



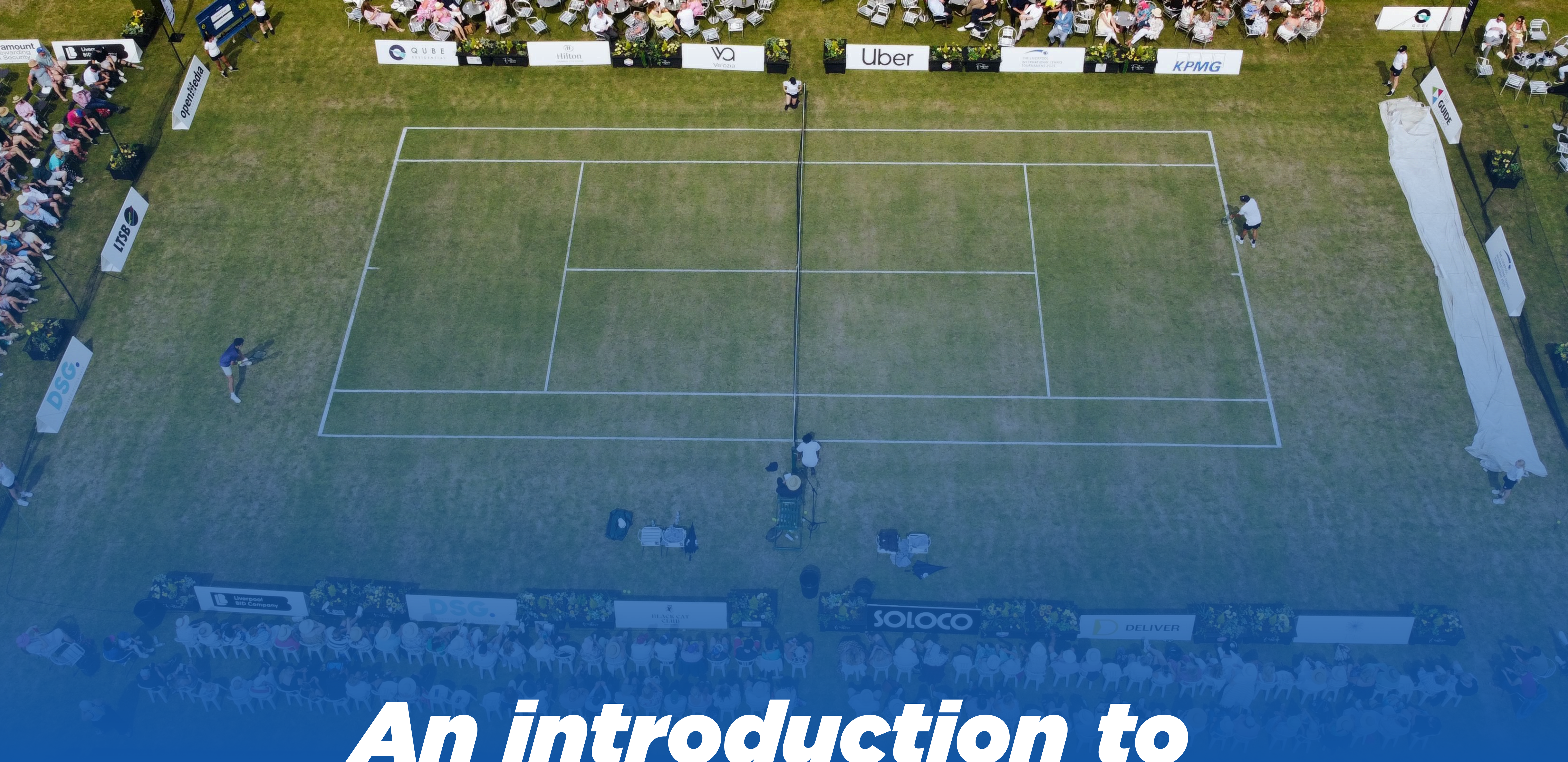
Partnership
Proposal

Presented by



**THE LIVERPOOL
INTERNATIONAL TENNIS
TOURNAMENT 2026**

18-20 June



An introduction to The Liverpool International Tennis Tournament.

