6 December 2015

To Club Secretaries & Regional Committees

New Zealand Bridge in conjunction with Screen Vistas Ltd has commissioned a cinema advertisement which clubs can show in their local theatre to promote Bridge and attract new players to the game.

The Advert can be viewed on YouTube via the link below:

https://www.youtube.com/watch?v=Y-ffo2QuR-o&feature=youtu.be

If your club wants to show the advert at your local cinema (it may work for you to liaise with other local clubs to share costs) you will need to contact Screen Vistas at least 2 weeks before the ad is to be shown. It will be a good idea to show the advertisement early in the year prior to your lessons – Clubs wishing to pursue this opportunity are invited to do so by contacting our production partners Screen Vistas directly, and mention the NZ Bridge deal.

Contact details for Screen Vistas - website www.screenvistas.co.nz phone 06 355 4212 - based in Palmerston North.

We have negotiated a 50% discount, so for a 4 week slot of advertising - approximately 70 screenings per week, it will cost:

> City Metro - $460 +GST
> Regional   - $380 +GST
> Provincial - $240 +GST

Please note that Screen Vistas will confirm which category your local cinema falls in.
If you are a club with a very small membership, Screen Vistas may be able to do a better deal for you

The Board will be providing funds to the Regional Committees which can be made available to Clubs upon application, to assist with the costs associated with this promotion. Applications for an advertising subsidy will need to be submitted to your Regional Committee before 30th April 2016.

If you wish to have a copy of the video to show at your own bridge club (for example at an open day or festival) please send a thumb drive to NZB secretary to get a copy. The video is too large a file to email.

If you have further queries, please contact either: Lisa at Screen Vistas (lisa@screenvistas.co.nz), Richard Solomon   (rksolomon@xtra.co.nz) or Shirley Newton (shirley.newton@nzbridge.co.nz)