaleo or Lunala promo card to evolve their Cosmoem!

Week Two: Ultra Ball sticker earned

Week Three: Fifth Pokémon sticker earned

Week Four: Sixth Pokémon sticker earned—the Pokémon team of 6 is now complete!

Bonus Reward

Any Pokémon Club member who earns all three Poké Ball, Great Ball, and Ultra Ball stickers should receive both Solgaleo and Lunala promo cards rather than choosing just one.

Kit Usage Feedback

Pokémon Organized Play seeks to encourage attendance from one month to the next, rather than week by week, as data suggests this behaviour relates more strongly to long-term engagement. While the above recommendations are allied with this goal, you should feel free to modify these guidelines to accommodate and engage Pokémon Club members as you feel appropriate!

We are especially interested in feedback regarding any changes you made, the reasons for those changes, and whether the desired effect was achieved. Please keep this in mind for when you are asked to complete any survey regarding the use of these materials.