

KENT TENNIS



FOUNDED 1890 & CELEBRATING 125 YEARS IN 2015



SERVING KENT TENNIS

Tennis is one of the fastest growing sports in the county with membership of Kent's 120 tennis clubs growing by more than 30% to 39,000 in 2013 - driven by the greatest year for British Tennis in living memory with Andy Murray winning Wimbledon and the men's GB team qualifying for the World Group of the Davis Cup.

Ranked amongst the top tennis performing counties in the country, Kent boasts some of the best players in the UK with National Junior Champion Teams and the Men's & Women's Elite Teams playing in the UK's top divisions.

Tennis is one of Kent's leading sports with top class facilities at its County performance centre at Bromley and also at the indoor centres at Canterbury, Tunbridge Wells and Deal. It has some of the strongest and most successful clubs in the country, namely Park Langley and Bromley LTC and overall has 1,136 Courts - 88 Indoor and 369 Floodlit; a Coach Education Centre; and 121 registered and licensed coaches.

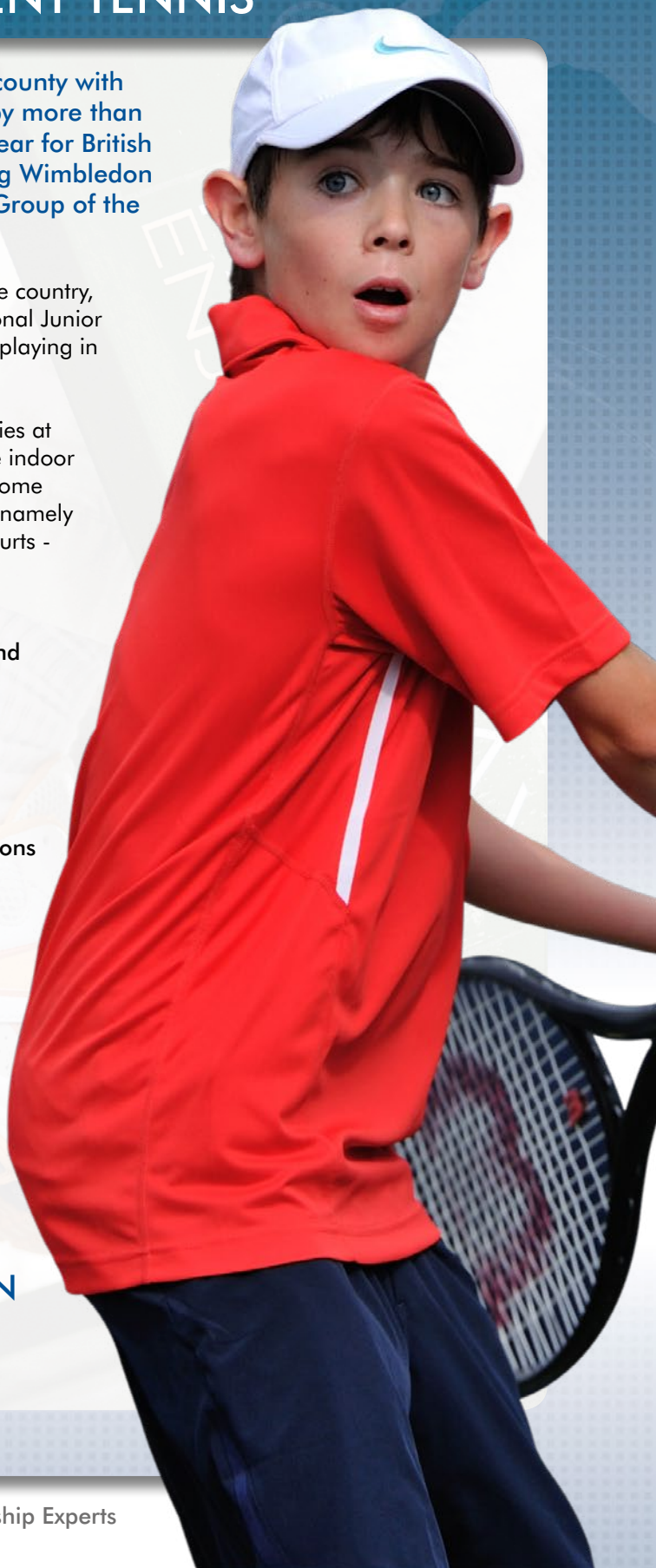
Kent Tennis is now looking for commercial Sponsors and Partners to share in its success with a wide range of opportunities to suit businesses, including naming rights to:

