

56 -Flyer Development and Tournament Sanction Number Process

The following procedure should be followed when generating Flyers for Unit Sectionals, I/N tournaments, Regionals, and any other events that require preparing and printing/emailing documentation for the event.

Responsibilities:

1. The Communications Chair is responsible for developing flyers, getting approvals, printing flyers, and Pianola (ACBL email system) emails about the upcoming tournament with attached flyers.
2. Tournament Chair is responsible for final approval or changes to flyers.
3. Sectional Chair is responsible for obtaining sanction numbers from ACBL for tournaments.
4. The Communications Chair submits approved flyers to ACBL and distributes them to clubs and surrounding area tournament chairs. The Communications Chair may delegate this responsibility to the Secretary.
5. Unit Webmaster posts the flyer on the website. Also, the .docx version is updated to the online archive repository.

Flyer Development:

1. If a previous year's flyer exists, use that as the basis for the new flyer.
2. Make any necessary changes:
 - a. Dates
 - b. Sanction number. Since there may be different people as chairs for different events, the Sectional Chair will get the Sanction numbers from ACBL. These are usually obtained at least a year in advance of the event.
 - c. Tournament chair name, Partnership Chair name, Director In Charge name.
 - d. Check or add any required links to websites or emails
 - e. Validate game times, entry fees, stratifications
 - f. Enter the file name in flyer footer in the following format: Event type (IN=Intermediate/novice, RE=Regional, SE= Sectional), tournament date as yymm, and Revision letter, e.g.IN2204A, SE2203B. Make sure to advance the Revision letter whenever changes are made.

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3. Save flyers as a .docx and as a .pdf file. Use same file name as shown on flyer footer.
4. Validate all email and website links in the final .pdf flyer
5. Submit flyer to the Board for review. Final approval is done by the Tournament Chair.
6. Once approved by the Tournament Chair, the Communications Chair will
 - a. Submit .docx and .pdf to Unit Secretary and Unit Webmaster
 - i. Secretary sends approved flyer to ACBL (Tournaments@acbl.org) and the Tournament Management Officer (2022 was Crystal Mann). ACBL will review the flyer and require any necessary changes.
 - ii. Unit Webmaster updates the .pdf file onto the DenverBridge.org website and saves the .docx file in the Unit online archive.
 - b. Print required number of copies
 - i. Obtain at least 2 bids from printing companies for any flyers that will cost \$100 or more for printing.
 - ii. Consider how many would be required by local clubs, how many for a larger catchment area (e.g. Regional flyer sent to surrounding States tournament chairs or clubs), and the timing (is it before a local tournament where more may be necessary?). The Secretary has a spreadsheet list of clubs and the number of flyers to be sent. This is a starting point, plus flyer availability at upcoming Sectionals.

Flyer Distribution

1. For 2022, we printed 200 copies of I/N flyers, 400 copies of Sectional flyers, and 1000 copies of Regional flyers.
2. If flyers are ready just prior to a tournament, the Communications Chair will put them in envelopes for local clubs. Club Directors or delegates are asked, via email, to pick up the envelopes for their club, to save on mailing costs. This task may be delegated to the Secretary.

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- a. Any envelopes remaining will be mailed with the least expensive method (does not need tracking). Often, if there are more than 50 flyers in the envelope, Priority Mail Letter is the least expensive, because of the weight.
- b. Communications Chair will send (Pianola) emails to ACBL membership within 200 miles radius of Denver, attaching a copy of the .pdf flyer. This should be completed 6 weeks prior to the tournament and also 2 weeks before the tournament.