PR – ways of selling Bridge

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The Swedish Bridge Festival

- One of the largest Bridge Festivals in the world, 8359 pairs competed in 2015.
- 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 than 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...
Market and sell – Great offers
A lot of work...

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

- 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.
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