



## Note: Changes to the Our Cooperative Advertising Program (CAP)

1 message

American Contract Bridge League <emailservices@acbl.org>  
Reply-To: American Contract Bridge League <emailservices@acbl.org>

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## Changes to the Cooperative Advertising Program (CAP)

Dear Club Managers and Teachers,

ACBL has always believed in the power of grassroots promotion, and because of that, the [Cooperative Advertising Program \(CAP\)](#) was created several years ago. Through CAP, we can support clubs and teachers bringing new players into our community with beginner lessons and games.

As always, ads that qualify for CAP must be targeted toward beginners and newcomers, be date specific and include a special ACBL logo. ([Click here](#) to read all requirements.) Costs for these ads will be partially reimbursed – 50% of ad costs up to a maximum \$500 reimbursement.

**Starting in 2024, those who use CAP must also sign-up students/players for the ACBL's free guest membership.**

The benefits of a guest membership will reinforce the fun of playing bridge and the benefits of being an ACBL member. The free guest membership gives players 120 days of the ability to win masterpoints, read the digital version of the Bridge Bulletin, receive weekly bridge tips and perhaps best of all, **join as a regular member for just \$29, which is a great deal with fees going up in 2024.**

Your guest memberships can be tracked on the [new CAP request form](#), which must be fully filled out and submitted for each reimbursement request.

Now more than ever, we need your help to grow our community of bridge players. You can generate a [custom join link](#) for your students and players prepopulated with your club and/or recruiter link, so that they can quickly sign up online and access their member benefits (let them know to allow for one business day). If any of your students use your custom link to join as guests, you will still be eligible for a recruiter bonus if they convert to full membership within 120 days.

Thank you for all you do to grow the game of bridge.

## CAP Request Form

[Guest Membership Flier](#)

[Custom Recruiter Link Generator](#)



**American Contract Bridge League**  
6575 Windchase Blvd, Horn Lake MS 38637  
United States of America

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