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Overview

Auckland Bridge Club Inc has around 750 members and hosts 700 activities a year. The Club welcomes sponsors for its four annual social events, ten Thursday all day tournaments, 15 weekend events and mini-tournaments.

Nationally there are 14,000 registered bridge players and many more who play socially and are not formally affiliated to the national association. Some 3,000 registered players do battle at 15 clubs in the greater Auckland area. Auckland Bridge Club is one of the biggest in the southern hemisphere, and is a registered charity and incorporated society, founded in 1932.

Each year ABC welcomes 1,000 players who attend in total about 30,000 sessions: each session lasts three or more hours. The ABC website www.akbc.co.nz is heavily used (see later). Advertisers may use the website and/or the Club's annual printed Programme. Members use the Programme as diary and address book. A typical member attends six or more hours of bridge at the Club each week: the most dedicated visit the Club 200 times a year!

Printed Programme advertising

Programme advertising

Full page colour inside front, inside back
 Full page colour outside back
 Full page colour internal
 Full page black and white internal
 Half page colour internal
 Half page black and white internal
 Quarter page colour internal
 Quarter page black and white internal
 Loose insert in printed Programme

The copy date for inclusion in the Club's printed annual Programme is early November each year. The Programme is about 60 pages organised into sections by the day of the week, with members' contact details as an appendix.



Programme advertisers are automatically included in the www.akbc.co.nz Top Secret pages.

Advertisers wishing to pre-book and pre-pay two years are eligible for a 10% discount.

Sponsorship packages

Major events are all day or all weekend tournaments. Sponsoring a major event gives the sponsor:-

- their name/logo on the formal notices posted out two months before the event to all regional bridge clubs: each club displays details of upcoming tournaments on their notice boards
- promotion on www.akbc.co.nz website Home page news from one month before the event
- a link on www.akbc.co.nz pages of Results for a year
- inclusion in the www.akbc.co.nz Calendar pages for up to one year
- inclusion in ABC's verbal notices given at the start of each ABC session for two weeks before an event: there are six busy Club sessions a week.
- the right to give out the prizes at the



- event if they so wish
- the right to give a short informative promotional talk either at the start or end of an event
- the right to distribute promotional materials to attendees
- the club has two 2 ½ metre screens and information about sponsors and details of the event are projected for attendees: sponsors are encouraged to supply basic materials to form part of the event's Powerpoint slide show
- automatic inclusion for a year on our www.akbc.co.nz Top Secret pages
- inclusion in the Club's monthly printed newsletter
- inclusion in the Club's digital monthly newsletter as on the www.akbc.co.nz Members page (the digital newsletter is very similar to the printed version)
- a sponsor may supply up to four wall posters two weeks before the event

Sponsors need provide logos, contact details and supporting material in digital format for inclusion on www.akbc.co.nz --- for examples please look at the Top Secret pages.

Many of the Club's larger events are attended by players from all over New Zealand.

A monthly Auckland-wide InterClub tournament running for ten events through the year is also available for sponsorship and is attended by about 200 people a month from a dozen regional clubs.

Major Club sessions run on Monday, Wednesday and Friday mornings, and Tuesday, Wednesday and Thursday evenings. Each mini-tournament spans 3-6 weeks. In addition the Club runs lessons at all levels and special sessions for learners.

Website digital advertising

By far the most accessed part of the www.akbc.co.nz website is the Results pages with about 1,400 unique visitors each month making 16,000 page views. Visitors spend about three minutes each on the site. The surfers are checking their bridge results, and those of

friends. More information on www.akbc.co.nz usage is available in Appendix

The right hand panel of the Results pages, organised by day of the week and for special events, is available for digital advertisers in six monthly blocks with six monthly renewals.

Results advertising
Top of the list top right of Results pages
Second
Third

Digital advertisers wishing to take a full year pre-paid attract a 10% discount on annualised rates. The digital advertising start dates are 1st November and 1st May each year. Please see appendix 2 for rates.

Electronic and postal mailshot service

The Club is able to arrange on behalf of Programme advertisers and event sponsors email and postal mailshots to its 750 members. Auckland Bridge Club is unable to provide email and contact details of its members to outside parties.

Event sponsorship	Number per year
Thursday all day event	10
Two or three day event	7
Friday InterClub annual	1
Club social evening	4
Youth fundraiser tournament	2
Club session series 3-6 weeks	10

The promotional material and timing for a mailshot needs to be agreed with the Club Manager and should be supplied by the promoters.

The emailing software has robust opt-in and opt-out facilities. There are about 680 validated emails on the list. Many of our members share email addresses, and of course some do not use email. The list also includes non-members who have opted in to receive the Club's monthly newsletter.

Charging is related to the number of communications: please see Appendix 2.



“Top secret” page digital advertising
Inclusion on the “Top Secret” general ad pages is available free of charge to anyone who

- is a Programme advertiser
- is an event sponsor
- is a buyer of the Results advertising
- uses the Club’s mailshot service

A Top Secret advertisement includes a logo, up to three images, a one paragraph summary and a full page of further textual information. In addition here are click-through facilities to route users to the promoter’s website and to send an email to the promoter with a single click.

Those not qualifying for free inclusion in Top Secret may pay for inclusion: ‘good sorts’ who help the Club, often in non-financial ways, may receive a complimentary entry at the Club Manager’s discretion.

Monthly newsletter advertising

The Club distributes about 800 emails a month, plus a few paper copies, of its monthly newsletter which is published about ten times a year with a gap over the summer break.

Consumables advertising

The game of bridge consumes more than brain power: each session almost every player reads ‘travellers’, laminated scoring cards and result sheets. These are available for advertising.

Donations

The Club is a registered charity able to accept donations which in some cases may have taxation advantage to the donor --- so do not hesitate to donate if in doubt!

