



LIVERPOOL INTERNATIONAL TENNIS TOURNAMENT 2022

16-18 June



PARTNERSHIP PROPOSAL

Presented By





**LIVERPOOL
INTERNATIONAL TENNIS
TOURNAMENT 2022**
16-18 June

Established in 2002

***AN EVENT 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 warmup 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 2002, the event organisers 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, Martina Hingis, Marion Bartoli and last but not least Emma Raducanu, the new US Open Champion, who started her incredible journey in Liverpool by winning the Liverpool Junior International in 2015.

The Tournament added on legends to its program in 2004 and has since hosted the three most famous tennis players of the Open era, Bjorn Borg, John McEnroe, Martina Navratilova, Virginia Wade, Mats Wilander, Michael Stich, Richard Krajicek, Greg Rusedski and the Iranian tennis trickster with the unmistakable 'tash', Mansour Bahrami.

Northern Vision also carries out a lot of work at grassroots level and runs one of the most extensive CSR programs for tennis in the UK. During our Kids Day Only Program, we set an incredible world record as the largest tennis lesson ever staged where 806 kids from schools around Liverpool participated. In 2018 the event reached out further to the very grassroots of the sport by offering three weeks of FREE tennis in the

busiest shopping centre in the UK north of London, Liverpool One, and further promotions at The Central Station, Exchange Flags, Williamson Square and in Southport, all courtesy of our Title and Presenting Sponsors.

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. Over the years, we have introduced over 150,000 children to tennis through our Kids Programme prior and 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. Our partnership with the title sponsor Williams BMW, has added extra value to the tournament in terms of the promotion of Sport, Health and Business Networking. Each year, the tournament supports a number of local charities and has collected over £200,000 for local causes since the inaugural tournament in 2002.

Due to the financial austerity hitting the Liverpool City Council they can 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 for sport and staying active and bringing world class tennis to the North West. I hope you will find the content of this brochure interesting and hope 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 sponsorship proposal for Liverpool International tennis tournament June 2022. The event takes place in the Liverpool Cricket Club, one of the oldest sporting grounds in the UK, showcasing tennis to the general public, corporate clients, sponsors, creating great media value for all partners in addition to introducing 10000 children to tennis annually.

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

During the 2019 event, we had more than 2000 corporate visitors in addition to 10,000 general public spectators. During one of the most extensive promotional periods for a sporting event in the UK we distributed more than 75,000 branded fliers to the general public and business community in the region in addition to our online database of 30,000 members.

Northern Vision also ran the Sixth Festival of Tennis and a Corporate Tournament organised in one of the largest shopping malls in England, Liverpool One, for a three-week period prior to the International Tennis Tournament. It is another

great way to engage with the public for our sponsors and corporate clients creating a great day out. The Festival of Tennis is scheduled to run from the 28th May to 18th June 2021 and Liverpool One has an estimated footfall of 750,000 visitors per week.

Further promotional activities are due to take place at The Exchange Flags, Williamson Square, The Central Station, Peel Ports and John Lennon Airport in addition to promotional days in Southport and on the Wirral.



EVENT PARTNER PACKAGE

TOURNAMENT MARKETING PR, CSR & CORPORATE HOSPITALITY

- Name and logo will be showcased on the official website www.liverpooltennis.co.uk as an Event Partner
- Logo to be presented on marketing material such as fliers & posters
- 1 parameter promotional board on centre court
- Logo will be present on press backdrop
- 1 corporate hospitality table (10 guests) to be taken on the day of your choice
- 10 general tickets per day to the tournament
- 1 full page advert in the official tournament program



TOURNAMENT MARKETING PR, CSR & CORPORATE HOSPITALITY

- Opportunity for exhibition and promotional activity in Liverpool City Centre public areas within our court facilities
- Opportunity to set up a 3x3 promotional marquee within corporate hospitality village (at your own cost)
- One toblerone branding board to be showcased at each promotion in Liverpool One (TBC), The Exchange Flags, Williamson Square (TBC) and one other promotional site (TBC) during a two-week period in May/June prior to the Liverpool International Tennis Tournament 2022
- 1 press release and 2 social media and/or e-flier campaigns showcasing your company/products or promotions from February - June 2022
- One coin toss opportunity on centre court during the Liverpool International Tennis Tournament



TOURNAMENT MARKETING PR, CSR & CORPORATE HOSPITALITY

- One 45-minute pro-am tennis clinics for up-to four people
- Photograph opportunities with players
- 10 general admission tickets for centre court on each day of the event
- Souvenir programme
- Exclusive table signage





THE LARGEST TENNIS OUTREACH PROGRAM IN BRITAIN.

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



The 8th Festival of Tennis will take place from the last Bank Holiday in May and run for three weeks, introducing the general public to tennis with free lessons between 12pm and 3pm on a daily basis.

This initiative gives thousands 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 2022 to be confirmed.



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



LIVERPOOL JUNIOR INTERNATIONAL TENNIS TOURNAMENT 6TH TO 19TH NOVEMBER 2021

THE 7TH ITF LIVERPOOL JUNIOR INTERNATIONAL EVENT WILL BE ORGANISED BY NORTHERN VISION AT THE LIVERPOOL TENNIS CENTRE AS PART OF OUR ALL-YEAR LONG COMMUNITY PROGRAMME.

INCREDIBLY, THIS YEAR'S US OPEN CHAMPION EMMA RADUCANU STARTED HER AMAZING JOURNEY WITH A WIN IN OUR TOURNAMENT IN 2015!



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.

More than 300 kids from nearly 50 different nations are expected to attend this two week of junior tennis bonanza.

The Liverpool Tennis Centre, Wavertree, is a fantastic venue for tennis and it is our aim to give as many local players a chance to play against top international opponents and, who knows, another Grand Slam Winner (such as Emma Raducanu, who played in 2015).



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 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.

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The Liverpool International Tennis Tournament now holds the world record for the largest ever tennis lesson 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.

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***

YEAR

2021
2019
2018
2017
2016
2015
2014
2013
2012
2011
2010
2009
2008
2007
2006
2005
2004
2003
2002

WINNER

James Ward
Paulo Lorenzi
Alessandro Giannessi
Steve Darcis
Damir Dzhumhur
Aljaž Bedene
Michael Russell
Martín Alund
Kevin Anderson
Fernando González
Paul-Henri Mathieu
Mardy Fish
Amer Delic
David Ferrer
Xavier Malisse
Ivan Ljubičić
Ivan Ljubičić
Jan-Michael Gambill
Marat Safin





TOURNAMENT HISTORY WOMENS

YEAR

WINNER

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

2007

Ashley Harkleroad

2006

Caroline Wozniacki



PLAYER REPRESENTATION

SPORTS TRAVEL

CONFERENCES

ACADEMIES

EVENTS



northernvision 
Sporting Events

A unique corporate hospitality event for your calendar

Telephone: +47 924 31 935 eMail: admin@northern-vision.co.uk

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

Go to www.liverpooltennis.co.uk for further information