



# THE QUBE LIVERPOOL INTERNATIONAL TENNIS TOURNAMENT 2024

13-15 June

## *PRESENTING* SPONSORSHIP PROPOSAL

Presented By



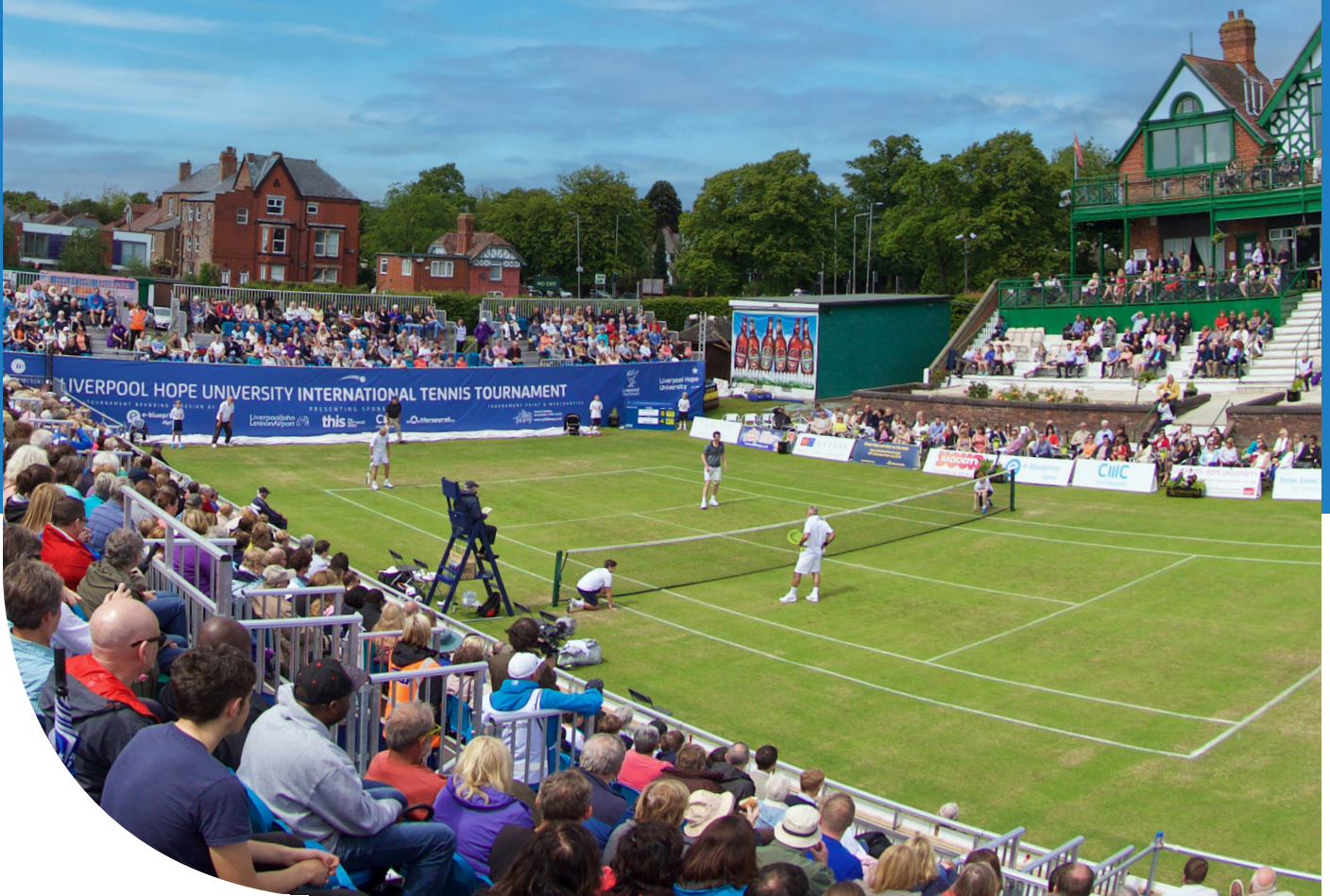


# THE QUBE LIVERPOOL INTERNATIONAL TENNIS TOURNAMENT 2024

13-15 June

*Established in 2002*

**A PRESENTING PARTNERSHIP OPPORTUNITY  
AT THE LARGEST AND LONGEST RUNNING  
TENNIS EXHIBITION IN EUROPE.**





# ***A brief introduction to The Liverpool International Tennis Tournament.***

***The Liverpool International Tennis Tournament (LITT) was established in 2002 as a warm up event for Wimbledon to give top ATP and WTA players as much grass court practice as possible prior to the most important tennis tournament in the world, Wimbledon.***

