

Toronto 2024 Marketing Bronia Jenkins



**AMERICAN CONTRACT
BRIDGE LEAGUE**

ACBL Marketing Focus

- **Online**

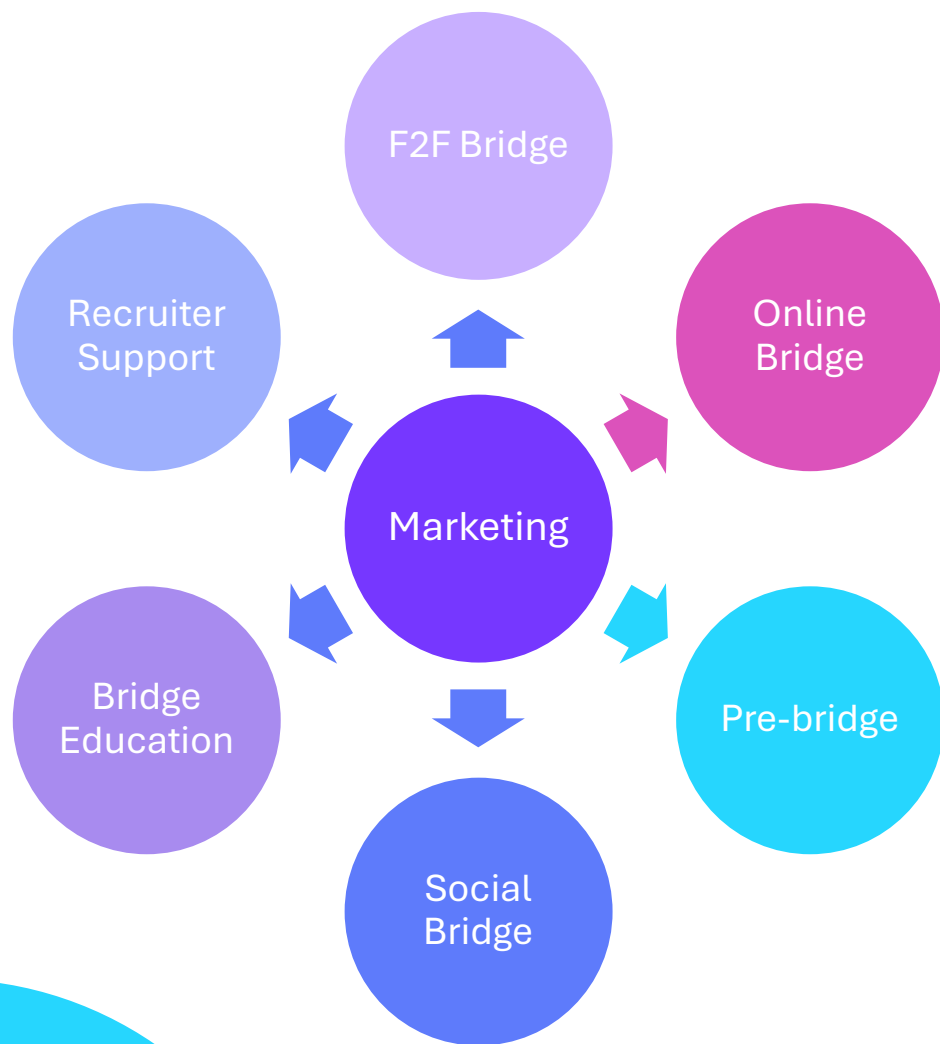
- Funneling prospective bridge players
- Nurturing new and guest members
- Offering access to all things bridge

- **Face-to-Face**

- Financially supporting recruitment initiatives
- Improving advertising resources for recruiters
- Educating recruiters on resources



Areas of Marketing Impact



- Event and program promotion
- Digital and print communication
- Resources and financial incentives for clubs and teachers

Guest Membership

- **Small changes to existing guest membership**
- **Free and easy to join**
- **Up to 20 mps - Clear & Black points only**
- **Play in Club Games F2F and Online**
- **Join as full member for \$29 the first year**



Recruiting

- Recruiters pre-populate link or QR code
- Open up recruiting to organizations (pickleball901, Alzheimer's Assoc...)
- Money is paid when people convert
- Determine best accounting methods



Pre-Bridge

- Engage potential members before they start learning bridge with trick taking games
- Via websites and apps
- Participation- & performance-based “Pre-Points”
- Graduates introduced to the Intro to Bridge course or Social Bridge Nights



Social Bridge Night

- Run on RealBridge for the best replication of the face-to-face experience (live video)
- Collaborate with BBO (Clubhouse) or others for offerings
- "Social points" awarded, based on achievement and attendance
- Expand these to weekly, then daily? events (~3 years - National Campaign)



