

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 Tournament Committee (TC). This will usually be when the TC considers the event is 'failing' under the existing arrangements.
2. When an event is to be licensed externally the TC will decide a suitable group of Counties to approach and will, through the Chief Tournament Manager, invite them to express interest.
3. The event will only be licensed externally to a County or group of Counties, which the TC believes has sufficient resources to run the event effectively
4. Any losses associated with the event will be borne by the County
5. No County shall 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 Tournament Manager the entry fee, the Masterpoint awards, the Level and format of the event and the arrangements regarding TD's.
8. The County must use the EBU feedback form and return the completed forms to Aylesbury
9. The TC will review the event as it would 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.

Attachment 1

THE PROMOTION OF NATIONAL EBU EVENTS LICENSED TO COUNTIES

National Promotion

There are many opportunities to advertise and promote a national event at national level. 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. Counties must decide what promotion to undertake locally.

National advertising

Each advert should include:

- The EBU logo in the right hand corner
- The title of the event with the word national attached
- Masterpoint awards
- Trophy if played for
- Cash or other prizes if available
- The date, time and location of the event
- Contact details and price for entry which may include a website address and email address with online booking facility if available.
- 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, Matt Betts.
- Links to websites for further information will appear in Tournament Focus.

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 Tournament Focus

Copy space will be available in Club Focus if appropriate.

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...

Tournament Focus – our electronic newsletter emailed directly to tournament players and appearing on the front page of the EBU website. Produced three times per year in March, June and October. Copy dates are typically three weeks before publication. Further details are available from Matt Betts.

Club Focus – our electronic newsletter for club management appear three times a year in March, July and November. Copy dates are typically three weeks before publication. Further details from Matt Betts.

We will be undertaking a monthly electronic mailing directly to tournament players with links to entries for our national competitions. Further information from Matt Betts.

All our 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: Matt Betts matt@ebu.co.uk Elena Jeronimidis ejeronimidis@btconnect.com