

Policy on Licensing Counties to run an EBU National Competition

1. An EBU event may be considered for external licensing only when agreed by the EBU Tournaments Manager and Tournament Panel. This will usually be when they consider the event is 'failing' under the existing arrangements.
2. When an event is to be licensed externally a suitable group of Counties will be selected and the EBU Tournaments Manager will invite them to express interest.
3. The event will only be licensed externally to a County or group of Counties if they are believed to have sufficient resources to run the event effectively
4. Any losses associated with the event will be borne by the County
5. Special scrutiny will be given to any County that is proposed to have more than 2 externally licensed EBU events in a season (Sept – Aug) and special conditions may apply to any such extra events, including the possibility of increased licence fees
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 EBU Tournaments Manager, the entry fee, the Masterpoint awards, the Level and format of the event and the arrangements regarding TDs.
8. The County is expected to use only stationery, cards and other supplies that have been purchased from the EBU Shop
9. The County must use the EBU feedback form and return a summary of the completed forms to Aylesbury
10. The event will be reviewed by the Tournaments Manager, Tournament Panel and officers of the Board, as would be any other EBU event and they may decide that the event should return to the EBU or be offered to other Counties. This could 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.
11. Guidelines on how to promote the event and what assistance is available from the EBU are detailed in Attachment 1 to this policy.

Updated June 2019

Attachment 1

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 focused 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
- Advertising art work 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 four times a year in Spring, Summer, Autumn and Winter (usually February, May, August 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
Editor of English Bridge, Lou Hobhouse

sam@ebu.co.uk
lou@ebu.co.uk