PROGRAM BOOKLET ADVERTISERS PORTFOLIO

Canvasing for advertisers is like being a salesperson in a car yard but within the parameters of the system used by the PN Bridge Club it is not so formidable.

The system is that the Club also offers the advertiser something and so it becomes a *quid pro quo* as follows -

1. Along with the booklet they become a Club Sponsor and are listed on our Sponsorship Board for all to see.
2. Each advertiser receives 2 vouchers for free bridge lessons including the first year membership fee. The vouchers can be used by anyone and this has the added benefit that we might attract new members.
3. That there is a limit of the number of advertisers (6) and it is a whole-page advert.
4. Current price is $150 + gst. Because this is not a large sum it is often within the budget of a local manager and doesn’t need to go to head office.

The first consideration is the advertisers of the past. They have the first option to advertise in the current year. (Look after the known client.) Ask if they would like to renew their advert.

It is then a matter of finding others to fill in the gaps and often they come from similar businesses e.g. at present the majority are Care Homes.

Another option is to contact businesses that service the Bridge Club, for instance the Plumber. It might be difficult for them to refuse as they could lose a client as a consequence.

Each advertiser is required to provide an advert or a repeat of the previous one. There is a lot of ‘follow-up’ required to get the advert in time.

Advertisers’ details are provided to the Program Booklet organisers and the Club Administrator.

The Club Treasurer is advised in order that accounts can be sent.

There is a privacy element to the Booklet as it contains members telephone details. To counteract the need to send copies of the booklet, a proof copy of the final advert along with a ‘thank you’ letter plus the lesson vouchers and any other relevant information is hand delivered to each of the six advertisers.