***Since the inaugural tournament Northern Vision has gathered an incredible list of the world's best players competing in Liverpool such as Novak Djokovic, David Ferrer, Marat Safin, Caroline Wozniacki and Martina Hingis to mention a few.***

The Tournament each year adds on a legends elect to the day and we have over the years hosted some of the most famous tennis players of the Open era like Bjorn Borg, John McEnroe, Martina Navratilova, Virginia Wade, Mats Wilander, Richard Krajicek, Greg Rusedski and the Iranian tennis trickster with the unmistakable 'tash', Mansour Bahrami.

Northern Vision each year carries out lot of work at grass route level and runs one of the most extensive CSR programs for tennis in the UK. We are the holder of an incredible world record in the largest tennis lesson ever staged where 806 kids from schools around Liverpool participated.

Prior to our Tournament each summer we run mini tennis lessons in Liverpool (Williamson Square, The Exchange Flags, The Town Hall, Liverpool One) reaching out to people to get them onto a tennis court.

Northern Vision works closely with

The Lawn Tennis Association to guide as many of the children and adults who attend our promotional program tennis to tennis clubs in Liverpool and its region. We have over the years introduced over 150,000 children to tennis through our Kids Programme prior and during during The Liverpool International Tennis Tournament.

At Northern Vision we have a philosophy to use Sport and Tennis as a tool to become active and healthy. In addition to our CSR program Liverpool International has projects involving students, local businesses and charities, making it a very community oriented event.

The tournament each year support a number of local charities and we have in recent years supported The R Charity and Leadership through Sport.

Due to the financial austerity hitting the Liverpool City Council they no longer look upon sport as something they can support and hence it is of great importance for the private sector to



embrace our initiative by encouraging kids and adults to stay healthy and active to fight obesity, mental health and crime through playing tennis.

In addition your firm will be part of putting Liverpool on a very exclusive map as tennis has an incredible global reach ensuring great economic and promotional gain for the North West.

I hope you will find the content of this brochure interesting and that we can meet up to discuss opportunities further.

Thank you for reading!

**Anders Borg**  
Tournament Director

# TOURNAMENT MARKETING, PR, CSR & HR OPPORTUNITIES

*This is a Partnership proposal for The Liverpool International Tennis tournament June 2024. The event takes place at the Liverpool Cricket Club, one of the oldest sporting grounds in the UK. Our partners are part of showcasing great international tennis to the general public, corporate clients, sponsors, creating valuable media value for the private and public sector in the North West in addition to be associated with one of the largest CSR programs for sport in the region.*

Our partner and delegate packages provide much more than straight-forward badge sponsorship, they provide an extension to company's existing PR, marketing, branding, HR and an extensive Corporate Social Responsibility program. In addition there are ample promotional opportunities through branding and company exposure in the corporate and public area and at all social media channels.

Northern Vision run an extensive promotional period leading up to the tournament by offer mini tennis promotion in prominent places such as Liverpool One and The Exchange Flags.

Northern Vision will also deliver the 9th Tennis Europe and International Tennis Federation Junior Event taking place at The Liverpool Tennis Center each November and February each year.. Players aged 12-18 from more than 45 nations are attending these two weeks of International Tennis in Liverpool where up and coming local talent are playing against the very best junior players from around the world.







# ***PRESENTING SPONSOR PROPOSAL***

## ***TOURNAMENT MARKETING PR, CSR & CORPORATE HOSPITALITY***

- Naming rights as one of the Presenting Sponsors of Liverpool International Tennis Tournament 2024
- Name and logo prominently placed within the official website including homepage [www.liverpooltennis.co.uk](http://www.liverpooltennis.co.uk) and on sponsor listing page roller.
- Your branding and bespoke promotions across all social media channels
- Prominent branding and your company name within all marketing material and on items such as press backdrops, flags, banners etc.
- Two perimeter adverts on the centre court.





