

### ATTRACTING A SPONSOR

When approaching a sponsor, you can present the points below, making it relevant to your situation:

#### Why Tennis?

- It appeals to both genders
- Tennis is a game for life
- It can develop confidence, discipline, respect and a healthy lifestyle (*Research conducted by the ITF and published in the Journal of Sports Medicine, found various significant health benefits of tennis*)
- Its a global sport with 4 Grand Slam events, Davis and Fed Cup by BNP Paribas and end of season ATP and Sony Ericsson WTA Championships, keeping tennis interest high all year round
- The Davis Cup by BNP Paribas is the biggest annual team championships, over **1 billion** people around the world each year!
- It has major global role models that transcend outside of tennis into popular culture (e.g. Maria Sharapova)

#### The issues for grass roots

- A fall in retention rates in some key tennis nations
- Lifestyles have changed in many cultures and people have less spare time
- Competition from other past times
- A need to improve the way tennis is introduced to starter players
- Desire to improve the perception of the game from difficult and without great health benefits, to easy, fun and healthy
- A goal to improve accessibility to more people from various economic and cultural backgrounds

#### The opportunities for tennis

- Tennis growing in less traditional markets
  - Brazil +11%
  - Russia +84%
- Huge potential for growth in many nations (e.g. India and China).
- China is the 9th largest tennis playing nation, but only 7% of the playing population start before the age of 10
- Major nations investing in change at the grass roots level
  - UK Mini Tennis programme
  - USA Quickstart
  - Australia Tennis Hot Shots
  - France Mini Tennis and Adult Tennis
- Modern equipment (slower balls, smaller rackets etc) makes the game easier to learn and play
- Today people can serve, rally and score from the first lesson
- Change for sponsors to reach large numbers in one of the biggest sports globally

#### Success to date

- Over 100 major ITF nations have signed up and are actively participating
- Play & Stay has been featured on over 100 websites including the WTA/ATP/PTR
- Endorsement by top tennis players including Federer, Nadal, Ivanovic and Henin
- Tennis manufacturers are active partners and supporters of Play and Stay, and have incorporated the Play and Stay message into their marketing material
- Unified message on how to introduce players

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### QUESTIONS FOR YOU

#### Brands

Which brands influence you and why?

How can you use the Play and Stay logo and branding to enhance your program?

#### Sponsorship

Which brands do you admire and why?

Which sponsorships do you think are particularly effective?

What problems have you encountered when trying to get sponsors?

What ideas do you have for enticing sponsors (free lessons, tour of top clubs...)?