



Washington, D.C.  
2009 NABC Committee

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[www.districtsix.org](http://www.districtsix.org)  
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**WANT TO REACH A CONSUMER GROUP THAT SPENDS OVER \$400 MILLION\* A YEAR ON HOTEL ROOMS, AIRLINE TICKETS, AUTOMOBILES, INSURANCE, BOOKS, PRESCRIPTION DRUGS AND SOFTWARE?**

**WANT TO REACH THEM ALL IN ONE PLACE?**  
**THE 2009 NORTH AMERICAN BRIDGE CHAMPIONSHIP  
IN WASHINGTON, D.C. JULY 23 – AUGUST 2, 2009**

Customized Sponsorship Packages Available to Fit Your  
Marketing Objectives for This Valuable Consumer Group

### **WHO ARE THESE PEOPLE?**

They are the **8,000-10,000 tournament bridge players** from all over the country who will attend the 2009 North American Bridge Championship (NABC) in Washington, D.C. at the Marriott Wardman-Park. **(Plus the 200,000+ more** who will see ads/promo materials or visit the website.)

Not only do they travel to bridge tournaments all over the country, own computers and belong to AARP... They also maintain large investment accounts and own real estate...

*\*\$400+ Million in annual spending above is a **HIGHLY conservative** estimate based on **ONLY 10,000** bridge players who will attend the NABC for one to ten days representing average retirement couple spending. The typical retired couple devotes 29% of their money on housing, 20% on health care, 13% on food, 2% on clothing, 12% on transportation, 10% on entertainment, 10% on gifts, and 4% on other things. Boston College Center for Retirement Research notes that the typical married couple ages 65 and older **spend 84% of their after-tax household income.***

### **WHAT KIND OF EXPOSURE CAN YOU EXPECT?**

- ✓ 60% are 65 or older. 35% are 45-59.
- ✓ 8,000 – 10,000 will attend the NABC between one to ten days
- ✓ 200,000+ will be exposed to the advertising/promotion materials
- ✓ 3,000+ will be from the greater D.C. metropolitan area

### **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 have included PNC Bank (Pittsburgh, March 2005); Compuserve (Detroit, 2008); and Galaxy Furniture (Houston, 2002).
- ✓ Ten **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.



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## **PRICING, TOUCHPOINTS AND EVENT SCHEDULE**

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

- ✓ Exclusive naming rights to entire event
- ✓ Logo on TOP of all promotional materials – in context with name of event including: national flyer offline and on ACBL and District Six websites, District Six website in general, in the daily tournament Bulletin, 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 = Full Day Blitz - \$10,000 Two Day Blitz - \$15,000**

- ✓ Complete day naming.
- ✓ Complete day blitz including display of logo banners in main playing area and registration, recognition in daily tournament Bulletin, and announcements throughout the day.
- ✓ Logo on bottom of all promotional materials including national flyer offline and on ACBL and District Six websites, District Six website in general, in the daily tournament Bulletin.

### **STRONG SUIT SPONSOR = \$6,000 per function / Two for \$9,000**

- ✓ "Headline" entertainment or hospitality function sponsorship of one of following – ask about other functions coming available:
  - ♠ Capitol Steps, Saturday, July 25, 2009, 11:15 p.m.
  - ♥ Magician Alain Nu, Wednesday, July 29, 2009, 11:15 p.m.
  - ♦ Pre-Tournament Volunteer Dinner (July 22, 2009) AND Tournament Goodwill Dinner (Monday, July 28, 2009)
  - ♣ 3 Days of Discounted Parking—\$10 off the tournament-negotiated rate for all local players for three full days!
- ✓ If spade - diamond, front-row seats or attendance at the event
- ✓ Logo displayed at event sponsored and in daily tournament Bulletin.
- ✓ Logo included on District Six website and promotional materials for specific entertainment or hospitality event.

For more information about the American Contract Bridge League (ACBL) and NABCs, visit: <http://www.acbl.org/play/nabc.html>. For more information about the 2009 DC NABC, visit: [www.districtsix.org](http://www.districtsix.org)

**TO ARRANGE A SPONSORSHIP PACKAGE THAT MEETS YOUR NEEDS,  
PLEASE CONTACT:**

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