

## **Policy on Licensing Counties to run an EBU National Competition**

### **Counties running events by paying license fees**

1. An EBU event may be considered for external licensing only when agreed by the Chief Executive Officer in consultation with the Officers of the EBU Board of Directors. This will usually be when an event is 'failing' under the existing arrangements.
2. When an event is to be licensed externally a suitable group of Counties will usually be approached and invited to express an interest.
3. The event will only be licensed externally to a County or group of Counties, which is believed to have sufficient resources to run the event effectively
4. Any losses associated with the event will be borne by the County
5. No County shall usually have more than 2 externally licensed EBU events in a season (Sept – Aug)
6. The event will be licensed by the EBU at the licence fee prevailing at the time the licence is agreed. Entry forms and brochures should say "XXX event held on behalf of the EBU by YYY"
7. The County must agree, in advance with the Chief Executive, the entry fee, the Masterpoint awards, the Level and format of the event and the arrangements regarding TDs.
8. The County must use an EBU-style feedback form and share the responses with the EBU for its Congress Reviews.
9. The event will be reviewed as any other EBU event and may decide the event should return to the EBU or be offered to other Counties. This may well be caused by a desire to offer other Counties the opportunity to run the event and/or to move it to a different part of the country.
10. Guidelines are available on how to promote the event and what assistance is available from the EBU and these are detailed in Attachment 1 to this policy.

### **Counties and other bodies running events on profit-share basis**

1. As an alternative to the above arrangement, the EBU may agree to a county or other body running specified events for it on a profit-share basis. This will usually be the arrangement when the external organiser has suggested the arrangement, rather than the EBU seeking to outsource an existing event
2. The organiser will be responsible for running and publicising the event, with support from the EBU Communications Officer, and will be responsible for collecting entries and keeping accounts of all income and expenses due to running the event
3. No licence fee will be charged for these events and the EBU will make a notional payment to the organiser for any free or reduced entries for junior members, for free entries due to prizes awarded by the EBU, or for members who wish to use prize credits for entry fees
4. The use of EBU resources such as board dealing, printing, use of tables and bidding boxes and their transport will usually be charged to the organiser at the EBU's usual rates
5. At the completion of the event, when all income and expenses have been accounted for, the organiser will provide the EBU with full accounts for the event and any profit (or loss) will be shared equally between the EBU and the organiser

# The Promotion of National EBU Events Licensed to Counties

## The production of adverts

Each advert promoting the event should include:

- The EBU logo in the right hand corner
- The title of the event with the word 'national' attached
- The Master Point awards
- The Trophy (if one is awarded and/or has a title)
- The cash prize awarded, or other prizes awarded if applicable
- The date, time and location of the event
- The price of entry, and the entry procedure (which may include a website address and email address with online booking facility if available).

## Local Promotion

Counties should organise their own promotion which is focussed specifically on the local bridge community.

## National Promotion

There are many opportunities to advertise and promote a national event at national level to the EBU membership, and the EBU will assist in a number of ways to disseminate information to the membership.

A typical promotion programme would take place six and three months before with a follow up six weeks before to pick up those who may have forgotten to enter.

- Adverts will be placed free of charge in English Bridge and will be placed within the magazine at the discretion of the Editor, Lou Hobhouse.
- Advertising artwork will be created by the Editor of English Bridge who will endeavour to make it available in the appropriate format for advertising in other publications
- Adverts may be placed on the website at the discretion of the Communications Officer
- Links to websites for further information will appear in Event Focus, the EBU's monthly email newsletter sent to all EBU members who are 'tournament players'

*Other promotion available at national level:*

Copy space will be available in the EBU News pages in English Bridge at the discretion of the Editor.

Copy space will be available in Club Focus if appropriate. Further details are available from the Communications Officer.

When appropriate, and if possible, links to websites for further information will be posted on our Facebook page and twitter feeds.

*Copy and advertising dates:*

- English Bridge appears bi-monthly throughout the year. Copy dates are the middle of the month preceding publication i.e., mid- February for April issue, mid- April for June issue etc.
- Club Focus, the EBU's electronic newsletter for club management, appears three times a year in Spring, Summer, and Winter (usually April, July and November). Copy dates are typically three weeks before publication. Further details are available from the Communications Officer.

All EBU mailings are governed by data protection legislation and the EBU Privacy Policy. The Privacy policy is accessible via a link at the bottom of the front page of our website.

*Contacts:*

Communications Officer, Sam Kelly [sam@ebu.co.uk](mailto:sam@ebu.co.uk)

Editor of English Bridge, Lou Hobhouse [lou@ebu.co.uk](mailto:lou@ebu.co.uk)