



# SPONSORSHIP

*Package 2020*



*Committed to growing  
the game we love.*



# About Tennis BC

Tennis BC is the official governing body for the sport of tennis in British Columbia. Founded in 1982, we are a non-profit organization and our main goal behind everything we do is to inspire and enable the growth of tennis throughout the province.

Through our partnerships, we are able to develop and deliver programs to grow community tennis, enhance competitive infrastructure for all levels, stimulate and foster the development of facilities and highlight tennis through hosting major events. All the funds we raise through partnerships and events are invested back into our programs.

80

Member Clubs

10,000+

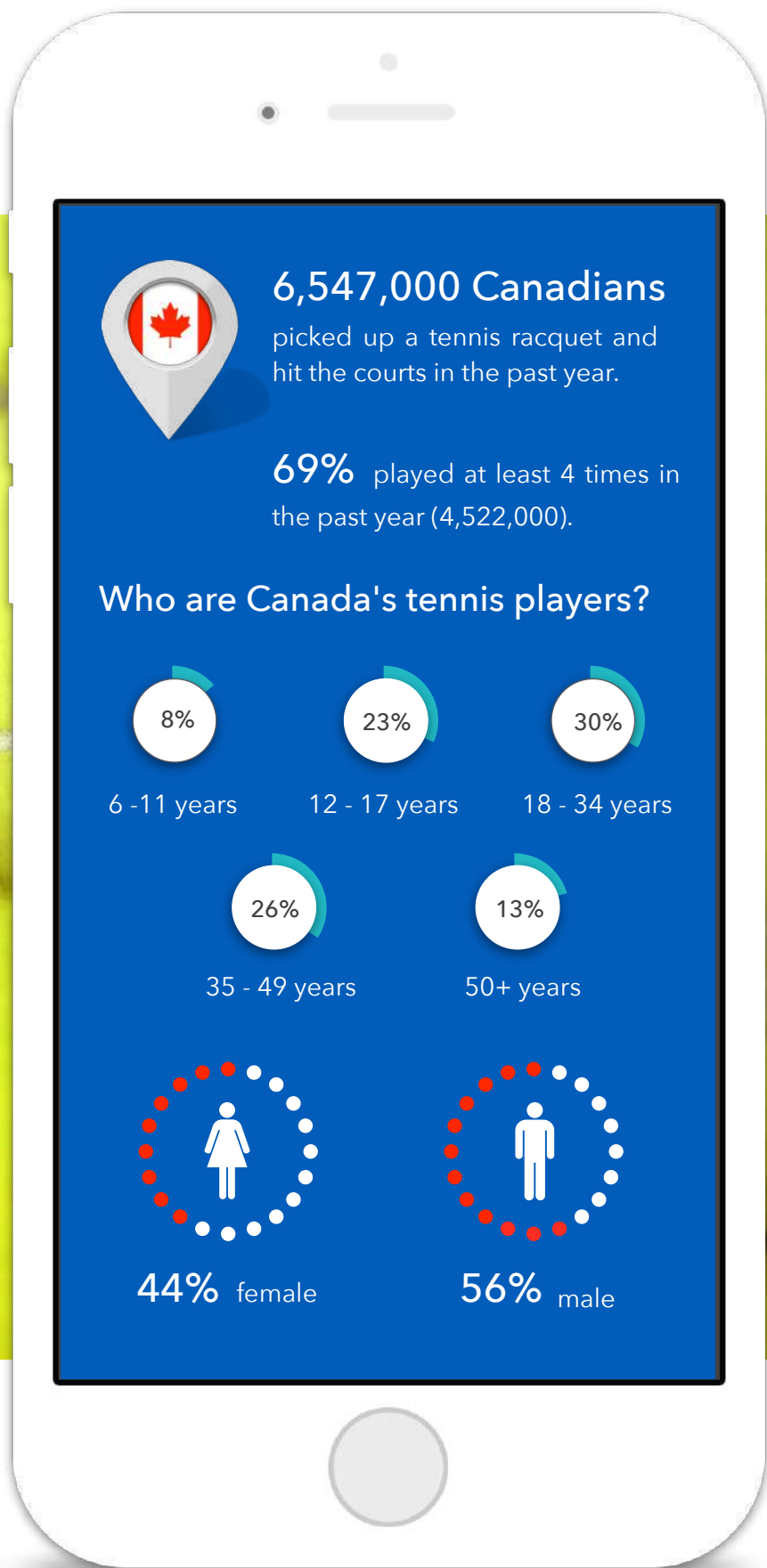
Individual Members

22,000

Participants

# TENNIS IN CANADA

*by the numbers*



# Tennis BC Reach

We engage our community on multiple platforms every day. Our sponsors and partners can gain access to the thousands of people our platforms reach.