## TOURNAMENT MARKETING PR, CSR & CORPORATE HOSPITALITY

- Opportunity to promote during Kids Day Only at Liverpool Tennis Center June 2024.
- Opportunity for exhibition and promotional activity in Liverpool City Centre public areas within our court facilities.
- Opportunity to set up a 3x3 promotional marquees within corporate hospitality village. (at own cost)
- One tobleronne branding board to be showcased at each promotion in Liverpool One (TBC), The Exchange Flags,

Williamson Square and one other promotional site (TBC) during a two week period in May/June prior to the International 2024.

- 1 press release and 2 social media and/or efler campaigns showcasing your company /products or promotions from February - June 2024
- Two coin toss opportunities on center court during the International.



# TOURNAMENT CORPORATE HOSPITALITY, NETWORKING

- One Courtside VIP table of 10 per day throughout the tournament (totalling of 30 guests incl 3 course lunch or buffet with wine allocation.)
- 25 general admission tickets for centre court on each day of the event.
- Two 45-minute pro-am tennis clinics for up-to four people.
- Photograph opportunities with players.



# THE LARGEST TENNIS OUTREACH PROGRAM IN BRITAIN.

*Festival of Tennis serves an ace with amazing attendance at Liverpool One.*



The 12th Festival of Tennis will take from the last Bank Holiday in May for three weeks introducing general public to tennis with free lessons between 12pm and 3pm on a daily basis.

This initiative gives thousand of kids from Liverpool the opportunity to try tennis for the first time and we are confident we can prove to them what a great game tennis is and that it is a game for life!

Further promotional venues for 2024 to be confirmed.

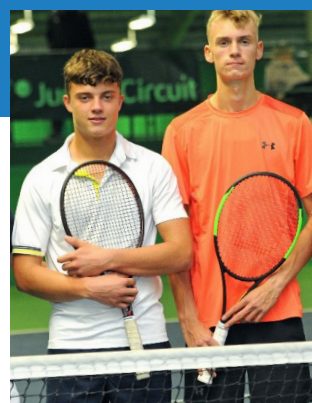
Each year we are also running a Corporate Doubles Competition for all Sponsors and Partner of Liverpool International Tennis Tournament taking place at the Exchange Flags behind the Liverpool Town Hall.



# LIVERPOOL JUNIOR INTERNATIONAL TENNIS TOURNAMENT 2024

*SINCE 2013 NORTHERN VISION HAS ORGANIZED THE LIVERPOOL JUNIOR INTERNATIONAL, TAKING PLACE AT THE LIVERPOOL TENNIS CENTRE AS PART OF OUR ALL-YEAR LONG COMMUNITY PROGRAMME.*

*INCREDIBLY, THE 2022 US OPEN CHAMPION EMMA RADUCANU STARTED HER AMAZING JOURNEY WITH A WIN IN OUR TOURNAMENT IN 2015!*



Northern Vision will also deliver the 9th Tennis Europe and International Tennis Federation Junior Event taking place at The Liverpool Tennis Center each November and February each year. Players aged 12-18 from more than 45 nations are flying into Liverpool to compete for International Ranking Points during these 5 weeks where up and coming local talent are playing against the very best junior players from around the world.

We aim to bring talented national and international youngsters not only to promote Liverpool as a city of tennis but to also bring local kids to see and compete (through wildcards) against international junior players of their age.

In 2024 we will organize an incredible 5 International Tennis Federation U18 and Tennis Europe U14 tournaments. The bonanza starts in the middle of February with two ITF tournaments back to back and finishing off the program with 3 further ITF and TE tournaments in November.

More than 1200 kids from nearly 50 different nations are expected to attend these 5 weeks of junior tennis bonanza. These events are crucial for the developments of local up and coming talents who will be offered wild cards into the tournaments and who knows, another Grand Slam Winner such as Emma Raducanu.