Intro to Bridge

- Frequent intervals
- First overview session free, \$99 for 10-week course
- Use existing teachers
- Teachers paid stipend and percentage of membership fees from students
- National ad campaigns (~3 years from now)



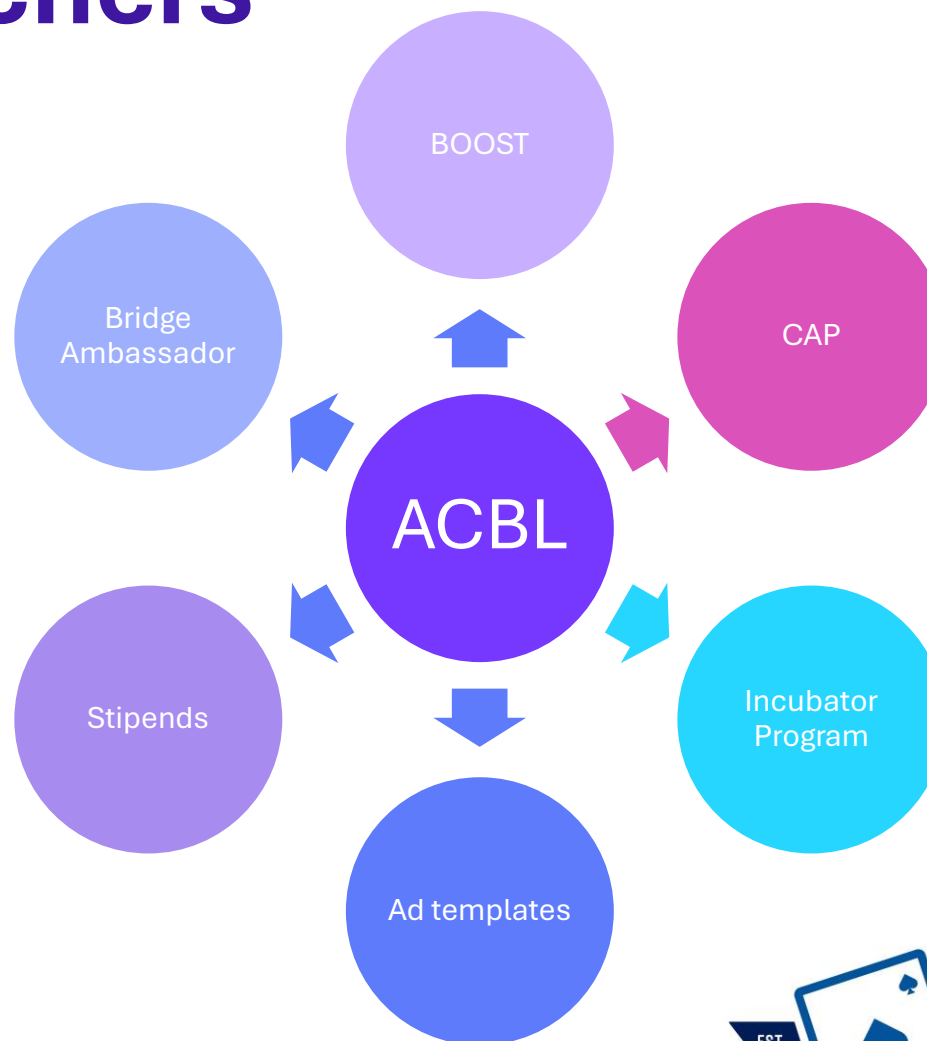
ACBL Clubhouse

- **Maintain and promote ACBL Clubhouse Games to keep members engaged and active with current focus on 0-299**
- **“Glitter Points” will be awarded through Clubhouse**
- **Social Bridge Offerings**
- **New types of games (ex: Individuals) for new players**



Support for Clubs, Teachers & Recruiters

- Incubator Programs
- Existing Programs
- Advertising Programs
- Support Materials