## Tennis BC Insider Newsletter

Bi-Weekly | 7,200+ Subscribers



1,900+  
Pages likes



1,058  
Followers



1,354+  
Followers




1.8 million views  
13,599 Photos

[clubspark.ca/TBCHub](http://clubspark.ca/TBCHub)

[tennisbc.org](http://tennisbc.org)

[stanleyparkopen.com](http://stanleyparkopen.com)

# *Why should your brand partner with Tennis BC?*



**We know your brand works hard to establish itself as a leader in your industry, as well as, to become a success. We want you to see becoming a Sponsor of Tennis BC as a tool to achieve your company's goals.**

- ▶ Through your partnership with Tennis BC, your brand recognition not only reaches the 22,000+ event participants, 7,200+ newsletter subscribers, but it also reaches the 76 member clubs of Tennis BC such as Hollyburn Country Club, Vancouver Lawn Tennis and Badminton Club, The Arbutus Club and many more.
- ▶ The sport of tennis attracts people from many walks of life, including the Province's most influential families, doctors, and lawyers, and more.
- ▶ Your support assists us in being able to continue to run events and programs on the community and recreational level, as well as, on the high-performance level, helping to create the next big name that comes out of British Columbia .
- ▶ When it comes to our partnerships and Sponsors, we want to provide genuine value. We spend time with our Sponsors, get to know what direction your business want to go in, your values and your goals, and collaboratively come up with solutions on how we can help your brand achieve those.
- ▶ Sponsorship packages can be tailored to your needs. If you have a creative idea, we encourage you to bring it forward.

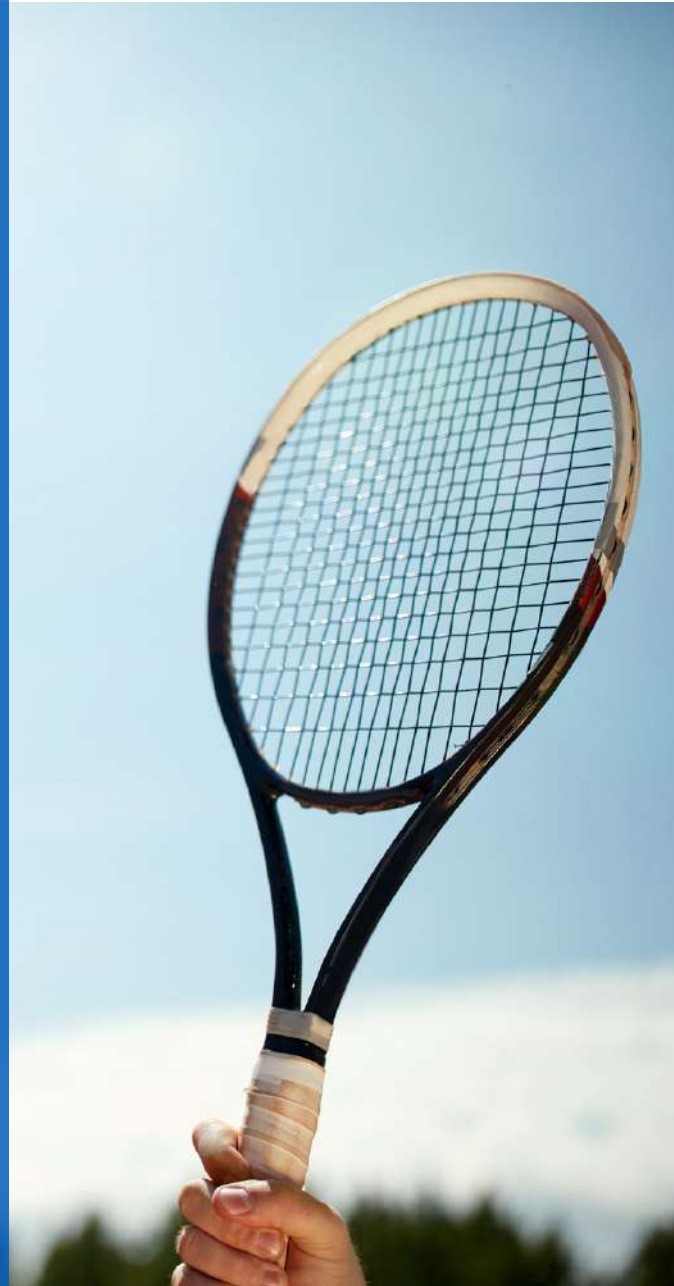
**Every brands needs are different. We want to know yours and help you fulfill them.**

# Get Involved

There are several ways to get involved with tennis in BC!

