



8th EBL NBO Officers' Seminar

PR – Nordic Europe

- *What's in it for me?*

Micke Melander – Friday 29th Jan 2016 @ 09.30, 10.30, 11.30 and 12.30

The Swedish Bridge Festival

- One of the largest Bridge Festivals in the world, 8359 pairs competed in 2015.
- 22nd version coming up 2016. Always the same dates. From Friday week 30 until Sunday week 31. So 10 full days of Bridge. July 29 – August 7, 2016.
- 10 years in Skövde, 1 in Malmö (2004), then 3 in Jönköping and after that Örebro. Right now we are trying to sign a new five year deal...
- Why Örebro? 80% of the members in SBF lives below the line...



The Venue

- 454 tables
- In the middle of Örebro town
- Fully air-conditioned
- About 10 hotels and more then 1500 beds in walking distance
- About 50 restaurants nearby
- Shopping centres and other stores



Daily Program

- Pairs at 10.00 – Bronze tournament 24 boards
- Pairs at 14.30 – Bronze tournament 24 boards – handicap calculation
- Pairs at 15.30 – Silver tournament 42 boards
- Pairs at 19.00 – Bronze tournament 24 boards

- Chairman's Cup – Team tournament – KO after two days Swiss. (170 teams). Running for six days
- Swedish Senior Pairs, Women Pairs, Mixed Pairs and Open Pairs.

IMPORTANT: Tournaments for all categories of players!

What's in it for me?



- We have thousands of players participating.
- They spend huge amounts on accommodation, food and shopping.
- We organise it at a time that is dead from a tourism point of view in a town that is not by the sea in Sweden.
- The town will be full – bridge players everywhere. The hotels and restaurants are more or less fully booked.
- **IMPORTANT:** We knew we could sell this. Question was how best to do it? We had to be able to answer the key-question from all partners: *What's in it for me?*

Our offer: we bring customers!

- Customers who come eat, live or buy their services...
- Three different packages. Gold (12K), Silver (8K) and Bronze (5K).

Bronze

Homepage, Official Program, Own tournament, Map (logo), can advertise in our venue.

Silver

All above, dinner for partners, three pages of adds in a booklet, add in our magazine.

Gold

All above, more space/pages for adds.



A lot of work...

- Visit them
- Sell the project
- Sign contracts
- Market them
- Produce material
- Give them feed-back



- In 2015 – the value from partners was 759 000 SEK (82K€). Remember it's not necessarily that we want money from our partners. If they have a service we are looking for they might sponsor that service or give us a very good deal. Ricoh and photo-copy machines are a good example.

Show partners everywhere!



- We simply sell what we have and get money or services for it! For example the costs for printing, delivery etc. Solved by one of our partners....

The image of a Bridge Festival



You have to find the partners, sell your project and tell them "What's in it for me"!

Welcome!



22nd SWEDISH BRIDGEFESTIVAL ÖREBRO, July 29th - August 7th 2016

- Come, Enjoy and have Fun participating in:*
- The Chairman's Cup • 6 National Championships
 - 30 Bronze Tournaments • 8 Silver Tournaments
 - The Gold Mine • 5 Seminars for Beginners • Vugraph
 - Daily Bulletin • Master Points and Cash Prizes in all Tournaments

8359 pairs in 2015. Take part in one of the Worlds largest and best Bridgefestivals!

All information to be found at www.svenskbridge.se/festival-2016

