



Partnership Proposal

Presented by



**THE LIVERPOOL
INTERNATIONAL TENNIS
TOURNAMENT 2027**
17–19 June



25 Years Of Bringing World-Class Tennis To Liverpool

2027 marks the 25th anniversary of the Liverpool International Tennis Tournament.

Over the last quarter of a century, some of the biggest names in tennis have taken to the court in Liverpool.

Novak Djokovic. Caroline Wozniacki. Marat Safin. Martina Hingis. Bjorn Borg. John McEnroe. And more.

Beyond the stars, we've also introduced thousands of Merseyside youngsters to a sport once considered elite and out of reach, while giving emerging players opportunities to compete and develop.

Every summer, we bring businesses together at Liverpool Cricket Club to entertain clients, meet new people and enjoy professional tennis from the best seats in the house.

In June 2027, we celebrate 25 years of Europe's longest-running tennis exhibition – right here in Liverpool.

Join us courtside.



Put Your Business Centre Court...

A partnership with LITT combines the reach of a high-profile sporting event with corporate hospitality, business networking and year-round community activity.

In 2026, our social media campaign reached more than 150,000 adults and generated 674,000 views. 12,000 email subscribers regularly read our updates.

Our latest tournament received coverage from the Liverpool Echo, Yahoo! News UK, BBC Radio Merseyside, The Guide Liverpool and Visit Liverpool.

Businesses including Qube Residential, Liverpool BID Company, DSG, KPMG, Napthens and Nugent have already been part of LITT.

Whether you want to raise your profile, spend quality time with clients or support tennis in Liverpool, there are two ways to join them in 2027.

TAKE CENTRE STAGE

Presenting Partnership

For businesses looking for maximum exposure, Presenting Partnership offers premium association with LITT 2027.

Your brand will be visible throughout the tournament, from centre court and our corporate hospitality areas to the wider marketing campaign.

Your presence extends beyond Liverpool Cricket Club, too, with opportunities across Kids Only Day and our mini-tennis programme in the city.

And when tournament week arrives, you can experience LITT with the people who matter most to your business.

Get a courtside VIP table for ten on the day of your choice, including a three-course lunch, wine allocation, and afternoon tea.

Where Your Brand Will Be Seen

AT THE TOURNAMENT

Centre-court perimeter advert

Roll-up banner in Corporate Marquee

Roll-up banner in Corporate Ballroom

3m x 3m promotional marquee in Corporate Hospitality Village*

Optional brand leaflets on event tables*

Two centre-court coin tosses

Player photography opportunities

45-minute pro-am clinic for four

BEYOND THE TOURNAMENT

Company name and logo on LITT website

Inclusion across branded marketing materials

Dedicated website feature

Inclusion in one press release

Bespoke social media promotions

Promotional materials at Kids Only Day

Branding at four mini-tennis events

Optional promotional activity at Liverpool City Centre mini-tennis events

For businesses that want to make their presence count.

BRING YOUR CLIENTS COURTSIDE

Event Partnership

Our Event Partnership offers a more focused way to get your business involved. You'll combine brand visibility across LITT marketing and centre court with a corporate hospitality table for ten on the tournament day of your choice. There's also a 45-minute pro-am tennis clinic for four, giving clients or colleagues the chance to swap their courtside seats for a racket.