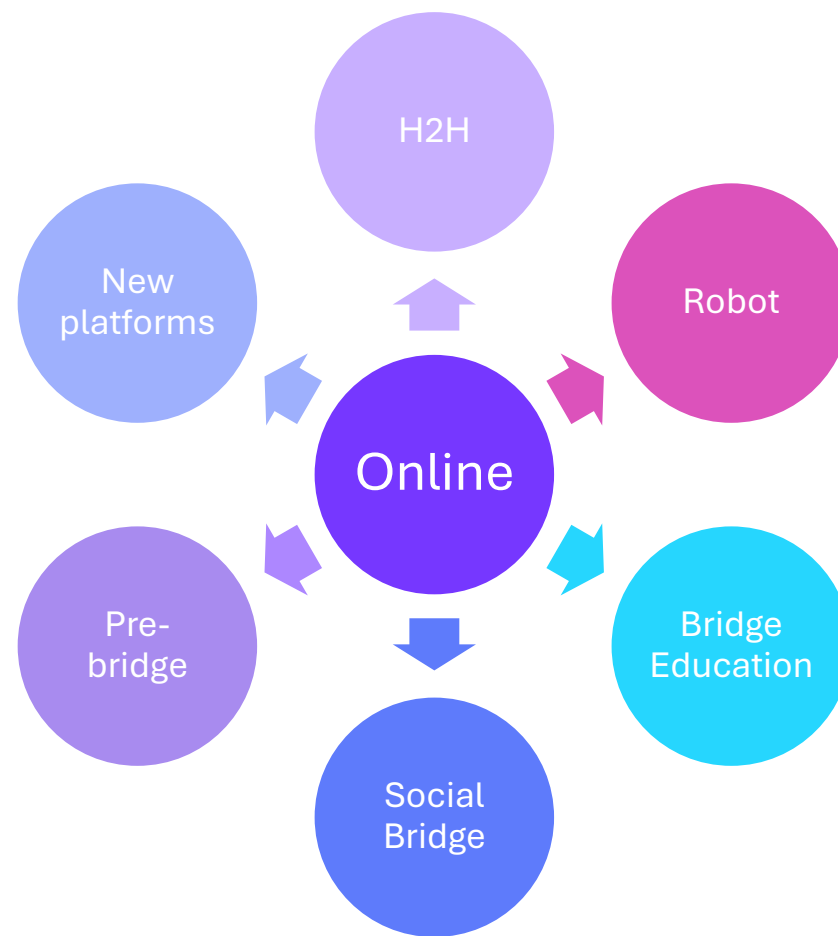
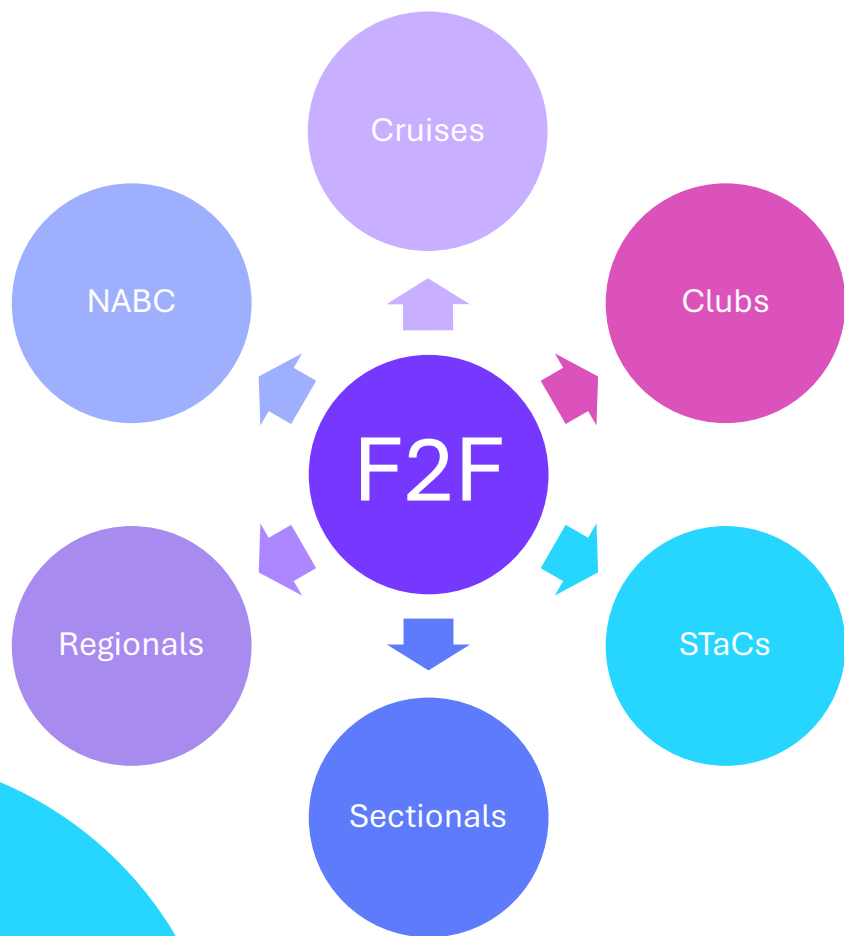
Incubator Program

- **Novel Idea Funding: Up to \$1000 for new programs**
- **Advertising Support: CAP & targeted ads**
- **Stipend Program: Similar to School Bridge Series**
- **BOOST Campaigns: Targeted Facebook ads for qualifying teachers or areas**
- **Ambassador Programs: Provide \$250 gift cards to clubs holding events**





Opportunities to Play



Thank you