The Liverpool International Tennis Tournament (LITT) is an undisputed highlight of the city's sporting and cultural calendar.

Since our first tournament in 2002, we've welcomed hundreds of local, national, and international businesses to experience the thrill of live professional sport, meet like-minded people, and grow their brand.

Icons like Novak Djokovic, Caroline Wozniacki, Marat Safin, Martina Hingis, Bjorn Borg, John McEnroe, and other tennis greats have graced our courts.

We've introduced countless Merseyside youngsters to a sport once thought of as elite and out of reach.

We've helped launch the careers of rising stars such as Emma Raducanu, current LITT Champion Patrick Brady, and Wirral's Abi Redman, who secured a full tennis scholarship in the USA after winning our ITF tournament.

But the true secret to our success? People like you – partners whose backing makes everything from centre-court action to community outreach possible.

Here's how you can be part of it in 2026.

What's the value?

In 2024 the Liverpool International Tennis Tournament PR campaign reached **over 900,000** adults across Liverpool, the UK, and beyond. Our audience breakdown was:

Audience Breakdown

46%

LOCAL

14%

REGIONAL

29%

NATIONAL

11%

INTERNATIONAL

Our event was featured on the likes of the Liverpool Echo, Yahoo! News UK, BBC Radio Merseyside, The Guide Liverpool, Visit Liverpool, and more.

With a total **PR and advertising value of more than £3m**, LITT is a fantastic opportunity to shout about your business and reach your ideal audience.



Presenting Partner Package

A LITT Presenting Package is a premium partnership option for your business.

Our comprehensive programme is packed with opportunities to enhance your PR, marketing, branding and CSR initiatives, including:

*marquees to be provided by your business at own cost

- Naming rights as one of The Presenting Sponsors of LITT 2026
- Bespoke social media promotions
- Your company name and logo across branded marketing materials such as our website, press walls, flags, banners, and more
- One centre-court perimeter adverts
- Promotional materials at Kids Only Day at Liverpool Tennis Center, June 2026
- One toblerone branding board at 4 x mini tennis events across two weeks, June 2026
- Optional promotional activity at mini-tennis events in Liverpool City Centre
- 3mx3m promotional marquees at the event's corporate hospitality village*
- Inclusion in one press release and two dedicated social media or email campaigns
- Two coin-toss opportunities on centre-court during the tournament



But wait, there's more...

LITT takes place at the prestigious Liverpool Cricket Club, one of the UK's oldest sporting venues. During the tournament, you'll get:

- One courtside VIP table of 10 on the tournament day of your choice (including 3 course-lunch or buffet with wine allocation)
- A 45-minute pro-am tennis clinic for up to four people
- Photograph opportunities with players.

Simply put, being a LITT 2026 Presenting Partner helps you showcase your business to a local, regional, national, and international audience.





Event Partner Package

Ideal for businesses looking for branding and networking opportunities, our LITT Event Partner packages include:

Be a LITT 2026 Event Partner and promote your business in style.

- Your company name and logo on the official event website
- Your company logo to on event marketing material such as fliers, posters and press board
- One parameter promotional board on centre court
- One corporate hospitality table for 10 guests on the day of your choice
- A 45-minute pro-am tennis clinic for up to four people



Britain's Largest Tennis Outreach Programme

Smashing it at Liverpool One.

Our annual Festival of Tennis runs for three weeks from the last Bank Holiday in May, offering free lessons to all between 12pm and 3pm daily.

PS - Our annual Corporate Doubles Competition for LITT Sponsors and Partners of Liverpool International Tennis Tournament is back at Exchange Flags in June.

This initiative allows thousands of kids from Liverpool to try tennis for the first time.

2026 venues include Castle Street, Mann Island, St. Nicholas Church, and Liverpool Town Hall.



Kids Only Day

Each year, our Tournament starts with Kids Only Day.

A flagship feature of LITT, Kids Only Day invites around 500 primary school children to Liverpool Tennis Centre for a full day of:

- Tennis clinics with professional coaches and players
- Numeracy and fitness-based learning activities
- A chance to try tennis in a professional environment

Over the years, this initiative has introduced more than 60,000+ local children to the game – many for the first time.

