

## Mt Manganui Sponsorship and Prizes

This note is to describe what I see as the current situation and to raise some concerns which have been raised by club members.

The club supports 3 environments at which bridge can be played

1. Competitions deemed sufficiently important to justify year end prizes.
2. Competitions played on each bridge day in the programme book
3. Tournaments

It is currently seen as appropriate to reward winning players from these competitions and tournaments, and there is a custom to fund this, at least to some extent, from money provided by sponsors who are sought annually for this purpose. Sponsors may support us by giving money, or vouchers to be used in their organisations. From their business perspective, vouchers are more cost effective than monies. From club members perspectives, money is more easily valued, and therefore desired.

Generally sponsors expect some quid pro quo for their contribution. Sponsors buying advertising space would hope the visual advert provided a return, and for others the note in the programme book and competition day tv screen provides the same hope. My feeling is that sponsors see this solely as a cost to be borne for good community relations or family interest etc. Hence some firms have dropped or curtailed sponsorship for 2021 as times become harder. It has been noted rightly that exposure on the tv screen is significantly less on certain days(eg Thursdays) than others.

The rewards for winning competitions has been set for some time, and although there are variations(eg singles competitions,teams), the bulk of competitions are 2 or 3 week pairs competitions. The rewards for these are \$20 or \$30 respectively for each member of the winning pair. I do not follow a strict request process in terms of our set of reward settings as sponsors do not really understand the concepts of pairs, teams etc, but rather I address the issue on what I believe the sponsor is willing to pay, using our reward structure as a guide. Monies and vouchers promised do not therefore match the competitions exactly, but with sufficient juggling, most do, and where there are problems, best approximation serves me well. However, vouchers cause the most difficulty in that competition winners may rightly see the vouchers as of less value than our reward structure, or of no value them, or not capable of being used as the value is less than anything that might be bought in the sponsors shop.

The funding for 2021 is as follows

Regular competitions are fully covered with sponsor's monies or vouchers as described

Our 3 regular tournaments are covered by sponsor's money of \$300 per event. I do not know if this fully covers the cost.

Year end prizes are covered by sponsor's advertising of approx \$1000. I do not know if this fully covers the costs.

My conclusion for 2021 (as has been the case in preceding years) is that the monies promised broadly covers the costs incurred. Jane might tell us the exact situation re tournaments and year end prizes.

There is however a feeling that the prize and sponsorship system should change. No prizes for events? Table Voucher only rewards?

Excepting small tweaks, I do not feel that we can or should change anything fundamental for 2021, but I hope this note helps us to focus on what if anything, we feel needs to change for 2022.