

West Worthing Tennis & Squash Club

www.wwc.org.uk

Titnore Way, Worthing, West Sussex BN13 3RT
Tel 01903 247270 Fax 01903 244320 Email info@wwc.org.uk



Sponsorship and Advertising

West Worthing Tennis and Squash Club

The West Worthing Tennis and Squash Club is one of the leading racket sports clubs in the county and have a healthy membership. The excellent facilities and numerous organised activities and events draw players from all over the south east to play. Our professional coaching team runs high quality training programmes for all standards from beginner to performance levels of all ages. The club was founded in 1886 and moved to the current site on Titnore Way in 1974. Seven floodlit all weather hard courts, three indoor tennis courts, ten grass courts, two croquet lawns and six squash courts all of which have been recently refurbished make up the main part of the facilities of the club. There are also table tennis, bridge, snooker and Worthing Striders running club operates from the club. The club's facilities are also used by Findon and Goring Probus clubs that meet fortnightly. With all this activity we welcome over 1,000 people through our doors every week.

Each year there are hundreds of competitive events from major tennis tournaments, squash tournaments to inter club matches. In 2009 the club introduced regular tennis tournaments providing young tennis players aged from 5 to 14 with the opportunity to develop match play experience. These tournaments have proved a great success with excellent feedback from players and parents travelling from across the south east to compete.

The club maintains close links with the sport's governing bodies working closely with the Lawn Tennis Association (LTA) and England Squash and Racketball. In 2008 the club was awarded Tennis Clubmark by the LTA in recognition of achieving excellent standards in the provision of tennis.

Visitors and Members

The club has strong membership drawn from Worthing and the surrounding area. In 2010 the club had over 900 members with ages ranging from 5 to over 80 with many family groups enjoying the benefits of membership.

The club also attracts many non-member visitors each week to coaching, competitions, functions and social events. In total approximately 1,100 people per week visit the club.

Our team is committed to making the club a successful and welcoming Community Amateur Sports Club that is the centre of excellence for both tennis and squash in Worthing. We provide a top-quality environment that is affordable and attractive to everyone, regardless of their age or background. Our aim is to allow a wide range of people to play their chosen sport, maintain their physical fitness whilst enjoying social interaction.

Tennis Tournament Programme – A sponsorship opportunity

The club has developed the most comprehensive tennis tournament programme in the South East. With events every week of the year attracting tennis players from across the South East and regular local media interest we have a programme that will deliver sponsorship value to any local business looking to raise their profile locally and across the south east. Our events programme is held up as an example of good practice to other clubs by the LTA.

What others have said of our tennis programme:

Roger Draper – Chief Executive – The Lawn Tennis Association

‘As a tennis parent I can recommend the tournaments at West Worthing, they are always efficiently run with the club providing excellent playing facilities and a warm welcome to players and parents. As Chief Executive of the LTA I commend the commitment the Club has made to providing such a comprehensive programme of well organised events for players from across the South East which is contributing to the development of a growing number of talented young tennis players in Great Britain’

Alison Wakelin – Tennis parent from Arundel

“My boys have competed at red, orange and green here (& on grass!) – It’s great to have such a full programme of events in the west of the county. The tournaments are well organised and communication is very good!”

Liz Squires – Tennis Development Manager for Sussex

“West Worthing Tennis and Squash Club provide Sussex players with great tournaments every week ensuring that young tennis players from across the county can develop their competitive skills locally. The club is well equipped to run events with indoor and floodlit courts and a team of organisers that ensure all events run smoothly. It is great to have such a strong programme of events taking place in Sussex.”

Sarah Blasdale – Tennis parent from Maidstone, Kent

We have just got home from your great grass court mini tennis tournament. Thank you again for hosting such a fun event that was thoroughly enjoyed by everyone! Tilly loved meeting lots of new players, very refreshing!

Keith Pullin – South East Regional Talent and Performance Manager

“The team at West Worthing Tennis and Squash Club deliver well organised events for hundreds of young tennis players from across the region. Regular competition is an important part of any player’s development and West Worthing leads the way in delivering regular competition to players in the south east.”

Helen Broughton – Tennis parent from Caterham, Surrey

“I just wanted to thank all those involved in organising the tournament today. My son had a great time and I thought it was very well organised. It must have taken lots of work. It is the first time we have been to a tournament at the club and I’m sure we’ll be back.”

Facts and Figures

In 2010 the club organised 116 tennis events for over 800 players from across the south east.