- The flagship "Bromley Tennis Centre"
- Junior, Adult & Senior County Elite Teams
- Kent Wide Junior & Adult Tournaments & Competitions
- Primary & Secondary Schools Tennis Competitions

KENT TENNIS BUSINESS CLUB

Kent Tennis is also offering business and marketing opportunities for a wider range of budget levels through the "all new" Kent Tennis Business Club, which would give businesses the opportunity to be profiled alongside Kent Tennis as a key supporter and would benefit from being associated with its major events. It would also allow access to tickets and hospitality to major tournaments, including Wimbledon, as part of the overall Business Club package.

REACH OUT TO KENT'S 2.8 MILLION POPULATION WITH KENT TENNIS



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REACHING OUT TO OVER 120
TENNIS CLUBS WITH 39,000 MEMBERS

SUMMARY OF PACKAGES

TIER 1 - MAIN SPONSOR

ONE Main Sponsor who would be positioned as Official Sponsor of Kent Tennis across all its various activities and events and all forms of media and publications, with naming rights to the Bromley Tennis Centre and ALL of the following:

- County Elite Teams x 26 teams across 15 age groups
 - Junior County Elite Teams x 5
 - Men's and Women's County Elite Teams x 1
 - Senior County Elite Teams x 9
- Tournaments & Competitions
 - Kent County Closed Junior Tournament
 - Kent Inter Club Doubles Summer & Winter Tournaments
 - Kent Junior Club Winter Tournament
 - Kent Primary & Secondary Schools Competitions X 6
- High Performance Training Academy
- Disability Tennis Programme

TIER 2 - OFFICIAL PARTNERS OF KENT TENNIS

Up To FOUR Official Partners who would be positioned as Proud Partners of Kent Tennis across all media and publications

Includes naming rights to ONE of the following four:

- County Elite Teams x 26 teams across 15 age groups
 - Junior County Elite Teams
 - Men's and Women's County Elite Teams
 - Senior County Elite Teams

- Tournaments & Competitions
 - Kent County Closed Junior Tournament
 - Kent Inter Club Doubles Summer & Winter Tournaments
 - Kent Junior Club Winter Tournament
 - Kent Primary & Secondary Schools Competitions x 6
- High Performance Training Academy
- Disability Tennis Programme

The Main Sponsor & Official Partners would have an association with other activities and benefits including: The Kent Tennis Ball (Gala Dinner & Annual Awards), Special Events (i.e. Open Days & Great British Tennis Weekend), Publications, Website & Social Media as well as membership of The Kent Tennis Business Club – Game, Set & Match.

TIER 3 - PROUD SUPPORTERS / KENT TENNIS BUSINESS CLUB - GAME, SET & MATCH MEMBERS

All Proud Supporters have membership of the exclusive Kent Tennis Business Club offering publicity across Kent Tennis' official publications, website, social media and other forms of promotional and official communications material. It would also include association with its major events and access to major tournaments, including Wimbledon.

There are three levels available - Game, Set & Match. Members can also personalise the package of membership benefits to suit their needs.

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ONE OF KENT'S LEADING SPORTS WITH COUNTY-WIDE CENTRES INCLUDING BROMLEY, CANTERBURY & TUNBRIDGE WELLS

ABOUT KENT TENNIS - FACTS & FIGURES

Kent Tennis, the trading name of the Kent Lawn Tennis Association, is responsible for the development and promotion of tennis through its range of clubs, indoor centres, schools and parks across Kent and the London Boroughs of Bexley, Bromley, Greenwich and Lewisham.

There is a dedicated LTA office team whose priorities are to increase participation in tennis and in so doing work with local authorities, major clubs and meet with tennis people, support coaches and coordinate competitions.

There is also a team of County Officials and a huge team of volunteers who are involved in a wide range of activities from running the Association to carrying out organisation and administration of inter club leagues.

Kent Tennis' overall mission is to work together, as field force team and volunteers, to increase the level of tennis participation, and improve the playing standards across the County.