Additionally, the event is part of our philosophy in Northern Vision to make an active difference to the lives of young people throughout Liverpool and the Wirral - proving that tennis as a sport can help them to develop transferable life skills such as self-esteem, respect for others and the ability to work in a team, in addition to helping to fight obesity and crime and help the region to become the healthiest in Britain. The Liverpool tennis Centre is a fantastic venue for such tournaments and puts Liverpool on a very prestigious.

# ***THE 2024 LIVERPOOL INTERNATIONAL JUNIOR TOURNAMENT SCHEDULE:***

***INTERNATIONAL TENNIS FEDERATION G5 11-17 FEBRUARY***

***INTERNATIONAL TENNIS FEDERATION G5 18-25 FEBRUARY***

***TENNIS EUROPE U14 G3 5-11 NOVEMBER***

***INTERNATIONAL TENNIS FEDERATION G4 8-13 NOVEMBER***

***INTERNATIONAL TENNIS FEDERATION G5 12-18 NOVEMBER***





# THE LIVERPOOL INTERNATIONAL TENNIS TOURNAMENT HOLDS A WORLD RECORD!

***Liverpool has officially smashed the world record for the largest ever tennis lesson according to the Guinness Book of Records – beating the marker set by Andy Murray’s mum Judy in July of 770 kids.***

The Liverpool International Tennis Tournament now holds the world record by coaching 806 kids during a tennis lesson during Kids Day.

Firmly guided by coaches, including Merseyside’s own Wimbledon legend Barry Cowan, local children from all over Liverpool took part in the session.

Mayor of Liverpool Joe Anderson led the plaudits following the announcement the record would stand.

“Congratulations to everyone who took part in this record-breaking tennis coaching lesson,” he said. “They should rightly be proud of themselves for making history.

One of the great aspects of the Liverpool International Tennis Tournament is the way in which it is inspiring the next generation of tennis players and encouraging young people to take up the sport.”

Ian McKenna, Director of Development at Liverpool Hope University said: “Breaking a world

record is a fantastic achievement, and I am sure that sense of accomplishment will stay with all of the young people involved for a long time. I hope that their experience as record breakers will help them develop a lifelong love of sport as fun, as part of a healthy lifestyle or even a career.”

Anders Borg said that he was immensely proud to bring the record to the city:

“We have been running the tournament in Liverpool since 2002 and throughout that time we have worked hard to introduce young people to the sport as an alternative to football. To have so many schools get involved with this effort and succeed in bringing the record to the city of Liverpool is a fantastic achievement and every pupil who took part should be proud that they have made history. Hopefully this will inspire them to go out to tennis clubs, playing fields and open spaces all over the city playing tennis and who knows, the next big British talent may well be right here in Liverpool.”





# TOURNAMENT HISTORY

## MENS WINNER YEAR

## WOMENS YEAR WINNER

Enzo Couacaud 2023

Dimitar Kuzmanov 2022

James Ward 2021

Pablo Lorenzi 2019

Alessandro Giannessi 2018

Steve Darcis 2017

Damir Dzhumhur 2016

Aljaž Bedene 2015

Michael Russell 2014

Martín Alund 2013

Kevin Anderson 2012

Fernando González 2011

Paul-Henri Mathieu 2010

Mardy Fish 2009

Amer Delic 2008

David Ferrer 2007

Xavier Malisse 2006

Ivan Ljubičić 2005

Ivan Ljubičić 2004

Jan-Michael Gambill 2003

Marat Safin 2002

2023 Nigina Abudraimova

2022 Qiang Wang

2021 Beth Grey

2019 Kaia Kanepi

2018 Corinna Dentoni

2017 Polona Hercog

2016 Qiang Wang

2015 Ana Bogdan

2014 Jordie Burrage

2013 Coco Vandeweghe

2012 Belinda Bencic

2011 Martina Hingis

2010 Eugenie Bouchard

2009 Michelle Larcher de Brito



2008 Caroline Wozniacki





*Creating unique events for public and corporate gains.*

PLAYER REPRESENTATION  
SPORTS TRAVEL  
CONFERENCES  
ACADEMIES  
EVENTS

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 [facebook.com/InternationalTennisTournament/](https://facebook.com/InternationalTennisTournament/)  [Liverpool Tennis](https://twitter.com/LiverpoolTennis)

Go to [www.liverpooltennis.co.uk](http://www.liverpooltennis.co.uk) for further information