- ▶ **Title Sponsor**
  - ▶ Become a title sponsor of a Tennis BC event (page 5)
- ▶ **Presenting Sponsor**
  - ▶ Become a presenting Sponsor of a Tennis BC event (page 6)
- ▶ **Become a Partner of Tennis BC**
  - ▶ Contribute financially to Tennis BC
  - ▶ Offer our individual and club members a discount on merchandise or services
  - ▶ Provide products/services to a sanctioned Tennis BC event (page 7)

*“Inspiring and enabling tennis throughout the communities of British Columbia”*



# Events

Throughout the year, our member clubs manage and host hundreds of events with our support across British Columbia. Tennis BC organizes and hosts the following events, which may be available for sponsorship:

- ▶ BC Senior Provincial Championships
- ▶ Stanley Park Open
- ▶ Spring, Fall and Winter Junior Developmental and Competitive Series
- ▶ Junior Provincial Championships
- ▶ Junior National Qualifying Events
- ▶ Junior National Championships
- ▶ British Columbia Adult Team Tennis League
- ▶ In-school and after-school programs
- ▶ Junior High Performance Training Camps
- ▶ Junior Development Camps

*“With the participation and support of our sponsors and partners, we can continue growing tennis to our community.”*

To learn more about any of these opportunities, or if you have a creative idea for a new type of events, let us know! Contact [khristina@tennisbc.org](mailto:khristina@tennisbc.org).



*“By knowing your brand's needs, we can help you maximize your brand.”*

# Title Sponsor

Title Sponsorship of an event, league or series provides the most exposure for our Sponsors. Title Sponsorships start at \$10,000. Sponsorships vary by event and can include:

## Corporate Identification

- ▶ The event is named after the Sponsor
- ▶ Sponsor receives primary and most prevalent onsite signage (banners, net banners, etc.)
- ▶ Logo is prevalent on all event materials: posters, trophies, t-shirts, etc.

## Hospitality

- ▶ Sponsor can include promotional materials in player packages
- ▶ Sponsor speaking opportunities: trophy presentation and social events
- ▶ Opportunity to host booth onsite

## Online

- ▶ Logo displayed prevalently on Tennis BC website
- ▶ Run online promotional campaigns through Tennis BC's database
- ▶ Headline newsletter placement 2+ times, with additional mentions
- ▶ Mentioned on social media every time event is referenced





*“Tailor your Sponsorship to match your brand’s needs.”*

# Presenting Sponsor

Presenting Sponsors of an event, league or series provides the most second highest amount of exposure for our Sponsors. Title Sponsorships start at \$5,000. Sponsorships vary by event and can include:

## Corporate Identification

- ▶ The event title is followed by Sponsor’s name
- ▶ Sponsor is entitled to onsite signage (behind the court, off-court)
- ▶ Logo on some event materials, such as poster and t-shirts

## Hospitality

- ▶ Sponsor can include promotional materials in player packages
- ▶ Invitation to event social where applicable
- ▶ Opportunity to host booth onsite

## Online

- ▶ Logo displayed on Tennis BC website
- ▶ Run online promotional campaigns through Tennis BC’s database
- ▶ Headline newsletter placement one time, with additional mentions
- ▶ Mentioned on social media every time event is referenced

*“Partnering with Tennis BC can help grow your brand’s awareness.”*



# Partner

Become a partner of Tennis BC through a financial donation to Tennis BC or providing products or services to Tennis BC for an event, league or series.

## Partner - Financial

When you donate \$1,000+ to Tennis BC, your brand’s Partner status entitles you to:

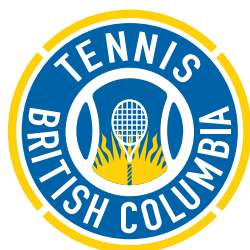
- ▶ Logo displayed on partners page year-round;
- ▶ One promotional campaign through our newsletter, website and subsequent social media posts
- ▶ Signage (banner) at one event of your company’ choice OR opportunity to host a booth at applicable events

## Partner - Products and Services

When you donate products for a Tennis BC event, provide an exclusive discount or provide a service to Tennis BC members, your brand’s Partner status entitles you to:

- ▶ Logo displayed on partners page year-round
- ▶ Your brand’s promotional materials in player packages or services onsite at an event
- ▶ Signage (banner) at one event of your company’s choice
- ▶ One-time article in our newsletter and social media

We welcome your suggestions and thoughts, and would love to discuss any creative ideas you have. For sponsorship inquiries, please contact Kristina Blajkevitch at [kristina@tennisbc.org](mailto:kristina@tennisbc.org).



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