For 2011 the club have put together a programme of over 125 events as part of our 125 year celebrations. The club expect to attract over 1,000 players from across the south east.

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Summary of Tournaments

Mini Tennis Tournaments (Over 60 annually): These events run for between 2 and 4 hours and are played on the indoor courts at the club. During the year over 300 regular players aged from 5 years to 10 year old, their parents and other friends and relations will attend these events. All our mini tennis competitors are awarded certificates at the end of the event with the overall winner and runner-up receiving medals to keep.

Mini Tennis Festivals (8 annually): These are Great day-long events that attract keen player for a whole day of competition and these events will attract around 100 young players to the club who travel further for these events and join are keen regular players. The grass court festivals can have up to 75 players competing on the same day. To reward the hard working players every competitor receives a medal to keep with overall winners and runners-up receiving trophies.

Junior Tennis Tournaments (Over 40 annually): These events run for 3 - 4 hours and are played predominantly on the hard courts at the club. During the year over 200 regular players aged from 10 years to 14 years old, their parents and other friends and relations will attend these events.

Easter Doubles Tournament: A traditional event which attracts a good number of entries every Easter sees up to 100 adult players plus supporters competing over the Easter weekend.

2011 West Worthing Tennis and Squash Junior Tennis Open Events: Following the success of the first Junior Open in 2010 the club is extending the event by adding a second long weekend of competition in 2011. Over the two May Bank Holiday weekends over 150 young players from across the South East will compete in these grade 4 events that will cover all junior age groups.

County Week: The club is proud to host county week in July on our grass courts. In 2011 we will have Ladies Group 3 with teams from Derbyshire, Devon, Berkshire, Kent, Norfolk and Yorkshire competing all week. This event attracts spectators throughout the week and is popular with our members.

2011 Sussex Open Championships and AEGON British Tour: In August our biggest event of the year takes place with players descending on the club to compete over 8 days. The AEGON British Tour is an Open Event at Grade 2 and attracts players with World rankings and our event is one of the few events on the tour to take place on grass. The Sussex Open Championships has been run by the Club for over 100 years and is one of the longest running events in Britain. These two events will attract over 500 competitors along with family and friends and makes this week the busiest at the club each year.

Club Closed Tournament: In September the club run the closed tournament for club members with tennis players competing against each other in singles and doubles events. Winners are added to the honours boards in the club.

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Calendar of Events For 2011

Month	Event	Description
Year round	<p>Mini Tennis Red, Orange and Green events for 10 and under competitors.</p> <p>Match play events giving regular competition to boys and girls aged 11 – 14.</p> <p>Over 100 competition events each year.</p>	<p>The regular mini tennis tournaments for players 10 and under are divided into Red, Orange and Green depending on year of birth. The events attract young players from across Sussex, Surrey, Hampshire, Kent and London.</p> <p>Match play events are run for 12 and under and 14 and under players and these also attract players from across the South East of England. In all over 350 young players will compete at the club regularly.</p>
January	<p>Mini Tennis Red – Super Sunday</p> <p>Mini Tennis Orange – Super Sunday</p>	<p>A special all day event for up to 30 mini red players who play lots of 10 minute timed matches in small groups.</p> <p>A special all day event for up to 20 mini orange players who play lots of 15 minute timed matches in small groups.</p>
March	Club American Tournament	The Club American Tournament is an in house club competition that will attract over 40 players and this year coincides with the official switch on for our new floodlights.
April	Easter Tournament	Mixed doubles and men's doubles will feature at the open competition drawing members and non-members from around the SE area.
May	Open Junior Tournaments and our 1 st Mini Tennis Grass Court Festival	<p>In May the Club run two Junior Open Tournaments one on each of the Bank Holiday weekends. These events attract players from across the South East of England from 8 and under to 18 and under age group events are run.</p> <p>The Mini Tennis Grass Court Festival developed in 2010 involves all our grass courts being set up for mini tennis. On the day up to 75 players will compete on the grass courts with parents and grandparents enjoying the chance to watch from court side enjoying a relaxed day of tennis in the lovely surroundings at the club.</p>
June	Road to Wimbledon Sussex County Finals and our 2 nd Mini Tennis Grass Court Festival.	<p>The best 14 and under aged players from across Sussex will compete for a place in the prestigious national finals staged at Wimbledon in August.</p> <p>To coincide with the French Open finals at Roland Garros the club will run the second Mini Tennis Grass Court Festival of the year attracting up to 75 players.</p>
July	AEGON Summer County Cup and our 3 rd Mini Tennis Grass Court Festival.	<p>County week is when the Club host AEGON Summer County Cup. This year we are hosting group 3 ladies with teams from Derbyshire, Devon, Berkshire, Kent, Norfolk and Yorkshire. The club are hosting Regional Mini tennis events for the best young players from across the South East.</p> <p>To coincide with the Wimbledon finals the club will run the third Mini Tennis Grass Court Festival of the year attracting up to 75 players.</p>