"This event truly embodies KPMG's commitment to making a difference in our community. It is my favourite day of the year and the smiles on all the children's faces when they leave at the end of the day make all the hard work and planning so worthwhile."

Jennifer Lee, KPMG



Liverpool Junior International Tennis Tournament 2026.

Northern Vision has organised the Liverpool Junior International since 2013 as part of our year-round community programme.

The competition takes place at Liverpool Tennis Centre, where 2022 UC Open Champion Emma Raducanu started her success story with us in 2015.

Northern Vision will deliver the 11th Tennis Europe and ITF Junior Event in 2026.

Held at the Liverpool Tennis Centre in November and February, the event brings 12–18-year-olds from over 45 nations to compete for international ranking points. Across five weeks, local talent goes head-to-head with the world's best juniors.

In 2026, we'll host five tournaments: two back-to-back ITF events in February and three ITF/TE events in November. Over 1,200 players from nearly 50 countries are expected.

These tournaments promote Liverpool as a city of tennis, give local youngsters the chance to compete against their peers, and help develop up-and-coming talent. Tennis also develops life skills such as confidence, respect, and teamwork, while tackling issues like obesity and poor mental health.



The 2026 Liverpool International Junior Tournament Schedule

Tennis Europe U14 @ Liverpool / Bidston Tennis Centre

1-8 Nov 2025

International Tennis Federation U18 @ J30 Liverpool Tennis Centre

2-9 Nov 2025

International tennis Federation U18 J60 @ Liverpool Tennis Centre

8-15 Nov 2025

Tennis Europe U14 @ Liverpool / Bidston Tennis Centre

1-8 Feb 2026

International Tennis Federation U18 @ J30 Liverpool Tennis Centre

2-9 Feb 2026

International Tennis Federation U18 @ J30 Liverpool Tennis Centre

8-15 Feb 2026



The Ball's ***International*** ***in Your Court***

**Your support is vital to The Liverpool
International Tennis Tournament 2026.
Together, we can:**

- Encourage people of all ages to lead healthier, more active lives.
- Tackle challenges like obesity and poor mental health.
- Offer young, local athletes a pathway to success.

And the best part? Your organisation will connect with our influential business network, enjoy exclusive brand visibility across high-profile channels, and build relationships with decision-makers from key event partners.

Don't miss this outstanding opportunity.

Get in touch to secure your partnership before our 2026 campaign launch this Autumn.

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WINNERS

MEN

WOMEN

Patrick Brady	2025	Patricia Ţig	2025
Patrick Brady	2024	Sacha Vickery	2024
Enzo Couacaud	2023	Nigina Abduraimova	2023
Dimitar Kuzmanov	2022	Qiang Wang	2022
James Ward	2021	Beth Grey	2021
Pablo Lorenzi	2019	Kaia Kanepi	2019
Alessandro Giannessi	2018	Corinna Dentoni	2018
Steve Darcis	2017	Polona Hercog	2017
Damir Dzhumhur	2016	Qiang Wang	2016
Aljaž Bedene	2015	Ana Bogdan	2015
Michael Russell	2014	Jordie Burrage	2014
Martín Alund	2013	Coco Vandeweghe	2013
Kevin Anderson	2012	Belinda Bencic	2012
Fernando González	2011	Martina Hingis	2011
Paul-Henri Mathieu	2010	Eugenie Bouchard	2010
Mardy Fish	2009	Michelle Larcher de Brito	2009
Amer Delic	2008	Caroline Wozniacki	2008



"It's a joy to work with Anders and the team, who go all out to make this event special for everyone involved. The impact on young people, the local community and North West businesses is immense."

Lee O'Connor, Director, Soloco Creative.

"We've seen first-hand how vital The Liverpool International Tennis Tournament is to the city. We're honoured to play a part in the tournament's success — and we're already looking forward to 2026."

Scott Hackett, Director, Deliver Media.

***Want to get
involved?***

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Produced by:



DELIVER

SOLOCO

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