

SPONSORSHIP OPPORTUNITIES

at Marlborough Tennis

RAISE YOUR BUSINESS PROFILE

HELP INCREASE TENNIS PARTICIPATION ACROSS ALL AGE GROUPS

BECOME A VALUED CLUB PARTNER

CONNECT WITH 400 CLUB MEMBERS AND 200 VISITORS



The Benefits For Your Business

Raise brand awareness with an ABC1 audience

Promote your company via a range of communication channels

Network with club members associated with leading brands and local businesses

Associate your business with a growing club with a positive reputation

Promote your brand to club members and visitors

www.marlboughtennis.co.uk

SPONSORSHIP OPPORTUNITIES

Social Events Sponsor(s)

The Club's growing reputation as the friendliest club in the area is borne out by the Social Tennis Calendar which fills the week and presents members with the opportunity to play with fellow members on a selection of days and times.

From 'Early Birds' tennis at 0730 on summer Tuesdays – amazingly popular - to Club Nights every Wednesday, or 'Afternoon T' every Friday at 2pm or 'Fizz Friday' for the ladies or Sunday Club Mornings, the choices for members are many.

We are looking for sponsors to have branding on our tennis balls for these regular events – your brand name will be in the hands of our members on a daily basis. This high visibility package can be tailored to meet your budget.



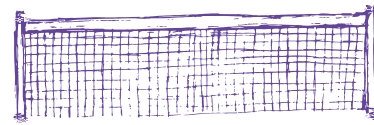
Court Sponsor

What better place to showcase your brand than on our courts with this package?

Brand our court Windbreaks with your company logo and be seen on more than 6,500 occasions each year when the courts are in use.

Appeal to our 400+ members and project your brand to our pay and play visitors and our Swindon & District Summer and Winter league opponents too!

This package covers courts 1, 2, 3 and 4 and includes branded windbreaks on all four courts. We anticipate the windbreaks will have a lifespan of 3 years, so we are interested in talking with potential sponsors who value a long-term relationship.



Juniors Sponsor(s)

Marlborough Tennis knows the future tennis stars come from our Junior members.

We split our Junior Members section into 1-10 and 11-18 year-olds and to encourage parents to enrol their youngsters in the club, we are offering highly attractive membership fees in 2022.

We plan to gift those up to 10-years old a Marlborough Tennis T shirt and our 11-18 year-olds a sweatshirt, branded with the club's name and the name(s) of our Junior Section sponsor(s).

With a growing junior membership of around 110 Juniors, this is a wonderful opportunity for a sponsor or sponsors to be associated with the future of tennis.

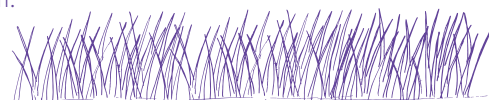


Landscaping Sponsor

Our Club is located on the Marlborough Downs in an Area of Outstanding Natural Beauty.

We recognise our responsibility to reflect the beauty of the Downs in the areas around our courts and wish to improve and extend our existing flower beds by working with a partner whose sponsorship will be acknowledged with suitable branding on signs around the site.

We have ambitious plans to further landscape the surrounding land and would love a sponsor who would assist us by supplying either plants or funds that would help us create planting schemes that will enhance the look and appeal of our club. Our ambition includes installing an automated watering system.



ES AT MARLBOROUGH TENNIS

Teams Sponsor

Our Swindon & District League Teams have a growing reputation for success and collected a plethora of trophies at the League's recent awards dinner.

Our nine summer teams and three winter teams travel across the county playing at venues far and wide, and in table-topping fashion.

We are looking for a sponsor who will support these teams with jointly branded tennis shirts (MTC and your brand) so that your brand is seen across Wiltshire and is associated with success.



Club Championships Sponsor

The annual Club Championships culminate in September each year and are the highlight of the club's competitive calendar.

In 2021 we attracted a record number of entries across singles, doubles, and mixed doubles formats.

The Club is looking for a partner to support this prestige event with trophies and prizes to be funded by the Sponsor and presented by the Sponsor on Finals Day.

There is an opportunity for the sponsor to "host" Finals Day in whichever way they choose.

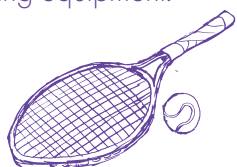


Coaching Sponsor

Our new team of coaches is top notch. Neil Watts has held senior coaching positions in the county and has been ranked in the top 50 players in the country.

Becky Watts has a growing reputation for coaching juniors and disabled players and Elliott Kami has established a positive reputation since he joined the club part way through 2021.

Coaching over 600 participants every year, we offer the opportunity to brand the coaching programme with the sponsor's name, our coaches wearing sponsor branded clothing with sponsor's funds also contributing towards coaching equipment.



Future Opportunities

We have planning permission to build a beautiful new clubhouse to replace our pavilion.

Costs are likely to be significant and we are looking to work with a major sponsor to help us with this landmark project.

We are a growing club – in size and reputation – and that growth comes with an ability to be flexible in how we design a Sponsorship package around our Sponsors.

ENHANCED BENEFITS FOR YOUR BRAND

In addition to providing Sponsors with an opportunity to raise your profile through the various Sponsorship opportunities and a chance to promote your brand to a membership that is predominantly ABC1, we have (and can create) a number of communication devices and events that will enhance your brand message:

- Your logo on our Marlborough Tennis web site, with a link to your own web landing page.
- Your logo on the footer of our regular digital newsletter circulated 12 times annually to 400+ members.
- A dedicated story in the next available newsletter to launch our Partnership.
- A press release, jointly written and sent to local media outlets.
- A place on our Sponsors' board to be located on our Pavilion, visible to members and visitors.
- The option for additional appropriate branding around the club and courts.

- Marlborough Tennis will host a Sponsors' Tournament each year with sponsors encouraged to enter players in a team competition.
- An opportunity for a bespoke half day session for Sponsors' key customers, hosted by the club with an opportunity for a coaching session from one of our Coaching Team at preferential rates.
- An opportunity for you to offer our members additional benefits that are unique to Marlborough Tennis to encourage our members to become your customers.

Talk to us about your brand and your ambitions and we would be happy to tailor make a package that suits you and your budget.

To discuss any of these sponsorship opportunities, please contact
sponsorship@marlboroughtennis.co.uk

A NOT FOR PROFIT ORGANISATION

With all surpluses reinvested for the benefit of club members and the community



Superb facilities in an area of outstanding natural beauty

6

Courts installed since 2018



A vibrant club
Growth focused
Open to everyone



Highly committed to increasing children's participation in sport.

Active school holiday tennis camps and a free tennis programme for disadvantaged teens

47-53%



Gender November 2021

87%



Member Satisfaction +4 from 2021

93%



Member will recommend rating +7% from 2021

258%



Membership revenue increase since 2018

LTA



LTA digital champion 2020-21 - from over 2700 clubs

LTA



Just one of 7 clubs nationally to win social media prize "Weather the court"

32,913



Page Views

2,704



Users

56%



Web Visitors by mobile devices

Over 400 Members



110 Juniors



290 Adults

Average over 21's age: 49.5

Upto nine highly competitive league teams competing across Wiltshire all year round.



Monthly club socials and tournaments which are regularly oversubscribed.

Coaches deliver programmes to **100s of players of all ages every year** from beginners to players at county level



To find out how sponsorship with Marlborough Tennis could help promote your business, please contact Peter May, on 07508 818237 or sponsorship@marlboroughtennis.co.uk