

## **Bob Kane**

### **Election Statement of Commercial Director**

This is the first full year for the Commercial Directorate. During this year I have implemented some basic systems and services so that the Federation might act in a more modern and business-like manner. I have also brought in significant revenues.

- 👑 We have introduced the new opt-in /opt-out mailing system which has transformed communication with our membership.
- 👑 Social media has been revamped and the website has led directly to interest from sponsors.
- 👑 In November 2014, MindSports International sponsored the official British Blitz championship with a first prize of £600 guaranteed by contract.
- 👑 In May 2015 I negotiated and structured the Tradewise sponsorship which is a significant turning point in the history of ECF. The traditional tournament of Hastings has been secured for two more years. Sponsor funds are also available for the Grand Prix, FIDE tournaments and player development.
- 👑 I believe it is important to provide benefits for our membership and have negotiated several interesting offers (chess film premieres, free Chess Informators, New in Chess etc.) all of which are delivered to members' electronically.
- 👑 Commission from the various benefit schemes like Tradewise 64 insurance and Fred Olsen Cruises can produce useful and significant revenue for ECF projects.
- 👑 Gaining a MAJOR sponsor also depends upon the Federation being able to showcase its major tournaments successfully. This requires a much higher level of performance than has been demonstrated recently at the British Championships.
- 👑 I remain an active club player. I believe I am (still) in touch with the needs and aspirations of my fellow members.

If re-elected I will continue to develop the initiatives listed.

September 2015