

Board of Governors Management Proposal

Subject	203-BG005-MGMT Low Cost Ads for Clubs and Teachers in the Virtual ACBL Bulletin
Issue	Improve Reach for Club and Teacher I/N offerings
Management Proposal	<p>ACBL advertising for clubs or teachers be permitted in the online version in an easy to execute appendix.</p> <ul style="list-style-type: none"> • Cost shall be at a steep discount to tournament ads by Units and Districts. • No virtual copy shall be presented in the printed version. <p><i>BoG Chair may negotiate terms with the Committee and the Board to ensure passage of this measure.</i></p>
Material impacts	<p>We want club offerings to have more visibility to members. This exposure is in addition to what we already do on websites and club managed emails and other promotions. This also gives the ACBL and the Ed Foundation advance information about learning events at clubs around the ACBL.</p>
Reasons	<p>Clubs with proven new member creation programs can use more exposure to more people wanting to learn more about the game of bridge.</p> <p>Advertising in the Bulletin in the online version only requires no additional effort – we envision appending pages to the bulleting itself so that layout of the publication shall not be affected at all.</p> <p>We would recommend \$5 per page for full page additions to this event appendix per issue. Net extra revenue for the ACBL at very low cost.</p>
Risks	<ul style="list-style-type: none"> • There are many clubs that will want face to face play only. This proposal does not affect them materially. Participation is optional. • There are many clubs that might want online play only. This proposal does not affect them. Participation is optional. • Club managers that want to explore maintaining face to face and virtual games at the same time cannot do so today. That limits the enjoyment of their customers unnecessarily.

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 Chair, BoG Teachers & Club Managers Committee

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