

## District 15 – Tournament Marketing – 2016

To: Tournament Chairs,  
Tournament Coordinators,  
Unit Presidents

Our annual summary of District 15 tournaments is attached for your review.

You will see that attendance declined at both Regionals and Sectionals. The issues for our Tournament staff remain the same:

- Tournament advertising is limited and staff does not understand Marketing techniques.
- Pre-registration is not being used.
- We have too many Sectionals.

### **Report items**

The Sessions-per-Person is helpful in projecting tournament attendance and revenue. Tournaments with more local players will naturally have a lower value for sessions-per-person. If a Sectional has a 4.0 sessions-per-person, it means that each additional person who attends will add one full table to the final totals. Ten additional people equates to ten additional tables in play.

The Less-than-5-tables value is a negative indicator of the success of the tournament. It is the number of events with less than five tables in play. This is always the result of a poor tournament schedule, inadequate promotion or both.

### **Marketing**

When the Unit's tournament staff is committed to the District Marketing program, attendance increases. Sporadic efforts generally do nothing to affect attendance. It takes four months for a Unit to properly execute a Regional Tournament marketing program.

### **Attendance Targets**

Our Tournament Chairs can use the following goals, as they prepare for upcoming tournaments.

- KC Regional – 1400 tables
- OKC Regional – 1200 Tables
- Tulsa Regional – 900 Tables
- Springfield Regional – 800 Tables

## Topeka Regional – 900 Tables

Our Regional table count for 2016 was 3,134. Achieving these attendance targets will put us at 4,250 tables for 2017 and 4,300 for 2018. These are attainable goals.

### **2016 Successes**

The Emporia Sectional had a 25% increase in tables during 2016. This is good to see. Emporia should be drawing players from the KC unit, the Topeka unit and their own Wichita unit. The Emporia players are proud of their tournament. More growth is attainable.

The Wichita Sectional had a huge increase in attendance; up about 30%. Wichita also held a four-day, NLM Regional and Open Sectional. Their total table count was 354. Great Job!

### **General Comments**

We have 15 Sectionals sanctioned for 2017. That likely indicates that five more Sectionals will request sanctions for this year. More advance planning is certainly indicated.

Our NLM players are enthusiastic about the new NLM Regionals. They are loyal and highly committed to attend these tournaments. Let's all work together to maintain and enhance this positive momentum.

Tournaments are the most important activity of a Unit. Developing people to take on tournament leadership roles is vitally important to the success of bridge. Please take the time to encourage and nurture our developing leaders.

Best Regards,

Len K. Fettig  
D-15 Communications and Marketing Coordinator