



NORTH SHORE BRIDGE CLUB (INC)

39 Killarney Street, Takapuna • PO Box 33607, Takapuna, Auckland 0740

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Thank you for considering advertising and/or sponsorship with the North Shore Bridge Club.

The North Shore Bridge Club has been on its current site at 39 Killarney St since 1978 and has more than **300 members**, the majority of whom are retired. Including partners and visitors, this provides a database of more than **700** to whom you can market your product or service. Due to its size it plays host to more than **350 sessions** of bridge each year including regular club series, social events and tournaments. The Club is the **eighth largest bridge club in NZ**, the fourth largest in Auckland and the largest on the North Shore. With its 300+ members playing in the 7 sessions available each week, the club is a hive of activity as each session will take more than three hours to complete. You may have heard that actor Omar Sharif was a very good bridge player and that may explain why every week **more than 400 players** participate in our club sessions. That means many members play multiple sessions and because of bridge's competitive nature the club becomes the hub of many members' lives.

The club is looking for sponsors and advertisers for each of the sessions it hosts each week. We have opportunities to advertise in next year's **Club Programme Book** and on the **Results Menu Page** of the website, both of which are visited on a daily basis by members. As a sponsor you would be sponsoring annually one of the **7 weekly sessions** or one of the **3 annual tournaments** which attract a competitive field.

Please consider the sponsorship and advertising opportunities on offer as we are sure that a combination of sponsorship and advertising with our club will serve your business well.

Sponsorship Proposal

Sponsorship plays an important part in promoting the playing of Bridge and ensuring the success of Tournaments that we run throughout the year.

The following Sponsorship is offered for next year:

- Annual sponsorship of one of our 7 weekly sessions at **\$300+GST**
- Sponsorship of one of our three tournaments at **\$500+GST**

Benefits to your Business

- Advertising material can be displayed on our sponsors' table in the clubrooms.
- Advertising to a target market of 700, which includes members, partners and visitors.
- Sponsors names are in the Programme Book recorded under the Weekly Session that they sponsor. All club members receive this book annually and refer to it often on a daily basis.
- Sponsors also appear on our Website, on the menu page, for the day that they sponsor.
- Sponsors are listed on the 'Sponsors' page of our website.
- From time to time, sponsors may receive recognition in our newsletter.
- An opportunity to present your product or service to members at our annual sponsors' afternoon.

Advertising

The Club prints an annual "**Programme Book**" which is the vital link between all members and the club. It is both a register of club members and a diary aimed at booking games with other members for more than 100 different series, social events and tournaments scheduled during the year.

Members can play in up to 7 regular sessions each week. After each session the results are posted to the relevant **Results Page** of our website. There are a limited number of sponsors whose adverts appear on the Results page for every session on the North Shore Bridge Club website. These adverts can all be clicked on to go directly to the sponsor's website. With more than 90% of members playing a session and logging on to the Results page to check how they have scored, this becomes a great way to showcase your product or service.

The rate for advertising on a per annum basis is:

- Website Session Results pages at **\$300+GST**

Any sponsor of a weekly session whose advert also appears on every Results page (total spend of \$600 plus GST) receives a full page advertisement in the Programme Book at NO CHARGE.

For further information, please contact Ilona West, on 480 8167.