- Tennis is one of Kent's top sports of choice - a leading sport with county-wide centres including the HQ at Bromley as well as Canterbury and Tunbridge Wells
- Ranked amongst the top tennis performing counties in the country, Kent boasts some of the best players in the UK with National Junior Champions and the Men's & Women's Elite Teams playing in the UK's top divisions
- Kent Tennis has 14 LTA matrix players (those players that are leading national players within their age group) significantly up from 6 in 2012. Many of these players finishing the season ranked in the top 5 nationally with Anton Matusevich (West Heath) ranked 1 in the under 12s and Michael Owen (Canterbury) ranked 3 in the under 12s

- Great facilities – 120 Clubs; 1 x High Performance Centre; 4 x Performance Centres; 3 x Community Indoor Tennis Centres; Disability Hub; Coach Education Centre
- 120 Clubs across 17 Boroughs and Districts with 39,000 tennis club members – 33,000 are registered with British Tennis
- 26 County Elite Teams across 15 age groups – 5 x Junior, 1 x Adult; and 9 x Senior
- Over 100,000 people regularly playing tennis in Kent
- 1,136 courts – 88 indoor, 369 floodlit
- 23,500 tried tennis for the first time in 2013
- 121 registered and licensed coaches

125th ANNIVERSARY - THE SPIRIT OF KENT TENNIS

Founded in 1890, Kent Tennis will celebrate its 125th Anniversary in 2015.

Sponsors will benefit from a calendar of special activities including celebrations at:

- Summer & Winter Events
- County Closed Tournament - August
- The Kent Tennis Ball - Gala Dinner & Awards – to be held at Wimbledon in November
- 125th Anniversary Commemorative Handbook – covering the History Of Kent Tennis

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PROVIDING COMPREHENSIVE, PROGRAMMES OF COACHING, PLAYING, FITNESS AND COMPETITION FOR THE BEGINNER THROUGH TO ELITE PLAYER

WHY GET INVOLVED?

There are many benefits of an association including:

Premium Opportunity - associate with one of Kent's leading sports, which in 2015 celebrates its 125th Anniversary

Sales On Line - drive awareness and sales of your product/service through Kent Tennis social media and APPs, with access to 39,000 club members

Sales / Experiential Marketing - an opportunity to create and brand your own area to sell, promote and sample your product/service at tennis centres

Branding - a huge opportunity to promote brand through news PR, advertising, direct marketing and sales promotion activity. Rights to use footage, still photographs and official marks logo of Kent Tennis / Kent LTA in promotions

Excellent PR Exposure - Regional TV, Radio & Press profile: with over 2.8 million people in Kent and millions more throughout the UK

Access to Major Events - there is a range of hospitality opportunities through sponsoring Kent Tennis, including: Entertaining guests at the All England Club; and access to tickets to tennis tournaments such as Wimbledon

Networking - access to the Kent Tennis / Kent LTA community

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SERVING KENT TENNIS

THE TEAMS

The following 26 County Elite Teams are available for sponsorship.

Kent is one of the best performing counties in the country with both the Men and Women's County Elite Teams playing in Division 1 of the Summer County Cup, the highest level attainable.

Kent players had a great year in 2013, with: two Junior County Elite Teams, the Boys 12's and 14's, becoming National Champions; individual brilliance from James Davis winning both the singles and doubles Road to Wimbledon National titles; and stellar performances from two of the Ladies Senior Teams, the 55's and 70's, who qualified for the National Play-offs.

County Elite Teams Playing In The UK

Kent Tennis fields 26 County Elite Teams across 15 age groups - 5 x Junior, 1 x Adult; and 9 x Senior.

These teams play their matches at venues throughout the UK and are an excellent vehicle for increasing the profile of your brand inside, as well as outside Kent.

Each County Elite Team has between five and ten players competing, but many more are used over the course of the season so the squad size, on average, is between ten and twenty.

The County Elite Teams play all over the UK either: in leagues with on average five fixtures per season; and/or at events, which might be a long weekend or up to a week in duration.

- Summer venues include - Devonshire Park, Eastbourne; Cromer, Norfolk; and Felixstowe
- Winter venues include - Bath University; Loughborough University; Redbridge, Essex; and Bolton

All County Elite Teams train at the Bromley Tennis Centre.

	Junior Teams					Adult		Seniors								
	9	10	12	14	18	Men	Ladies	35	40	45	50	55	60	65	70	75
Male	√	√	√	√	√	√		√		√	√	√	√	√	√	
Female		√	√	√	√		√	√	√		√	√	√	√	√	√



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THE TEAMS

MEN'S & LADIES

The Men's and Ladies Elite Teams play in both Winter and Summer events. Both are in Group 1 for the Summer event and compete at the Inter County Group 1 Tournament at Devonshire Park, Eastbourne for a week in July.

