



# PR – ways of selling Bridge

Micke Melander

# The Swedish Bridge Festival

- One of the largest Bridge Festivals in the world, 8359 pairs competed in 2015.
- 22<sup>nd</sup> 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.



# 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....



# Market and sell – Tourist maps...

**LUNCH FRÅN 59,-**  
TILL 18  
JENSENS BAKARER  
Välkommen! Örebro, 18011-110-14 12 11 11  
Lunch: 11-15 / 17-22:30 / 18-19: 11-23

**Välkommen med på våra innehållsrika Bridgeresor!**  
Nära eller längre bort, en vecka eller mer. Vår bridgvärd finns alltid med för att ordna med spel och trevlig samvaro.  
Boka hos oss! 08-24 15 25 info@grandtours.se **GRAND TOURS**

**ÖREBROS MÖTESPLATS**  
Ölvargs Örebro - www.olvargs.se/orebro - 010-129000

**Mitt i city**  
133 rum, konferens- och festväning på hotellet och på Örebro Slott, restaurangerna Slottskällaren, The Bishops Arms and Paolo's.  
www.elite.se 019-15 69 00

**FESTIVALERBJUDANDEN Skynda fynda!**  
Besök Bridgeförlagets shop (till höger om cafeterian). Här kan du köpa budblador, brickor, spelkort, Focit-Spelkort, litteratur m.m.  
Passa också på att fynda! Vi erbjuder prisvärda festivalerbjudanden på bl.a. spelkort, svensk och utländsk litteratur. Gäller så långt festivalergerådskor.  
www.bridgeförlaget.se

**ReseSkaparna**  
Bridge- och Kultureror

**Best Western LOVES BRIDGE**  
Välkommen till ett av stadens mest centrala hotell, dessutom ett av de största hotellen i centrala Örebro med 115 rum, med nära till allt och med hög känsla för service.  
BEST WESTERN City Hotel  
Kungälvsgatan 24, 019-001 42 00  
info@cityhotel.se • www.cityhotel.se

**SCANDIC GRAND HOTEL**  
Bar & restaurang har öppet alla dagar under Bridgefestivalen.  
Välkomna!  
Scandic

**CONVENTUM**  
www.conventum.se  
CONVENTUM ÖREBRO | +46 19 766 43 00  
info@conventum.se

**RÖRKRÖKARN**  
I HALLSBERG AB  
0582/16306

**NORRSKEN**

**BEIJRN HOTEL**  
Välkommen till hotellet!  
15% rabatt vid nästa besök hos oss!  
Kom och njut av lyx, staden och atmosfären.  
Efterskador kan inte kombineras med andra kampanjer, gäller till 2016-06-30  
019-12 00 85 www.beijrnhotel.se

**Handelsbanken**

Vårt erbjudande:  
– IT-tjänster  
– IT-infrastruktur  
– Videokonferens  
– Dokumenthantering  
– Grafisk kommunikation  
– Företagstelefon  
**RICOH**  
imagine. change.  
rich.se | 020-32 11 11

Gör ett besök hos våra samarbetspartners, de gör allt för att göra din upplevelse av Bridgefestival 2015 bättre!



# Market and sell – Great offers



# 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.





# 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!



## 22<sup>nd</sup> SWEDISH BRIDGEFESTIVAL ÖREBRO, July 29<sup>th</sup> - August 7<sup>th</sup> 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](http://www.svenskbridge.se/festival-2016)

**RICOH**  
imagine. change.



**Scandic**  
GRAND HOTEL

BEST WESTERN  
City Hotel Örebro



**NORRSKEN** **ÖREBRO** KOMPA NIET

**Handelsbanken**



**CONVENTUM**