



AN EVENT ORGANIZED IN COOPERATION WITH
THE WORLD BRIDGE FEDERATION

THE eBRIDGE CUP IS BACK!

IN A NEW FORMAT, WHERE ONLINE PLAY LEADS TO FACE-TO-FACE FINALS.

- Hosted on the two biggest online platforms: **BBO & Funbridge**
- 5 million online bridge players, ready to compete
- Open to every bridge organization in the world
- Supported by the World Bridge Federation

EXPECTED VISIBILITY

60M Offline Players worldwide

5M Online Players worldwide, making for a high profile, exciting challenge





THE eBRIDGE CUP THIS YEAR

QUALIFICATION
& SEMI Online

1 LIVE FINAL

FINALS Online & Live

GOALS FOR THIS YEAR

15,000 Players

300,000 Tourneys Played



Before the World Bridge Series

A NEW TAKE ON BRIDGE COMPETITION

**3-MONTH
EVENT**

ONLINE QUALIFIERS

1 MONTH

ONLINE SEMI-FINALS

1 MONTH

LIVE FINAL

2 DAYS

Before the World Bridge Series 2026



EVENT FORMAT

QUALIFIERS

May 1 to 31

112 tournaments of 12 deals

Scoring by % (MP)
based on best 10 scores

**40 Diamonds | 2.5 BB\$
Per Tournament**

< 55%

CHALLENGER SEMI-FINALS

June 8 to July 5

120 tournaments of 12 deals

Scoring by % (MP)
100 players qualified per platform
based on 10 best scores

**35 Diamonds | 2 BB\$
Per Tournament**

CHALLENGER FINALS

July 25-26

40 deals per days

4 tournaments of 10 deals
per day

2 top players go to the live
finals in Katowice

FREE | Online

≥ 55%

OPEN SEMI-FINALS

June 8 to July 5

90 available tournaments of 12 deals

Scoring by % (MP)
100 finalists per platform, based on
10 best scores

**40 Diamonds | 2.5 BB\$
Per Tournament**

OPEN FINALS

August 18-19

50 players live and 150 online

60 boards per day,
split into 5 tournaments of 12
boards each

FREE | LIVE

LIVE BROADCAST – THE FINAL GOES PUBLIC

A GLOBAL ONLINE FINAL – STREAMED WORLDWIDE

For the first time:

- The eBridge Cup Finals will be **live streamed** on **YouTube, Twitch, BBO** and more...
- **Expert commentary** in real time from top international players and recognized bridge personalities
- Analysis of key decisions, bidding battles and turning points

A dynamic, educational, and entertaining coverage - designed for both experienced players and newcomers.



POINTS, RECOGNITION & ETHICS

From all participating National Federations
and zonal organizations



From BBO & Funbridge



Fair Play and Ethics

All participants commit to respecting the platforms' code of ethics; an independent investigation committee, made up of top champions and WBF representatives, will be established to ensure fair play throughout the competition.

PRIZE POOL : \$30,000

OPEN

Live

Online



CHALLENGER



4th: \$2,000

5th: \$1,000

6th : \$500

7-10: \$200

4th: \$500

5th: \$200

+ FREE 3 months subscription to Bridgerama+ magazine to all participants playing at least 20 boards

TRAVEL FEES AND ACCOMMODATION

Parts of the travel fees are covered for the 52 finalists joining the live final.



TRAVEL ALLOWANCE

\$400 per International finalist

\$250 per European finalist



ACCOMMODATION

3 nights covered

Full board

For all 52 finalists

TOTAL BUDGET

TRAVEL ALLOWANCE (variable)

\$14,800 - \$19,000

ACCOMMODATION (fixed)

\$18,720

TOTAL ESTIMATED SUPPORT

\$33,000 - \$38,000



COMMUNICATION CHANNELS

MEDIA



- Newsletters and email marketing to thousands of players
- In-game promotions and banners
- Articles and posts in game and on the blogs
- Social media and community engagement
- Global written press

ADVERTISING



- Targeted paid campaigns
- Influencer partnerships and ambassadors
- Community outreach
- Press releases

AUDIO VISUAL

- YouTube videos by content creators throughout the event
- Live broadcast during the live final



WHAT WE ARE DOING

COMMUNICATION TO OUR PLAYERS

MEDIA

- Newsletters and email marketing to millions of players
- In-game promotions and banners
- Articles and posts in game and on the blogs
- Media exposure through magazines, bridge organizations, and official channels
- Social media and community engagement

ATTRACT PLAYERS OUTSIDE OF THE BRIDGE COMMUNITY

TARGETED PAID CAMPAIGNS

- On Facebook, YouTube, Instagram and Google

INFLUENCER PARTNERSHIPS AND AMBASSADORS

- Outside and Inside the Bridge World to get a larger audience and promote accessibility

COMMUNITY OUTREACH

- On reddit and community groups to promote bridge to game players inside and outside the bridge world

PR

- Press releases and media outreach to gaming, lifestyle, and educational press, helping position bridge as a modern, global, and intellectually rewarding pursuit



HOW YOU CAN HELP

Your help is essential to make this event a success and your support can make all the difference.

As a key voice in the bridge community, your participation and help spreading the word about the eBridge Cup would mean a lot.

• OFFICIAL NBO POINTS

- Recognize player participation with official points and titles from your federation.

• COMMUNICATE TO LICENSED PLAYERS

- On your website
- By direct email to your members
- By contacting your clubs and organizations
- By notices (flyers) at your events, clubs or libraries and other public areas
- Through your bridge magazines and columns
- Through your social media - Facebook, X, Instagram and any other social media you are party to
- Contact with schools and universities - it's an opportunity to encourage young people to take part in a really interesting and challenging global event

• MAKE SOME NOISE OUTSIDE OF THE BRIDGE WORLD

- Let's take bridge to new audiences. A little extra visibility can go a long way.



LET'S WORK TOGETHER



UNITE AND GROW OUR BRIDGE COMMUNITY Together, let's unite and create some buzz beyond the world of bridge



AN INTERNATIONAL EVENT Join a forward-looking, international initiative to shape the future of bridge



BOOST YOUR VISIBILITY Be visible to all players who play online but are not yet members of a Federation

CONTACT US



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QUICK LOOK AT THE EBRIDGE CUP



3-Month Bridge Event

May to August 2026

3 Main Stages

Qualifiers, Semi-Finals and Finals

€30,000+ Prize Pool

and free subscriptions

HUMAN vs AI

Scored in Matchpoints

Live Final

In Katowice, Poland



Revenue Shares for Bridge federations

To support the bridge community

Official Master Points or National Points

Open to All

Massive Visibility

by engaging with players all over the world

POWERED BY



CO-ORGANIZED WITH

