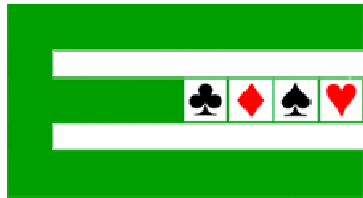


9th EBL NBO Officers' Seminar

Sponsors – sourcing

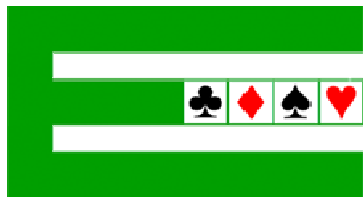
By Jafet Ólafsson

Executive Committee Member of EBL



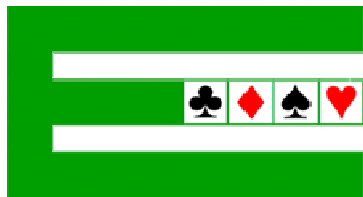
9th EBL NBO Officers' Seminar

- Many NBOs have good sponsors
- It has been harder to get sponsors in the last years
- What kind of sponsors do we want, ethical question,
 - alcohol, cigarettes, wine..
- New image!



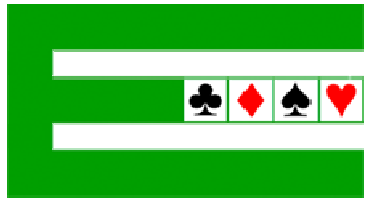
9th EBL NBO Officers' Seminar

- Media - The Power of Mass Media
- EBL had Sponsors for many years but in the last 10 years there have been no sponsors – which one is the best?
- What products are bridge players buying most of??
- Food, cosmetics, beverage, wine, beer, entertainment, internet, phones, airlines, insurance companies, hotels, banking service.....



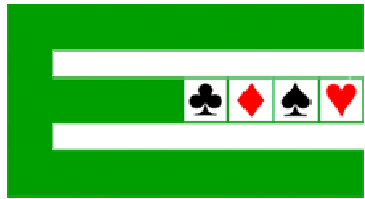
9th EBL NBO Officers' Seminar

- Sponsors can be different from one country to another
- Companies which we shall take a close look at:
- Betting: Betsson, Betfair, Paddypower, William Hill
- High tech: Microsoft, HP, Apple, Samsung, IBM
- Software: SAP, Oracle, Salesforce



9th EBL NBO Officers' Seminar

- Communication companies: Vodafone, Virgin, Deutsche Telecom, Telia
- Consulting companies: PWC, KPMG, McKinsey, Deloitte
- Financial companies: Visa, Mastercard, AMEX, Paypal
- Insurance companies: Lloyds, AIG, Allianz, Ergo
- Airlines: Virgin, Singapore Airlines, KLM, Ryanair, Easyjet, Norwegian



9th EBL NBO Officers' Seminar

- Finding sponsors for Bridge is different
- You have to have a good introduction into a company – personal contact
- Decision on sponsorship is often built on feelings – somebody who is watching
- That is why it is easy to get sponsors in football
- Tickets, meetings with players, that is not the case in bridge

We have to do it differently