Room rental

The downstairs room can accommodate 200 people, and 120 upstairs. The rooms are regularly hired out to weekly groups (two other bridge clubs, chess clubs), societies and for functions which means that advertiser’s promotional materials are seen by a wider group than ABC attendees. The Club Rooms

have two kitchens, large downstairs and upstairs open plan rooms, a lift and a substantial car park in the heart of Remuera. In addition, each room has a 2 ½ metre screen, microphone, projector and sound system which can be run from standard laptop computers.

Please enquire at the Club Office for rates. A bond may be required in advance of room hire, as well as the signing of a simple agreement. The bond may vary according to the type of event.

Membership demographics

Suburb	Members	Percent
Remuera	224	30%
Epsom	49	6%
St Heliers	39	5%
Parnell	38	5%
Kohimarama	35	5%
Orakei	24	3%
CBD	18	2%
Glendowie	18	2%
Mt Eden	17	2%
Newmarket	17	2%
Mission Bay	15	2%
Meadowbank	14	2%
St Johns	14	2%
Ellerslie	13	2%
Greenlane	10	1%
Other	209	28%
Total	754	100%

From a marketing viewpoint the membership is of above average wealth, health, intelligence and education. The membership is weighted towards older people. Most are affluent and influential in their families and community and are remarkably technically aware: for example nearly 1/3 of them use tablet devices to access the Club’s website. Most live in or near Remuera and drive or walk to the Club premises. A second substantial group are in the age band 40-55 and play mostly in the evenings.

The Club runs major weekend events attended by 120-200 people. InterClub one Friday a month has over 200 players. The busy daytime

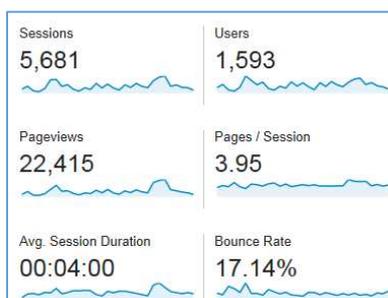


sessions on Monday, Wednesdays and Fridays have about 200 players each. The other sessions for learners, novices and the more expert have 30-80 players.

The website www.akbc.co.nz is monitored with Google Analytics and awstats: the Google results are lower than those generated by the different mechanism used by awstats. Google data is used in this summary.

Count of Visits	Visits
1	810
2	258
3	176
4	145
5	107
6	88
7	79
8	83
9-14	334
15-25	419
26-50	805
51-100	634
101-200	367
201+	214

Auckland Bridge Club website is highly ranked by Google, and with 750 members there are 1,600 unique monthly visitors.



The most popular pages are those concerned with Results (labelled Monday, Tuesday etc.). Surfers habitually check their bridge results, and those of their friends. Typical behaviour is to land on the Home page and then make two clicks through Results and on to a specific set of results.

Digital advertisers will want re-assurance that their identity will be seen regularly: the graphs show that there is a strong group who visit the site at least once a day to check results. In other

words, www.akbc.co.nz is a 'sticky' site with content people want to view and come back time and time again.

The Google figures exclude the activities of search bots and crawlers. More detailed data on usage patterns, users and behaviour on www.akbc.co.nz is available as needed.

Page	Pageviews	% Pageviews
1. /	3,303	20.85%
2. /wednesdays.html	1,986	12.54%
3. /results.html	1,889	11.93%
4. /fridays.html	1,708	10.78%
5. /tuesdays.html	984	6.21%
6. /mondays.html	810	5.11%
7. /inter-clubs.html	561	3.54%
8. /club-documents.html	558	3.52%
9. /thursdays.html	555	3.50%
10. /tournament.html	337	2.13%

The patterns of website usage is remarkably consistent: a lull over the summer holidays, a peak at the start of each month with the publication of the digital monthly newsletter, and peaks around major events.



The website www.akbc.co.nz has been running since November 2012 and the number of unique daily visitors is steadily increasing.

Contact details

Email to info@akbc.co.nz or telephone 09 524 5662 at 273 Remuera Road Remuera. The Club Office hours are 9:15 to about midday.



2014/5 Rate card

Prices excluding GST payable on invoice.

Event sponsorship	Number per year	Rate each	Rates whole year (if available)
Thursday all day event	10	\$500	\$4,000
Two or three day weekend event	4	\$1,000	\$3,000
Friday InterClub through the year	10	N/A	\$2,500
Club social evening	4	\$500	\$1,750
Youth fundraiser tournament	2	\$1,000	\$2,000
Club session series daytime 3-6 weeks	10	\$200	N/A
Club session series evening 3-6 weeks	10	\$200	N/A

Results page digital advertising	Rate Six months
Top of the list top right of Results pages	\$240
Second	\$180
Third	\$120

Programme booklet advertising	Rate for one year Colour	Rate for one year Black and White
Full page inside front, inside back	\$900	N/A
Full page outside back	\$1,200	N/A
Full page internal	\$800	\$520
Half page internal	\$400	\$260
Quarter page internal		\$160
Loose insert into printed Programme supplied by promoter, same or similar dimensions to Programme	\$100	

Monthly newsletter	Rate
Three consecutive 1/8 page	\$100
Six consecutive 1/8 page	\$175
Ten consecutive 1/8 page	\$250

Mailshot service	Rate per mailshot
Postal mailing	25 cents per person plus actual postage costs,, materials supplied by promoter
Email mailshot	10 cents per email sent to mailing list subscribers
Email and postal in same month	30 cents per person plus actual postage costs

Top Secret digital advertising	Rate for one year
Programme booklet advertiser	Included free of additional charge
Event sponsorship	
Results digital advertiser	
Mailshot service	
If none of the above	\$25 per year