



What do financiers, options traders, politicians, and baby boomers have in common? Bridge, that's what!

Bridge isn't just some time-passing activity for the idle, but rather a serious competitive pursuit for anyone whose experiences in life have accustomed them to winning.

WHO ARE THESE BRIDGE PLAYERS?

Approximately **4,500 tournament bridge players** from all over the country will attend the 2018 North American Bridge Championships (NABC) in Philadelphia at the Marriott (**Plus the 200,000+ more** who will see ads/promo materials or visit the website.)

You May Reach This Group at the 2018 Spring NABC in Philadelphia March 8 – 18, 2018

- ✓ 4,000 – 5,000 will attend the NABC between one to ten days
- ✓ 200,000+ will be exposed to advertising/promotion, based on 167,000 Members plus spouses and friends
- ✓ 3,000+ will be from the Philadelphia metropolitan area
- ✓ 60% are 65 or older, 35% are 45-59

WHAT LEVEL SPONSORSHIPS ARE AVAILABLE?

- ✓ **One *Grand Slam* Event Sponsor** with **EXCLUSIVE** naming rights to entire event and Top Tier branding on all online and offline materials, as well as at the playing site for 10 days. Past sponsors at this level include Compuserve—Detroit, 2008; PNC Bank—Pittsburgh, March 2005; Galaxy Furniture—Houston, 2002.
- ✓ **Three *Trump Card* Sponsors** with one-day blitz plus second-tier branding on event materials
- ✓ **Five *Strong Suit* Sponsors** with specific hospitality/entertainment function sponsorships, plus third-tier branding on materials

PRICING, TOUCHPOINTS AND EVENT SCHEDULE

***GRAND SLAM* SPONSOR = Exclusive Title Rights - \$50,000**

- ✓ Exclusive naming rights to the entire NABC
- ✓ Logo on TOP of all promotional materials – in context with name of event including: hard-copy national flyer plus on ACBL, Philly NABC, District Four and Unit 141 websites, in the Daily Bulletin for 11 days, and on any promotional items provided by sponsor such as bags or umbrellas for distribution to players
- ✓ Logo displayed on-site for 10 days at registration and main playing area (banners to be provided by sponsor)
- ✓ Exhibition booth at the tournament for 10 days – sponsor welcome to provide materials and personnel to answer inquiries

TRUMP CARD SPONSOR = One Day Blitz - \$5,000
Two Day Blitz - \$10,000
Three Day Blitz - \$15,000

- ✓ Complete day naming
- ✓ Complete day blitz including display of logo and banners in main playing area and registration, recognition in Daily Bulletin for duration of sponsorship, and announcements throughout the day(s)
- ✓ Prominent display and staffing opportunities at event registration desk for three days
- ✓ Logo on bottom of all promotional materials including hard-copy national flyer plus on ACBL and District Four and Unit 141 website, and in the Daily Bulletin for 11 days

STRONG SUIT SPONSOR = \$6,000/function OR Two/\$10,000

- ✓ "Headline" entertainment or hospitality function sponsorship of one of following – ask about other functions coming available:
 - ♠ Jersey Boys, Wednesday, March 14, 11:15 p.m., including front-row seats for four at the event
 - ♥ Reception for daylight players at the conclusion of play
 - ♦ St. Patrick's Day Party, Saturday, March 17, 11:15 p.m.
 - ♣ 3 Days of Discounted Parking—\$5 off the tournament-negotiated rate for all local players for three full days!
- ✓ Logo displayed at event sponsored and in Daily Bulletin on day of event
- ✓ Logo included on District Four & Philly NABC website and promotional materials for specific entertainment or hospitality event

To learn more about the American Contract Bridge League (ACBL) and NABCs, visit:
www.acbl.org/tournaments_page/nabcs/upcoming-nabcs.

TO ARRANGE A SPONSORSHIP PACKAGE THAT MEETS YOUR NEEDS, PLEASE CONTACT
Bob Glasson, Email: bglasson45@gmail.com
Phone: 609-203-1250