Benefits to your brand

BRAND VISIBILITY

Official Event Partner status

Company name and logo on LITT website

Logo on flyers and posters

Logo on event press board

Centre-court perimeter promotional board

Two centre-court coin tosses

Player photography opportunities

45-minute pro-am clinic for four

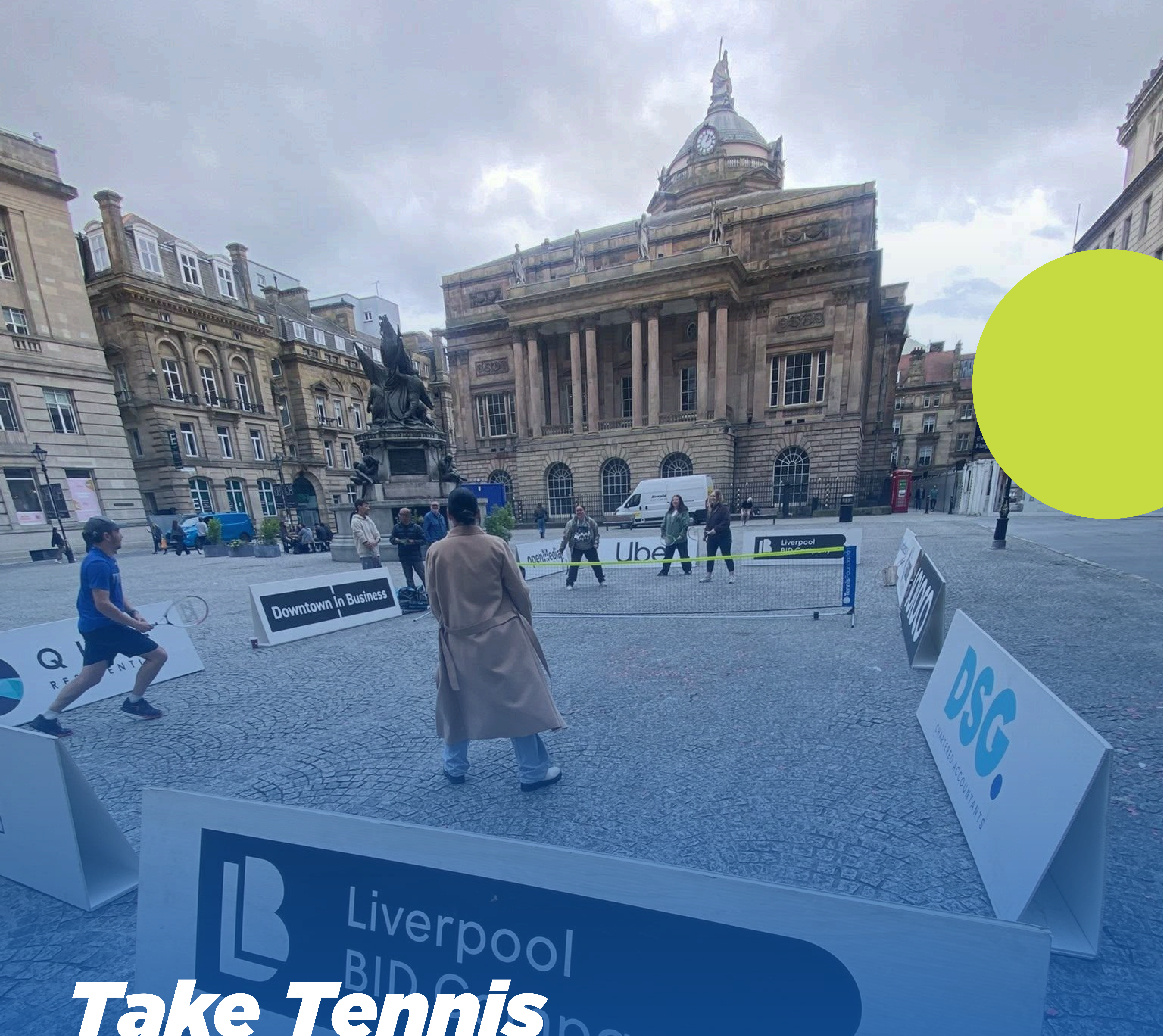
HOSPITALITY & TENNIS

Corporate hospitality table for 10

Tournament day of your choice

45-minute pro-am clinic for four

For businesses looking for brand visibility and corporate hospitality.



Take Tennis Into The City...

As well as the tournament, LITT Partnerships give your business the chance to engage with the local community as we encourage local people to get involved in one of the world's healthiest sports.

Our annual Festival of Tennis begins on the last Bank Holiday in May and runs for three weeks, offering free lessons between 12pm and 3pm each day.

In 2027, activity will take place at Castle Street, Mann Island, St Nicholas Church and Liverpool Town Hall, giving thousands of people the opportunity to try the sport.

Our annual Corporate Doubles Competition also returns to Exchange Flags in June, giving LITT sponsors and partners the chance to take to the court themselves.

Join Britain's Largest Tennis Outreach Programme.

WWW.LIVERPOOLTENNIS.CO.UK



Give More Children A Chance To Play...

Kids Only Day

Before the tournament begins, we invite around 500 primary school children to Liverpool Tennis Centre for Kids Only Day.

Professional coaches and players host tennis clinics alongside numeracy and fitness-based learning activities, giving children the opportunity to experience the sport in a professional environment.

Over the years, our community activity has introduced more than 60,000 local children to tennis.

"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



Develop The Next Generation...

Liverpool Junior International Tennis Tournament.

Since 2013, Northern Vision has organised international junior tennis in Liverpool as part of our year-round programme.

Emma Raducanu competed with us in 2015, six years before winning the US Open. Wirral's Abi Redman secured a full tennis scholarship in the USA after winning our ITF tournament.

In 2027, six international junior tournaments will take place across February and November, bringing more than 1,200 players aged 12–18 from nearly 50 countries to compete in ITF and Tennis Europe events.

For young local players, the programme provides international competition on their doorstep and the chance to earn ranking points against their peers from around the world.

LIVERPOOL JUNIOR INTERNATIONAL 2027

International tournaments	6
Expected players	1,200+
Countries	Nearly 50
Age range	12-18
Competitions	ITF & Tennis Europe



The Ball's In Your Court...

For 25 years, The Liverpool International Tennis Tournament has brought world-class tennis to the city. We've created opportunities for young players, local communities and businesses.

2027 is your chance to associate with one of Liverpool's best-loved sporting and cultural events.

- **Bring your clients. Build new relationships. Put your brand alongside the tournament.**
- **Help us continue taking tennis to people across Liverpool.**
- **Be part of our 25th anniversary.**

Get in touch to discuss partnership opportunities ahead of our 2027 campaign launch this autumn:

Anders Borg
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PARTNERSHIPS AT A GLANCE

PARTNERSHIP BENEFIT	PRESENTING PARTNER	EVENT PARTNER
Official LITT 2027 partner status	✓	✓
Company name/logo on LITT website	✓	✓
Branding on event marketing materials	✓	✓
Centre-court perimeter branding	✓	✓
Corporate hospitality table for 10	✓	✓
45-minute pro-am clinic for four	✓	✓
Corporate Marquee/Ballroom branding	✓	—
Hospitality Village promotional marquee	✓	—
Dedicated website feature	✓	—
Press release inclusion	✓	—
Bespoke social media promotion	✓	—
Kids Only Day promotional presence	✓	—
Mini-tennis event branding	✓	—
Centre-court coin-toss opportunities	✓	—
Player photography opportunities	✓	—



***Want to get
involved?***

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Produced by:



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SOLOCO

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