JUNIORS & SENIORS

The Junior and Senior County Elite Teams compete throughout the year at different times. Events are typically held over week in Summer and over the weekend in the Winter with teams competing against between three and five other counties.

These events attract around 200 – 300 people comprising players, coaches, parents, spectators from the counties to support and people at the venue itself.

JUNIORS

The Kent Junior County Elite Teams at 10s, 12s and 14's have two stages to their events, if they are successful at Stage 1 they qualify through to the National Finals for the top 8 counties, which is held in Bolton. The Kent Juniors County Elite Teams had a successful 2013, with the Boys 12s and 14s Teams becoming National Champions.

SENIORS

Most of the Senior County Elite Team matches are played in a league format played away at other UK counties or at home at the Bromley Tennis Centre or Polo Farm, Canterbury.

All Men's Senior County Elite Teams play in Division 1, with the exception of the 70s team, who will play in Division 2 in 2014.



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THE COMPETITIONS

The following four, one adult and three junior, Tournaments and Competitions are available for sponsorship.

KENT INTER CLUB DOUBLES - SUMMER & WINTER COMPETITIONS

The Kent Inter Club Doubles Summer & Winter Competitions are the biggest in Kent, attracting 346 teams from 54 clubs playing in a League format for Men, Ladies, Mixed and Seniors competitions.

Many Clubs enter more than one team – some 10 plus teams. Matches are played home and away, the winners Trophies are traditionally presented at the Kent Tennis AGM (held in December).

Summer Competition - April - September

Winter Competition - October - March

KENT COUNTY CLOSED CHAMPIONSHIPS

The Kent County Closed Tournament is the biggest tournament of its kind in UK attracting over 500 entrants to a week-long tennis extravaganza.

Played in last week of August each year at The Bromley Tennis Centre, the HQ of Kent Tennis, the tournament attracts over 500 players and around 250 spectators each day.

Competitions include: Women's Singles; Men's Doubles; Mixed Doubles; Women's Doubles for a range of age groups, including: Under 8, Under 9, Under 10, Under 12, Under 14, Under 16, Under 18 and Open category.

The 2014 Kent Closed Junior Tournament will be held between 24th and 30th August 2014.

KENT JUNIOR CLUB WINTER TEAM COMPETITION

The Kent Junior Club Winter Competition attracts around 200 Junior teams from 30-40 clubs.

The inter-club format is run across all age groups from Under 8 to Under 18, starting in area leagues with teams qualifying for finals.



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THE COMPETITIONS

KENT SCHOOLS COMPETITIONS

The Kent Schools Competitions are an excellent opportunity to promote your brand in a schools environment, featuring 233 schools and over 2,000 players.

Title sponsorship of six competitions is available, running in Primary and Secondary Schools in Kent, played over the Summer Term.

Finals of each event are held at Bromley Tennis Centre.

A great way to integrate your brand into the: promotional literature, venues, umpires, nets, finals and Awards/Prizes.

Competition	Number of Schools entered	Number of Players involved
Primary Schools Team Competitions	19	296
Primary Schools Annual Doubles Championships	20	226
School Sport Partnership – Year 3 & 4 Competition	121	785
Secondary Schools Winter Tournament	22	166
Secondary Schools Annual Doubles Championships	33	332
Secondary Inter Schools Competition	18	244
TOTALS	233	2049



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BROMLEY TENNIS CENTRE – THE HOME OF KENT TENNIS

For the Main Sponsor, we are offering naming rights to the Bromley Tennis Centre.

Opened in 2004, the Bromley Tennis Centre is the premier tennis facility in Kent and the jewel in the crown of Kent Tennis.

Classified as a High Performance Centre, the Bromley Tennis Centre is the HQ of Kent Tennis Team, Kent LTA Council & Board.

The Centre is the largest in Kent and boasts 6 indoor and 4 outdoor courts, gym, studio, player study room, spectator area and a café – its vision is to serve as both the premier focal point for tennis development in Kent and as the best local community tennis centre in the borough.

It has 950 tennis members of all ages; 136 fitness members and is linked to: 8 primary schools, 2 secondary schools and 1 college.

The Centre hosts many tournaments throughout the year including; school events, County team training and matches, the Road to Wimbledon finals, two inter-County Cup events and the biggest County Closed Tournament in the UK.

