

To The Committees of Bridge Clubs in New Zealand

13<sup>th</sup> December 2016

Dear all

As part of our ongoing marketing strategy, we are pleased to announce the Board has agreed to finance a cinema advert in selected main centres in February, 2017. This will be the generic advert created last year for clubs to use. Sadly cost prohibits us from covering all cinemas. Thus, we have chosen large cinemas from Auckland through to Invercargill (see the list below). The selected cinemas have multiple auditoriums, allowing us to screen in at least four at each venue for an attractive price for approximately 100 screenings per cinema. We also hope people attending these theatres could be from outside the main cities, so that the advert will reach a reasonable audience.

We have also negotiated a price for clubs, if they so wish to use the advert in their own local cinema. A list of cinemas and prices are attached to this letter.

Also included in this letter is a transcript of a radio advertisement commissioned by the Hamilton Bridge club in early 2016. They have given us permission to share it with you. It is bright and breezy and was moderately successful for Hamilton. Maybe some clubs close to each other can get together and tailor the advert to suit and share the cost.

I hope your club will either benefit from the adverts New Zealand Bridge pays for or may be able to pay for a local showing itself. Unlike previously, there is no formal arrangement for clubs to reclaim money spent from Regional Committees. NZ Bridge's funds have, this time, been applied to a nation wide promotion.

Yours sincerely



Richard Solomon, Bridge Development Officer, New Zealand Bridge Inc.

These are the centres NZ Bridge have contracted to show the Advertisement at

**Adverts for 2 weeks starting 9<sup>th</sup> February, 2017**

<b>Event Cinema</b>	Newmarket Auckland	<b>Reading Cinema</b>	Napier
<b>Event Cinema</b>	Hamilton	<b>Reading Cinema</b>	Wellington
<b>Event Cinema</b>	Tauranga	<b>Reading Cinema</b>	Christchurch
<b>Event Cinema</b>	Palmerston North	<b>Reading Cinema</b>	Dunedin
<b>Event Cinema</b>	New Plymouth	<b>Reading Cinema</b>	Invercargill



## Radio advertisement

Here is the Radio advertisement commissioned by the Hamilton Bridge club in early 2016. They have given us permission to share it with you. Hamilton used NZMe (Newstalk ZB and Coast) as they felt the age/profile demographic these stations reached, suited the club the best. It is also important to consider when is the best time of day to air the advert, for example when people are travelling to and from work.

Transcript

*Calling all Kings, Queens, Aces and Jacks*

*Looking at trying something new this year ? At xxx Bridge Club, we love Bridge. It is addictive and it keeps your mind fit. We play cards and socialize. It's fun and friendly. Join us today, we'll even teach you how to play. We have lessons kicking off in March for beginners and if you get hooked, you can join the club with your new friends. Learn Bridge, love Bridge. It's fun and it's for everyone, so give your mind a workout. Google us at the xxx Bridge Club*

Double click this icon to hear the advertisement



Hamilton Bridge  
Club-HN-3-30-Bridg

The following clubs have theatres in their town where the cinema advertiser, Screen Vista, can show our advert, if you wish to partake of their offer. The rates are quoted per week and are for up to 3 months. If you want to go longer, the rate reduces.

