



PARTNERSHIP

Member Benefits 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+

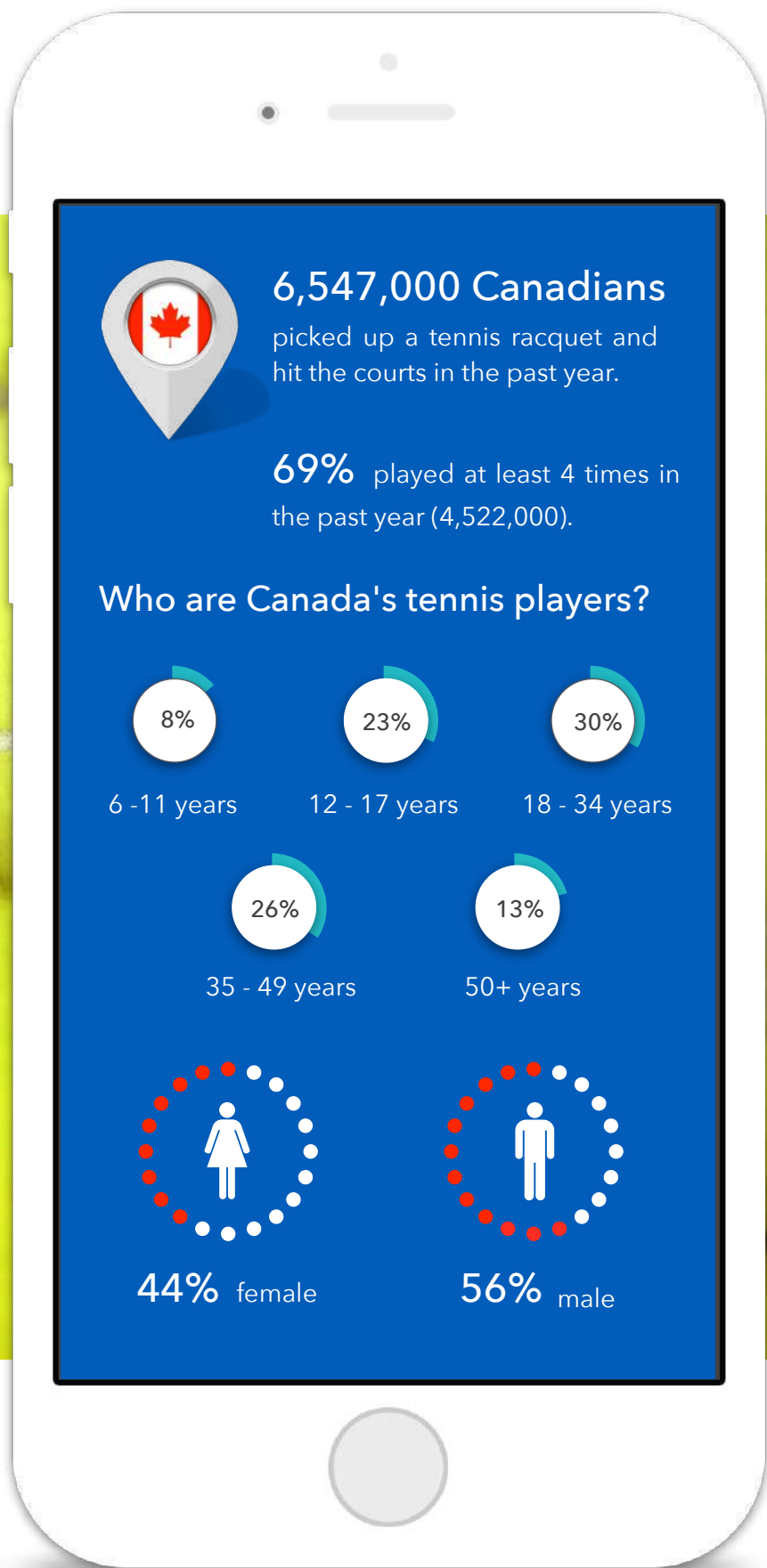
Individual Members

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



1,280+
Page Follows



1,132
Followers



1,360+
Followers




1.8 million views
13,599 Photos

clubspark.ca/TBCHub

tennisbc.org

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 Partner of Tennis BC as a tool to achieve your company's goals.

- ▶ As the governing body of tennis in British Columbia, our organization has been trusted in BC for over 100 years.
- ▶ 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 80 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 partners, we want to provide genuine value. We spend time with you, 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.

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

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 rerb@tennisbc.org.

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



Partner

Become a partner of Tennis BC through providing a member benefit to Tennis BC members across the province. Member benefits can be a discount for your company’s service or product. We are open to other ways for your company to provide value to our members. Through this member benefit program, Tennis BC will work with your company to promote your brand and your brand will be seen as a preferred brand of Tennis BC.

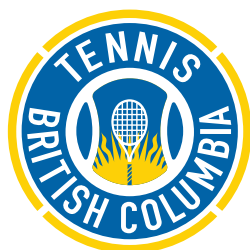
Benefits for Your Company

When you provide Tennis BC members with a member benefit, your brand’s Partner status entitles you to:

- ▶ Logo displayed on Partner’s page year-round
- ▶ Option for your brand’s promotional materials in player packages or services onsite at an event
- ▶ Social media and newsletter announcement of Member benefit (one post)
- ▶ One-time article on [TennisBC.org](https://www.tennisbc.org) and in our newsletter (created by partner), 2 social media posts throughout the year (with graphics created and/or provided by Partner)

Content in posts and articles must remain organic. Tennis BC reserves the right to amend content in order to align with Tennis BC and/or request Partner to make changes.

We welcome your suggestions and thoughts, and would love to discuss any creative ideas you have. For Tennis BC Member Benefit inquiries, please contact Rosemary Erb at rerb@tennisbc.org or 604-737-3086 ext 2.



112 East 3rd Avenue Unit 200
Vancouver, BC V5T 1C8
Phone: 604-737-3086
www.tennisbc.org