

# **AUSTRALIAN BRIDGE FEDERATION INC**

## **GUIDELINES - MARKETING/ADVERTISING GRANT**

### **Aims and Objectives**

The ABF Management Committee is committed to raising the profile of bridge in Australia and increasing the overall bridge playing populace in each state. To this end, the Management Committee has approved the allocation of up to \$3,000 (plus GST where applicable) per state/per year to be spent specifically in achieving this aim

### **Responsibilities**

- a) The ABF Treasurer will be responsible for the distribution of cheques in the amount of \$3,000 (plus GST if applicable) to all State organizations.
- b) The state bodies will be responsible for:
  - collection of applications from all affiliated clubs within their jurisdiction
  - review of applications
  - endorsement of applications
  - acting as the focal point for the collection of receipts from the club when paying a third party for goods or services in relation to the application
  - maintaining a database for all applications received from affiliated clubs in order to ensure that no one club receives more than one amount of money in any year to the detriment of any other club
  - providing to the ABF Marketing Committee, at the end of each calendar year, a report covering all applications/subsidies received - this report should highlight any indicative figures with respect to increased player numbers. If this report is not forthcoming it will jeopardise any future grants.

### **Process**

The state bodies will provide all affiliated clubs within their jurisdiction information about this ABF initiative together with a copy of this procedure.

They will instruct each club applying for a grant to acknowledge this initiative on any paperwork, web site, entry form or advertisement associated with the issue of a grant.

Clubs will be asked to route their applications for a grant via the Secretary of the Association/Federation in their state. This application should provide the following information:-

1. Full Name and address of the Club applying for the grant together with the name of the club contact and his/her telephone number
2. Full disclosure of the background to the application
3. Timing of the marketing/advertising campaign and the anticipated results
4. A projected balance sheet
5. A statement as to the grant requested
6. A statement endorsing the commitment to provide supportive receipts for monies expended when available
7. A signed undertaking that copies of receipts will be sent to their state association/federation within one calendar month of the completion of the activities for which the claim was made

State associations/federations will manage the distribution of the total grant within their state making every effort to a fair and non-discriminatory sharing of the funds available.