<b>Club</b>	<b>Applicable Cinema</b>	<b>3months</b>	<b>Screenings</b>
Akaroa	Cine Café Akaroa	\$60/pw	up to 40 screenings p/w
Alexandra	Alexandra Central Cinema	\$60/pw	up to 40 screenings p/w
Ashburton	Regent 3 Ashburton	\$60/pw	up to 40 screenings p/w
Auckland	Newmarket Rialto	\$115/pw	up to 100 screenings p/w
Christchurch	Academy Gold, Riccarton Hoyts	\$115/pw	up to 100 screenings p/w
	Chch Hollywood, Alice Cinematheque	\$115/pw	up to 100 screenings p/w
Crockfords	Riccarton Hoyts	\$115/pw	up to 100 screenings p/w
Dannevirke	Regent Cinema Dannevirke	\$60/pw	up to 40 screenings p/w
East Coast Bays	Event Cinema Albany, Takapuna Hoyts	\$115/pw	up to 100 screenings p/w
Royle Epsom	Mission Bay Hoyts	\$115/pw	up to 100 screenings p/w
Feilding	Focal Point Fielding	\$95/pw	up to 70 screenings p/w
Franklin	Cinema 3 Pukekohe	\$95/pw	up to 70 screenings p/w
Geraldine	Geraldine Cinema	\$60/pw	up to 40 screenings p/w
Gisborne	Odeon Multiplex	\$95/pw	up to 70 screenings p/w
Gore	St James Theatre	\$60/pw	up to 40 screenings p/w
Hamilton	Te Awa Events, Metro by Hoyts	\$115/pw	up to 100 screenings p/w
Hastings	Focal Point Hastings	\$95/pw	up to 70 screenings p/w
Havelock North	Cinema Gold Havelock North	\$95/pw	up to 70 screenings p/w
Hawera	Hawera Cinema 2	\$60/pw	up to 40 screenings p/w
Hibiscus	Hoyts Hibiscus Coast Whangaparoa	\$115/pw	up to 100 screenings p/w
Hokowhitu	Cinema Gold, DownTown Palmerston N	\$95/pw	up to 70 screenings p/w
Howick	Botany Down Hoyts	\$115/pw	up to 100 screenings p/w
Hutt	Event Queensgate Lower Hutt	\$115/pw	up to 100 screenings p/w
Kaikoura	Kaikora CBD	\$60/pw	up to 40 screenings p/w
Kairangi	Event Embassy, Paramount CBD	\$115/pw	up to 100 screenings p/w
Karori	Event Embassy, Paramount CBD	\$115/pw	up to 100 screenings p/w
Kerikeri	Cathay Cinema Kerikeri	\$60/pw	up to 40 screenings p/w
Levin	Focal Point Levin	\$60/pw	up to 40 screenings p/w
Marlborough	Blenheim TopTown Cinema	\$95/pw	up to 70 screenings p/w
Masterton	Regent 3 Masterton	\$95/pw	up to 70 screenings p/w
Motueka	Motueka Cinema	\$60/pw	up to 40 screenings p/w
Mt Albert	Avondale Hollywood Cinema	\$115/pw	up to 100 screenings p/w
	Event Cinema St Lukes	\$115/pw	up to 100 screenings p/w
Mt Maunganui	Event Cinema Mount Maunganui	\$95/pw	up to 70 screenings p/w
Napier	Globe Theatre	\$95/pw	up to 70 screenings p/w

New Plymouth	Event Cinema New Plymouth	\$95/pw	
North Shore	Takapuna Hoyts	\$115/pw	up to 100 screenings p/w
Oamaru	Oamaru Limelight Cinema	\$60/pw	up to 40 screenings p/w
Opotiki	WhakaMax	\$60/pw	up to 40 screenings p/w
Orewa	Hoyts Hibiscus Coast Whangaparoa	\$115/pw	up to 100 screenings p/w
Otago	Metro Dunedin, Rialto Dunedin	\$115/pw	up to 100 screenings p/w
Palmerston North	Cinema Gold, DownTown Palmerston N	\$95/pw	up to 70 screenings p/w
Papatoetoe	Event Cinema Manukau	\$115/pw	up to 100 screenings p/w
Paraparaumu	Coastlands Cinema Paraparaumu	\$95/pw	up to 70 screenings p/w
Picton	Picton Cinema	\$60/pw	up to 40 screenings p/w
Rangiora	Top Town Cinema Rangiora	\$60/pw	up to 40 screenings p/w
Stratford	Stratford Kings Theatre	\$60/pw	up to 40 screenings p/w
Taumarunui	Taumarunui Regent Theatre	\$60/pw	up to 40 screenings p/w
Taupo	Taupo Starlight	\$95/pw	up to 70 screenings p/w
Tauranga	Event Cinema Tauranga	\$95/pw	up to 70 screenings p/w
Te Awamutu	Regent 5 Te Awamutu	\$60/pw	up to 40 screenings p/w
Te Puke	Capitol Te Puke	\$60/pw	up to 40 screenings p/w
Timaru	Timaru Movie Max	\$95/pw	
Tokoroa	Cinema 3 Tokoroa	\$60/pw	up to 40 screenings p/w
United	Riccarton Hoyts	\$115/pw	up to 100 screenings p/w
Upper Hutt	Event Queensgate Lower Hutt	\$115/pw	up to 100 screenings p/w
Victoria	Event Embassy, Paramount CBD	\$115/pw	up to 100 screenings p/w
Waikato	Metro by Hoyts	\$115/pw	up to 100 screenings p/w
Waitemata	Event Cinema West City	\$115/pw	up to 100 screenings p/w
Warkworth	Matakana Cinema	\$95/pw	up to 70 screenings p/w
Wellington	Event Embassy, Paramount CBD	\$115/pw	up to 100 screenings p/w
Westport	N.B.S Westport Cinema	\$60/pw	up to 40 screenings p/w
Whakatane	WhakaMax	\$60/pw	up to 40 screenings p/w
Whangarei	Event Cinema Whangarei	\$95/pw	up to 70 screenings p/w

To arrange for screenings in your town, contact Sharyn Hook - National Manager at Screen Vista  
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Phone: 06 355 4212  
Mobile 021 077 9429