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Month	Event	Description
August	AEGON British Tour, 2011 Sussex Open Championships and Super Saturday and Super Sunday mini tennis festivals.	<p>The AEGON British Tour is a series of tournaments that attract the best players from across Great Britain and from abroad, some with professional tour experience, to compete for prize money and ranking points. The club has hosted one week of this tour since the event was first run back in the early 90's. In 2011 we can expect over 170 competitors. The 2011 Sussex Open Championships is the largest tennis event in Sussex and has been run at the club for over 100 years. This week long competition attracts players from across the south east and expects to attract over 400 competitors in 2011.</p> <p>Two special day long events for up to 50 mini red and mini orange players who play lots of timed matches in small groups.</p> <p>To coincide with the US Open finals the club will run the fourth and final Mini Tennis Grass Court Festival of the year attracting up to 75 players and culminating in our end of season awards presentation to mini tennis players.</p>
September	Club Closed Finals and our 4 th Mini Tennis Grass Court Festival.	The club closed finals rounds off a competitive three week period of matches for club players.
October to December	Full programme to be confirmed	

Press Releases

The club submits press releases to the local papers on a weekly basis reporting on match results, notable achievements and club news. The use of local papers raises awareness of the club's advertisers and sponsors.

- Brighton Evening Argus: circulation of 74,602 people in the Brighton area
- County Times: circulation of 25,000 people in the Crawley area
- Worthing Herald: circulation of 20,000 people in the Worthing area
- West Sussex Gazette: circulation of 76,000 people in the Chichester area

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Sponsorship Package

The Club is looking for a sponsor for the whole series of tennis tournaments. In total we are looking for a sponsorship deal in the region of £5,000 annually. In return there are many opportunities available your company:

Naming Right to Tennis Series

As the sponsor of the tennis series you will have naming rights to all the tournaments. By naming the events your company will be in the most prominent position for identification and will be recognised in all promotion and press coverage of the events.



(Presentation at the end of a Mini Red Super Saturday Festival)

Tournament Presence

Our sponsor will have many opportunities to advertise at the club and during tournaments including promotion of the company's services or products. Banners can be strategically placed for maximum impact and will be used in photos that will be included in press releases. Our tennis tournament sponsor will be able to place banners, posters and brochures at the club throughout the year and use other promotional devices during our major events. The sponsor will of course be invited to attend our prize giving ceremonies to present trophies. All certificates that are presented to our mini tennis competitors will include the sponsor's name and logo. Staff that work for the sponsor and their families are welcome to visit any of the events.



(Presentation for 9 and Under Girls at Sussex Open Championships 2010)

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Press and Website Coverage

The club produces regular press releases covering tennis tournaments run at the club highlighting the successes of local players and club members. The club also submit a monthly round-up to the LTA which is published on the Tennis Sussex section of the LTA website. Our sponsor will receive prominent acknowledgement of their support within these articles.

Website Links

Our comprehensive website offers the sponsor an excellent space in which to advertise their business. Links to the company's own website will be ensured to maximise awareness of the sponsorship.



(Mini Tennis Grass Court Festival – July 2010)

