

# Sponsorship and Advertising Opportunities

Lichfield Friary Lawn Tennis Club

## Contact

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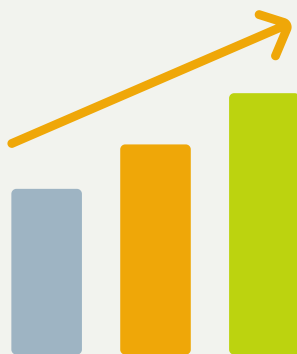


# Sponsorship and Advertising Opportunities



**We have some exciting opportunities for businesses across the district and beyond; to raise your profile, share brand and sales messages and to support some amazing community events.**

Please note: all prices quoted are exclusive of vat and sponsorship is allocated on a first come-first paid basis for suitable organisations.



# Tennis

## PLENTY OF REASONS TO CHOOSE TENNIS



- IT'S FOR EVERYONE.
- IT'S SOCIAL.
- IT'S MORE ACCESSIBLE THAN YOU MIGHT THINK.
- IT STRENGTHENS YOUR WHOLE BODY.
- IT PROMOTES HEALTHY WEIGHT LOSS.
- IT CAN LOWER OUR RISK OF VARIOUS DISEASES.
- IT CAN IMPROVE FLEXIBILITY, BALANCE AND COORDINATION.
- IT CAN BOOST OUR MENTAL HEALTH.
- IT'S FUN.

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5.6 MILLION PEOPLE WERE REPORTED TO  
HAVE PLAYED TENNIS IN THE UK IN 2023, 42%  
OF WHICH WERE FEMALE.



# Exciting Opportunities to Raise Your Business Profile

## Brand Exposure

Gain extensive brand visibility and exposure through prominent logo placement on banners, court signage, and promotional materials at tournaments and events. Your company's logo will be prominently displayed in front of a large and diverse audience, increasing brand recognition and recall.

## Targeted Marketing

Access a highly engaged and passionate target audience of tennis players, enthusiasts, and spectators. Tennis attracts individuals from various demographics, including young professionals, sports enthusiasts, and fitness-conscious individuals. Sponsoring tennis allows you to directly connect with your ideal customer base.

## Digital Promotion

Leverage digital platforms such as social media, websites, and email newsletters to reach a wider audience. Your company's logo and promotional messages can be shared across these channels, increasing online visibility and engagement.

# Exciting Opportunities to Raise Your Business Profile

## Networking Opportunities

Participate in networking events and exclusive gatherings associated with tennis tournaments. This provides valuable opportunities to connect with industry professionals, potential clients, and other sponsors, fostering business relationships and potential collaborations.

## Community Engagement

Demonstrate your commitment to the local community by supporting grassroots tennis programs, youth initiatives, or charitable causes associated with the sport. This involvement showcases your company's social responsibility and can enhance your corporate image.

## Media Exposure

Benefit from media coverage and press releases related to tennis tournaments and events at the Club. Local newspapers, sports magazines, and online platforms often cover tennis activities, providing an additional avenue for brand exposure.

# Exciting Opportunities to Raise Your Business Profile

## Product Placement and Sampling

Showcase your products or services by providing samples or promotional items at tournaments and events. This allows participants and attendees to experience your offerings first hand, generating interest and potential leads.

## Co-Branding Opportunities

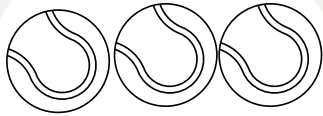
Collaborate on co-branded marketing campaigns, merchandise, or special events, leveraging the synergies between your company and tennis. This can create a unique and differentiated marketing proposition, reinforcing your brand's values and messaging.

## Employee Engagement

Engage your employees in tennis-related activities, such as team-building tournaments, wellness programs, or corporate leagues. Participating in tennis can promote a healthy lifestyle, boost morale, and foster a sense of camaraderie among employees.

# Sponsorship Types Available

## Position: Court Windbreak Panels



### Headline Sponsor *Platinum*

**3 years**

This is an incredible opportunity to raise your brand profile to hundreds of people over three years and to be visibly supporting the prime tennis facility in Lichfield.

The official "LFTC Sponsor" title

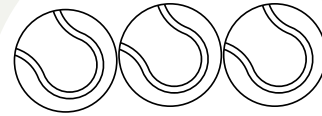
Company signage on all six court windbreak panels – largest logo and premium positioning

2x Company days with exclusive access to the facility

Inclusion in all related Club communication – min. of six per year

Inclusion in articles and posts on social media

**£2,000**



### Associate Sponsor *Gold*

**3 years**

This is an incredible opportunity to raise your brand profile to hundreds of people over three years and to be visibly supporting the prime tennis facility in Lichfield.

The official "LFTC Sponsor" title

Company signage on all six court windbreak panels

1x Company days with exclusive access to the facility

Inclusion in all related Club communication – min. of six per year

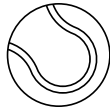
Articles and posts on social media

**£1,000**



# Sponsorship Types Available

## Position: Court Dividing Fencing



### Associate Sponsor *Silver*

**3 years**

The official "LFTC Sponsor" title

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Company signage on one banner  
located on court dividing fencing.

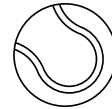
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Inclusion in all related Club  
communication – min. of six per year

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Articles and posts on social media

**£500**



### Associate Sponsor *Bronze*

**1 year**

The official "LFTC Sponsor" title

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Company signage on one banner  
located on court dividing fencing.

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Inclusion in all related Club  
communication – min. of six per year

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Articles and posts on social media

**£300**




## Position Example: Court Windbreak Panels



## Position Example: Courts Diving Fencing





# About Lichfield Friary Lawn Tennis Club

Lichfield Friary LTC was founded in 1937 at a site on Christchurch Lane in Lichfield. We moved to our current premises in 1985. Following a merge with Lichfield (Birmingham Road) Tennis Club in 2012, we became Lichfield's only club exclusively for tennis.

Our tennis committee manages the club's operations for the benefit of our members.



## Facts For Potential Sponsors

The Club hosts over 2,500 members of the community each year for tournaments, coaching, matches and events.

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The Club runs over 10 different core programme coaching sessions per week.

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The Club runs around 6 social sessions weekly.



# Thank you!

If you are interested in any of these opportunities please email [membership.lftc@gmail.com](mailto:membership.lftc@gmail.com) and one of the team will be in touch with you as soon as possible.

**We look forward to talking with you.**