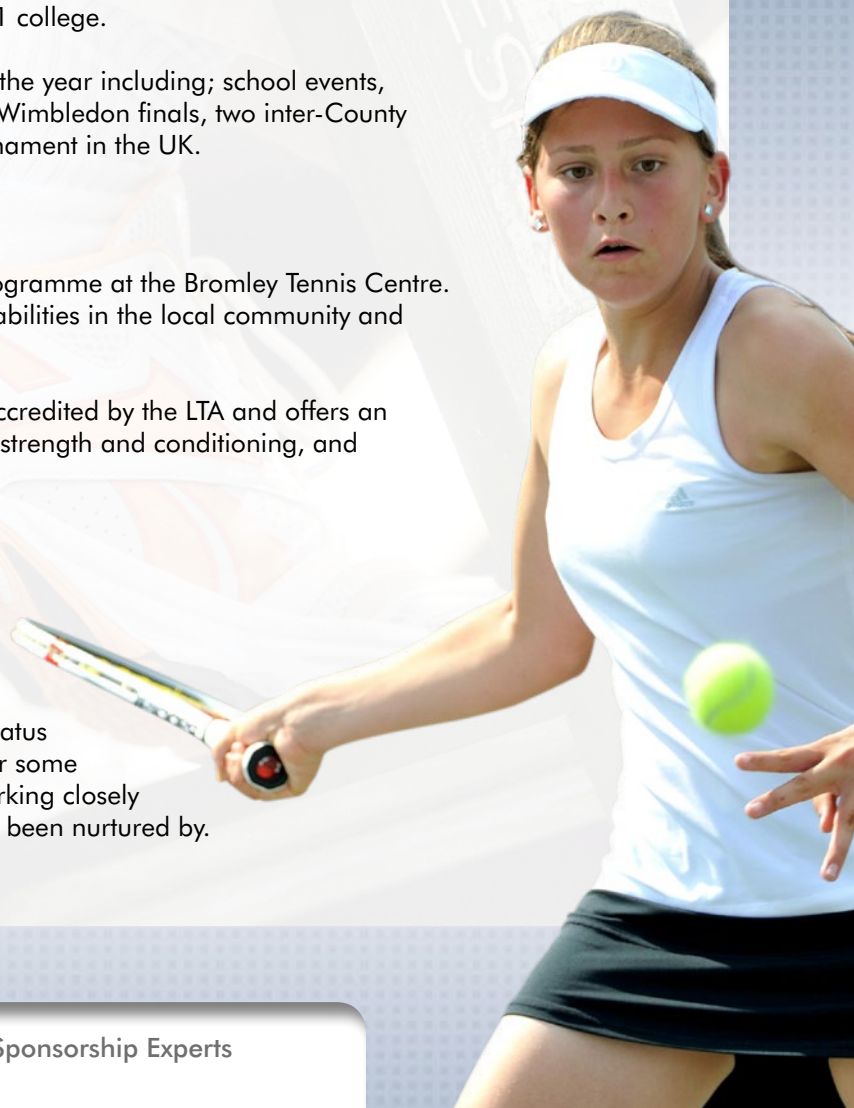
Bromley Tennis Academy

The Bromley Tennis Academy is the coaching programme at the Bromley Tennis Centre. It offers quality tennis activities for players of all abilities in the local community and the wider area of Kent and the South East.

The Centre's High Performance programme is accredited by the LTA and offers an all year round specialised programme in tennis, strength and conditioning, and tournament support.

Attendances in the BTA coaching programme are 1,000 per week representing 650 people, some of whom play two, three or four times a week.

The high performance programme at Bromley now has 14 players who have achieved matrix status and all the matrix players in Kent now have all or some of their training at Bromley with BTA coaches working closely with the clubs, which some of these players have been nurtured by.



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TENNIS CLUBS WITH 39,000 MEMBERS

HIGH PERFORMANCE TRAINING ACADEMY

There is an opportunity to sponsor the 121 Kent LTA registered coaches.

Kent Tennis runs a number of Coach Development courses including: Cardio Tennis; Mini Tennis; Tec/Tac/Competition; Tennis Whizz (all about Tots Tennis) and Play Tests; First Aid; 'Safety and Well-Being'; Equality, Diversity and Inclusion; and GB Sport Workshops on Marketing and Business.