Advertising Banners

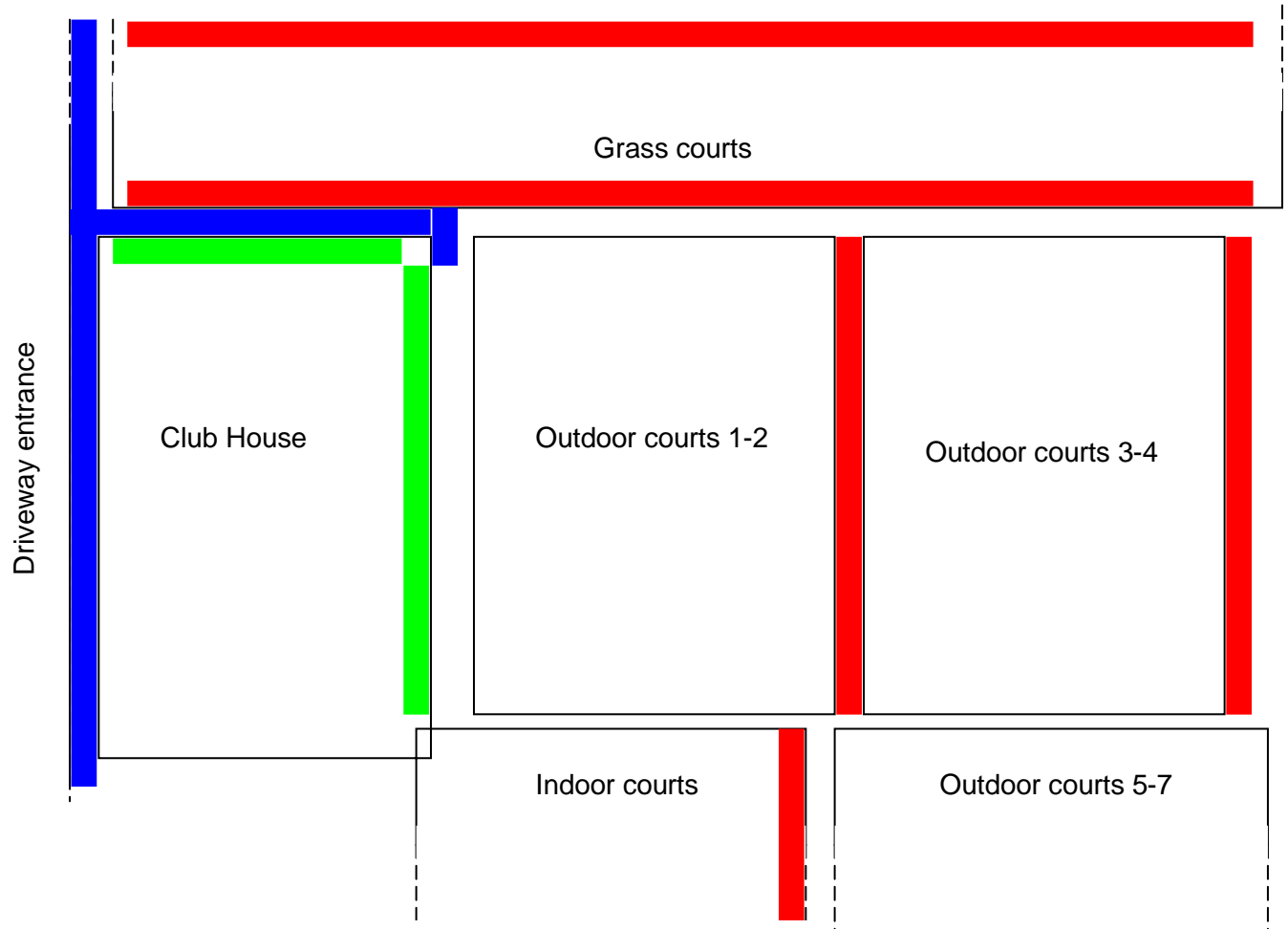
The sponsor would be able to have banners up in the indoor courts and around the tennis courts all year round. We would be happy to display up to 10 banners sized up to 5m * 1m.

Thank you for taking the time to read this pack. If you are interested in sponsoring our Tennis Tournament Programme please contact Stephen Holmes, General Manager, on 01903 247270 or by email to steve@holmes4sportsclubs.com to arrange a meeting.

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Advertising at the Club

The club has some great locations for advertising which will be seen by the club's 1,100 visitors a week.



- Prime exposure to visitors from club house and courts
- Prime exposure to visitors from club house and courts
- Windows overlooking prime exposure space



(Examples of banner advertising)

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Advertising Space

West Worthing Tennis and Squash Club has opportunities for local businesses to advertise their companies on prime courtside locations (please see diagram above). There are also opportunities to place adverts in the squash courts. For 12 months advertising the following rates apply:

£200 plus VAT for a banner (3.5m x 1m) on outdoor or indoor tennis courtside

£200 plus VAT for squash court advertising (6.4m x 0.44m)

In the first year of advertising the company will need to provide the banner for the tennis courts or lettering for the squash courts. If required the club can help to arrange for the advertising at the following costs:

£99 plus VAT for 3.5m x 1m colour banner including art work design

£140 plus VAT for boarding, lettering and art work design for squash court advertising

It is possible to increase the size of any banners around the tennis courts and we would be happy to negotiate a fair price for larger advertising.

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