



SPONSOR REPORT

HULL OPEN 2016



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Over the weekend of the 11th - 13th November 2016, World Disability Billiards and Snooker held the first Hull Open at the Tradewell Snooker Club, receiving 20 entries across the two classification groups involved.





HULL OPEN 2016

Prior to the two-day tournament, on the Friday we staged an open day for anyone with a disability to try Snooker, practice and receive free coaching from WPBSA World Snooker Coaches. One of the coaches involved for this event was former tour professional Ian Glover



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The open day was enjoyed by many local residents including a group from Selby, a Mencap group that works with people with a learning disability to support them to live the lives they chose. Later we were also joined by NHS Humber community learning disabilities team. The open day and tournament was also publicised on BBC Radio Humber's morning show.



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The tournament itself was open to two of the eight disability classification groups set out by World Disability Billiards and Snooker. There were separate tournaments for visually impaired players and deaf players. The tournament was played over the Saturday and Sunday.



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Players competing in the tournament come from far and wide. There were several players from Hull and East Yorkshire area, but others travelled from Wales, Birmingham, Warrington and London





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The Saturday of the tournament was filmed by IMG who are the production company for the BBC's coverage of World Snooker events in the UK. It is expected for the footage to be used on BBC during the UK Championships and World Snooker Championships of the professional tour.



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Over the weekend the WDBS team were supported by players from our wheelchair and ambulant events. Daniel Blunn pictured here who has cerebral palsy refereed over the weekend. One of WDBS objectives is to give players the opportunities to become role models and be involved in all areas of snooker as a sport.



TWITTER ACTIVITY

FROM ANNOUNCING HUDGELL'S SUPPORT ON 6TH OCTOBER THROUGH TO 17TH NOVEMBER (43 DAYS), OUR OVERALL TWEETS FROM @WDBSOFFICIAL EARNED:

215.3K
IMPRESSIONS

12 LINK CLICKS PER DAY

AN AVERAGE OF 10 RETWEETS PER DAY

11 LIKES PER DAY

TWO OF OUR TOP THREE MOST SUCCESSFUL TWEETS DURING THE MONTH INCLUDED EITHER THE HUDGELL LOGO OR TWITTER HANDLE. THE TOP ONE GAINING 12,365 IMPRESSIONS



FACEBOOK ACTIVITY

6TH OCTOBER THROUGH TO 17TH NOVEMBER

(43 DAYS)

REACH: 36,241

3,053 REACTIONS

258 COMMENTS

473 SHARES

'TOTAL REACH' OF 47,042, WHICH INCLUDES PEOPLE WHO HAVE SEEN OUR POSTS SHARED BY OTHERS



OTHER ACTIVITY

6TH OCTOBER THROUGH TO 17TH NOVEMBER

(43 DAYS)

SNOOKER MEDIA



WORLD
SNOOKER

WWW.WORLDSNOOKER.COM/HULL-STAGES-WORLD-DISABILITY-SNOOKER-EVENT/

LOCAL RADIO

BBC RADIO
HUMBERSIDE

WWW.BBC.CO.UK/RADIO/PLAYER/P04DPQJ6

LOCAL MEDIA

Hull Daily
MAIL

SPECIALIST DISABILITY MAGAZINES

u**can**2
PROMOTING INDEPENDENCE
INCORPORATING **drive**

ONTRACK
YOUR DISABILITY SPORTS MAGAZINE

ParaHEY
Disability Sport & Lifestyle Magazine



DUE TO HUDGELL'S SUPPORT WE HAVE BEEN ABLE TO OFFER THE HIGHEST EVER PRIZE MONEY TO THE WINNERS, RUNNERS UP AND HIGH BREAK PRIZE FOR THE TWO COMPETITIONS. FROM ALL THE BOARD, OFFICIALS AND PLAYERS INVOLVED IN WDBS WE THANK YOU.