Course participants vary across the different venues from a dozen or so to up to over 1,000 seen each week during school term dates with a mixture of Mini Tennis (10 & Under); Junior Tennis (11-18 yrs) and Adult Tennis.

DISABILITY TENNIS IN KENT

There is an opportunity to have naming rights to Kent Tennis' Disability Programme, which is currently being developed.

Disability tennis is simply the general term used to describe the various adaptations of tennis that are on offer for disabled people to have fun playing - the most well-known versions are deaf, learning disability, wheelchair and visually impaired tennis.

But social play isn't restricted to a particular type of tennis, disabled people can play against their non-disabled friends or family and take part in inclusive sessions and/or impairment specific sessions.

The Kent Tennis team is working closely with LTA personnel to make links with local schools and set up sessions for people with learning disabilities and wheelchair users.

Future plans include working with other disability groups and competitions. When finalized the Bromley Tennis Centre will become an LTA Disability Hub.



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THE KENT TENNIS BALL – GALA DINNER & ANNUAL AWARDS

Attracting over 400 guests each year, The Kent Tennis Ball feature the Annual Awards and Gala Dinner and is held at The Wildernesse Club in Seal in March/April.

Players and teams, clubs and coaches, LTA Kent staff and volunteers, as well as supporters and friends of Kent Tennis celebrate all that is great about our county tennis. The awards include:

- Player of the Year
- Junior Player of the Year
- Coach of the Year
- Club of the Year (1 – 4 courts)
- Club of the Year (5+ courts)
- School of the Year
- Junior Leader of the Year
- Senior Team of the Year
- Adult Team of the Year
- Junior Team of the Year
- Volunteer of the Year
- Lifetime Achievement Awards

In 2015, the Awards will be held at The All England Club, Wimbledon to celebrate the 125th Anniversary of Kent Tennis.

SPECIAL EVENTS

Main Sponsor and Official Partners can get involved with a number of Kent Tennis events organized throughout the year. Events include:

- **Kent Tennis Open Days** - held on the middle Sunday of Wimbledon, where people of all ages and abilities come along and 'Give Tennis a Go!'
- **Great British Tennis Weekend** - Open Days held throughout four weekends in June, July and August to promote tennis



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MAIN SPONSOR & OFFICIAL PARTNERS INVENTORY

N.B. All branding costs at Sponsor's own expense.	MAIN SPONSOR	OFFICIAL PARTNER
TITLE RIGHTS		
Rights to title of "Official Sponsor of Kent Tennis powered by [Main Sponsor Name]" for PR and advertising use	Yes	
Rights to title "Official Partner of Kent Tennis powered by [Main Sponsor Name]" for PR and advertising use. Up to 4 Official Partners		Yes
Category Exclusivity. The identity of the space in connection with the Main Sponsor must always predominate and take precedence over the identity of Official Partners and Kent Tennis Business Club Members	Yes	Yes
IMAGE RIGHTS		
Right to generate & use Kent Tennis / Kent LTA images (still and moving) in all Sponsor advertising & promotional materials	Yes	Yes
BRANDING LOGO RIGHTS		
Development of composite Kent Tennis logo	Yes	Yes
BROMLEY TENNIS CENTRE		
Rights to title "The [Main Sponsor Name] Bromley Tennis Centre" Branding / Logo on: - Building and facilities: outside of building; reception area; around indoor courts; around outdoor courts; on side of court nets; staff apparel - All promotional and business materials concerning The [Main Sponsor Name] Bromley Tennis Centre including: Posters, Flyers; Letterheads; Business Cards - All websites, social media sites and APPs concerning The [Main Sponsor Name] Bromley Tennis Centre	Yes	Official Partners choose one of: County Elite Teams; Tournaments / Competitions; Coaches & High Performance Training Academy; or Disability Programme
COUNTY ELITE TEAMS		
Naming rights to the following County Elite Teams: Junior County Elite Teams x 5; Men's County Elite Team x 1; Women's County Elite Team x 1; Senior County Elite Team x 9 Branding on: - Apparel - tennis kits and track suits of each team - All promotional materials regarding the teams - All websites, social media sites and APPs concerning the teams	Yes	
TOURNAMENTS & COMPETITIONS		
Naming rights to the following county wide Tournaments & Competitions: Kent Inter Club Doubles - Summer & Winter Competitions Kent Closed Junior Tournament Kent Junior Club Winter Team Competition Kent Schools Competitions x 6 Rights include: - Naming of tournament - Branding around outdoor courts; on side of court nets (where possible) - All promotional and business materials concerning the competitions/tournaments including: Posters, Flyers; - All websites, social media sites and APPs concerning the competitions/tournaments	Yes	
COACHES & COACHING PROGRAMME		
Naming rights to the High Performance Training Academy with the following rights: Branding on: - Apparel - coaches kits and track suits - All promotional materials regarding the coaches - All websites, social media sites and APPs concerning Coaches & High Performance Training Academy	Yes	
DISABILITY PROGRAMME		
Naming rights to the Disability Programme with the following rights: - Apparel - coaches kits and track suits - All promotional materials regarding the Disability Programme - All websites, social media sites and APPs concerning the Disability Programme	Yes	

