

Appendix 1E-2

Cooperative Advertising Program

The Cooperative Advertising Program (CAP) reimburses ACBL teachers, clubs, units and districts for advertising expenses for programs and lessons designed for newcomers and/or to recruit ACBL members.

CAP will refund 50% of eligible advertising costs with a maximum reimbursement of \$500. Qualifying advertisements are date-specific ad campaigns for beginner bridge lessons, newcomer programs, social bridge recruitment events and ACBL member recruitment. ACBL reserves the right to refuse reimbursement for any reason for CAP submissions. Submissions by a person who has any ownership, management or conflict of interest in the media outlet in which they are advertising (e.g. personal websites, online and print publications) will not be approved for CAP reimbursement.

For more information on CAP Guidelines and Requirements visit <http://www.acbl.org/marketing/cooperative-advertising-program/>.