



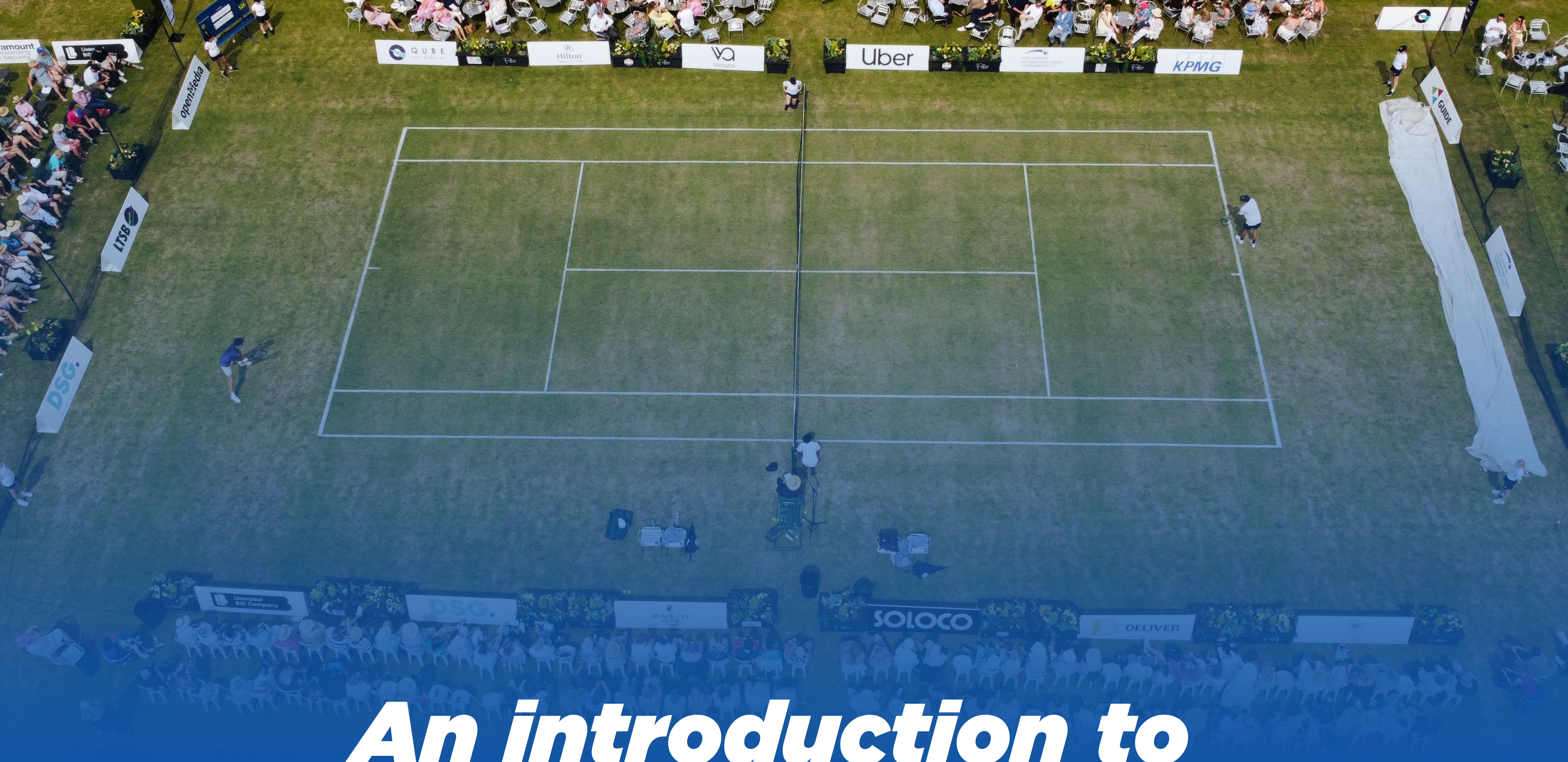
Title
Sponsorship
Proposal

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.



"The Liverpool International Tennis Tournament is a great way to get your company name out there and create brand exposure. I wholeheartedly recommend getting involved."

Neil McGonigle, Uber.



Title Partner Package

The LITT Title Sponsor Package is your premium partnership option.

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

- Naming rights as a LITT 2026 Presenting Sponsor
- Prime placement of your company name and logo across the event website
- Logo inclusion on branded marketing materials such as press walls, flags, and banners.
- Name credit and promotion in press releases, email campaigns and social media activity
- Two centre-court perimeter adverts throughout the tournament
- Two coin-toss opportunities on centre-court during the tournament
- One toblerone-style branding board at our mini tennis events in Liverpool, May 2026
- Plus, bespoke branding opportunities tailored to suit your business goals.



LITT 2026

Your Big Advantage

Hosted at the historic Liverpool Cricket Club, The Liverpool International Tennis Tournament is one of Europe's longest-running, most respected exhibitions – and a celebration of community, opportunity, and local pride.

Each year, we invest in initiatives that give back to the city and its people.

This year, we've put together our most comprehensive Title Sponsor Package ever to connect your brand with the visibility, influence, and community impact our tournament delivers.

- One courtside VIP table of 10 per day during the tournament (totalling 30 guests including 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 LIVERPOOL
INTERNATIONAL TENNIS
TOURNAMENT 2025

"The Liverpool International is a highlight of the city's cultural and sporting calendar, and it is something our business community loves to be involved in. We are a proud partner."

Bill Addy, Chief Executive, Liverpool BID Company.

What's the value?

The Liverpool International Tournament generates regional, national, and international exposure. Our events have been covered by:

- BBC Radio Merseyside
- Liverpool Echo
- Yahoo News
- Visit Liverpool
- The Guide Liverpool
- And many more

In 2024, our promotional campaign reached a combined audience of **900,000+** across all media channels, with an advertising value of **over £3 million.**

Audience Breakdown

46%

LOCAL

14%

REGIONAL

29%

NATIONAL

11%

INTERNATIONAL

More than brand visibility, partnering with LITT 2026 is your chance to be part of something meaningful in the Liverpool community.

Together, we can:

- Inspire young people
- Promote health and fitness
- Grow Liverpool's international tennis profile
- Give thousands of people unforgettable experiences



"We're delighted to support an event that creates opportunities for local talent whilst showcasing our sustainable, high-performance sportswear."

Carl Giles, Co-Founder, Velozia Sportswear.

"We work closely with Liverpool Tennis to align with our goals of working with and supporting the local community."

Tracy Colley, Hilton.



Making a Local Impact: Community & CSR

Kids Only Day

A flagship feature of LITT, Kids Only Day invites around 450 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



Community & CSR. continued...

Mini Tennis City Activations

In the lead-up to the main event, we bring tennis directly to the public with free mini tennis events in iconic Liverpool locations.

These free, inclusive sessions in high-footfall city centre locations give sponsors direct exposure to thousands of passersby and help grow the sport in a fun, accessible way.

Junior International Tournaments

Northern Vision hosts six junior tournaments annually under the banners of the ITF (U18) and Tennis Europe (U14) circuits. These events:

- Bring players from over 50 countries to Liverpool
- Offer ranking points and college scholarship pathways
- Give local players a chance to compete on an international stage
- Position Liverpool as a hub for junior tennis development



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.

Anders Borg
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"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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