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N.B. All branding costs at Sponsor's own expense.	MAIN SPONSOR	OFFICIAL PARTNER
GENERAL BRANDING (VIA USE OF LOGO):		
Promotional and Official Materials – on all promotional materials including letterheads and stationery	Yes	Yes
Press Materials – included in: Official media packs; Official press releases & paper	Yes	Yes
Press Conferences - at all press conferences & functions via: Press conference backdrops	Yes	Yes
MEDIA & PROMOTIONAL RIGHTS		
Press Conferences & Launch Event - right to host press conferences and sponsorship signing ceremony (Sponsor's own expense)	Yes	Yes
Editorial & Advertisements - in 2 x p.a Kent Tennis Newsletter (1,000 copies) and 3 x p.a. Kent Tennis Direct (200 copies)	Full Page	Full Page
Promotional Campaigns - inclusion in any promotional campaigns	Yes	Yes
Social Media & Websites & Email Newsletters - advertisements and editorial	Yes	Yes
The Kent Tennis App - inclusion of logo in planned App	Yes	Yes
EXPERIENTIAL/PRESENCE MARKETING RIGHTS		
Provision of a Promotional Zone & Sampling at Bromley Tennis Centre and /or venue/s where sponsored County Elite Team is playing or where sponsored Tournament is taking place (where applicable)	Yes	Yes
125TH ANNIVERSARY – SPIRIT OF KENT TENNIS		
Involvement with 125th Calendar of activities including: Summer & Winter events County Closed Tournament - August Gala Dinner At Wimbledon - November Commemorative Handbook - History Of Kent Tennis	Yes	
HOSPITALITY & NETWORKING RIGHTS		
Annual membership of Kent Tennis Business Club – covering access to major event tickets (e.g. Wimbledon) and All England Club Hospitality (see below)	"Match" Package	"Set" Package
Formal Introductions; Networking with stakeholders	Yes	Yes
DATA RIGHTS		
Data capture mail list forwarding service access	Where applicable	Where applicable
ACCOUNT MANAGEMENT		
Provision of account manager to manage sponsorship and post event report	Yes	Yes



KENT TENNIS
BUSINESS CLUB

Bromley
TENNIS CENTRE

REACHING OUT TO OVER 120
TENNIS CLUBS WITH 39,000 MEMBERS

GAME, SET & MATCH



An exclusive club whereby members become Proud Supporters of Kent Tennis and are promoted in that capacity in Kent Tennis publications and materials/website. Members have access to Kent Tennis networking events and major tournaments in the UK.

There are three levels available - Game, Set & Match. Members can also personalise the package of membership benefits to suit their needs.

	GAME	SET	MATCH
BRANDING & TITLE RIGHTS			
Use the Kent Tennis name/logo in your own publicity (e.g. "Proud Supporter of Kent Tennis / Kent LTA")	Yes	Yes	Yes
Logo/hotlink on Kent Tennis website Sponsors' page	No	Yes	Yes
Logo/hot link on social media sites and any Kent Tennis APP	No	Yes	Yes
Advertisements in Kent Lawn Tennis Newsletter – 2 x p.a.	¼	½	Full
NETWORKING & HOSPITALITY			
Table at Tennis Ball (Annual Awards & Gala Dinner)	X 1	X 1	X 1
Access to major tournaments (e.g. Wimbledon)	Yes	Yes	Yes
Play at The All England Club followed by Dinner for up to 8			Yes
TENNIS			
Membership of Bromley Tennis Centre	Yes	Yes	Yes
Exclusive hire of Bromley Tennis Centre for corporate event		Yes	Yes

CONTACT

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