

# SPONSORSHIP PROPOSAL

SUPPORTED BY CITY OF



**CITY OF ONKAPARINGA  
MEN'S ATP CHALLENGER EVENT  
AT HAPPY VALLEY TENNIS CLUB**

**2-11 JANUARY 2015**



**CHALLENGER  
TOUR**



**Happy Valley**  
TENNIS CLUB INC

# WELCOME TO HAPPY VALLEY TENNIS CLUB

## ABOUT US

The Happy Valley Tennis Club is delighted to be hosting a \$54,000 ATP Challenger in January 2015. The Club has had 10 years experience in hosting the International Tennis Futures Tournament from 2005-2014 and we look forward to hosting an ATP Challenger tournament.

The City of Onkaparinga, Tennis Australia and Tennis SA are working closely with the Organising Committee from the Happy Valley Tennis Club to bring this world class event to your doorstep.

This is a fantastic opportunity for local and Adelaide businesses to be involved in an international event but the Club needs your support. Your investment will be invaluable to both the Club and the Community.

This document outlines sponsorship packages that are available for this event. We look forward to discussing these with you.

Yours sincerely,

Simon Longhurst

Happy Valley Tennis Club President

Ph. 0412 196 574

## FAST FACTS

The City Of Onkaparinga ATP Men's Challenger is a men's professional tennis event on the Australia/Asia Tennis Tour Calendar and part of the Australian Pro Tour series.

It is one of only five ATP Challenger events to be held in Australia this season.

Positioned as a lead in event to the Australian Open Grand Slam, it will be played in the same week as the Brisbane International.

This is the first time a tournament of this stature will be conducted in South Australia during Australia's Summer of Tennis in January.

Amongst the very strong field we anticipate there will be players from the top 100 in the world entered.

The tournament will have a minimum of 28 matches live streamed over the course of the event reaching Australian and worldwide audiences.

Tennis Australia, club and council media sources, websites and social media will be utilised to get the best coverage possible for the event.

The club is a Not for Profit Incorporated club and the event will be funded through fundraising and sponsorship.



# WELCOME TO HAPPY VALLEY TENNIS CLUB

## ANTICIPATED DEMOGRAPHIC

74 International and Australian tennis players competing for 32 main draw positions.

214 unique visitors to the region including players, companions, coaches and officials. Anticipated 50% international and 44% interstate.

Anticipated 1000 spectators for finals matches.

Anticipated 3850 spectators will watch the weeks events (indirect visitors – 2% overseas/10% interstate).



## MEDIA AND PROMOTION

Centre court - live streaming on the internet for 28 matches on 3 courts and live scoring on all event days.

Centre Court Signage for platinum and gold sponsors.

Media coverage from TV, radio, print.

Media - Event Pre-Release, daily result updates distributed nationally and locally.

Local media will be heavily targeted at each event by the event director.

Players at the event will be available to undertake media interviews.

Human Interest stories will be developed/created.

Promotional DVD specific to each event – Commercial space will be sought.

e-banner and event specific poster, e-brochure – significant distribution.

Website page on ATP website and Tennis Australia website – [www.tennis.com.au/protour](http://www.tennis.com.au/protour).

Anticipated feature on the front page of the TA website.

Anticipated 1.87 million hits on TA and ATP website.

Anticipated 6500+ hits on HVTC website during the event.

Social Media – twitter and facebook (certain events).

Community activations will occur to get the community involved.



# PRO TOUR EVENT CALENDAR

The City of Onkaparinga Men's ATP Challenger is ideally suited as a lead in to the Australian Open in January 2015 and we anticipate a strong field, putting us firmly on the World Tennis Calendar.

The Australian Pro Tour Events for January are -

Hyundai Hopman Cup  
3-10 January 2015  
Perth Arena, Perth, WA

**Happy Valley ATP Challenger**  
**2-11 January, 2015**  
**Happy Valley Tennis Club, Happy Valley, SA**

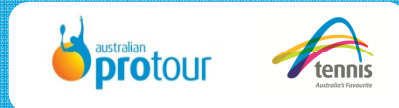
Brisbane International  
4-11 January 2015  
Queensland Tennis Centre, Brisbane, Qld

Hobart International  
11-17 January 2014  
Domain Tennis Centre, Hobart, Tasmania

APIA International Sydney  
11-18 January 2015  
Sydney Olympic Park Tennis Centre, Sydney, NSW

World Tennis Challenge  
13-15 January 2014  
Memorial Drive, Adelaide, SA

Australian Open Grand Slam  
19 Jan - 1 Feb, 2015  
Melbourne Park, Melbourne



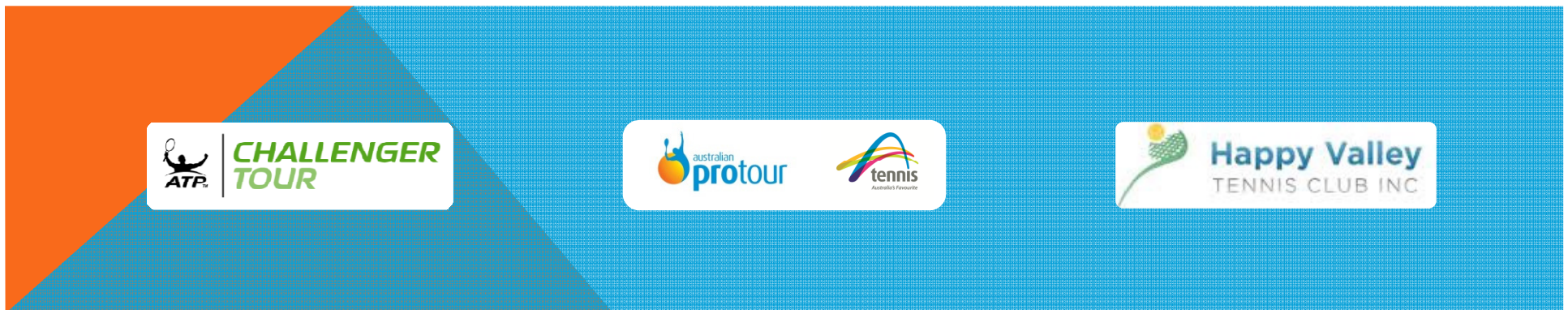
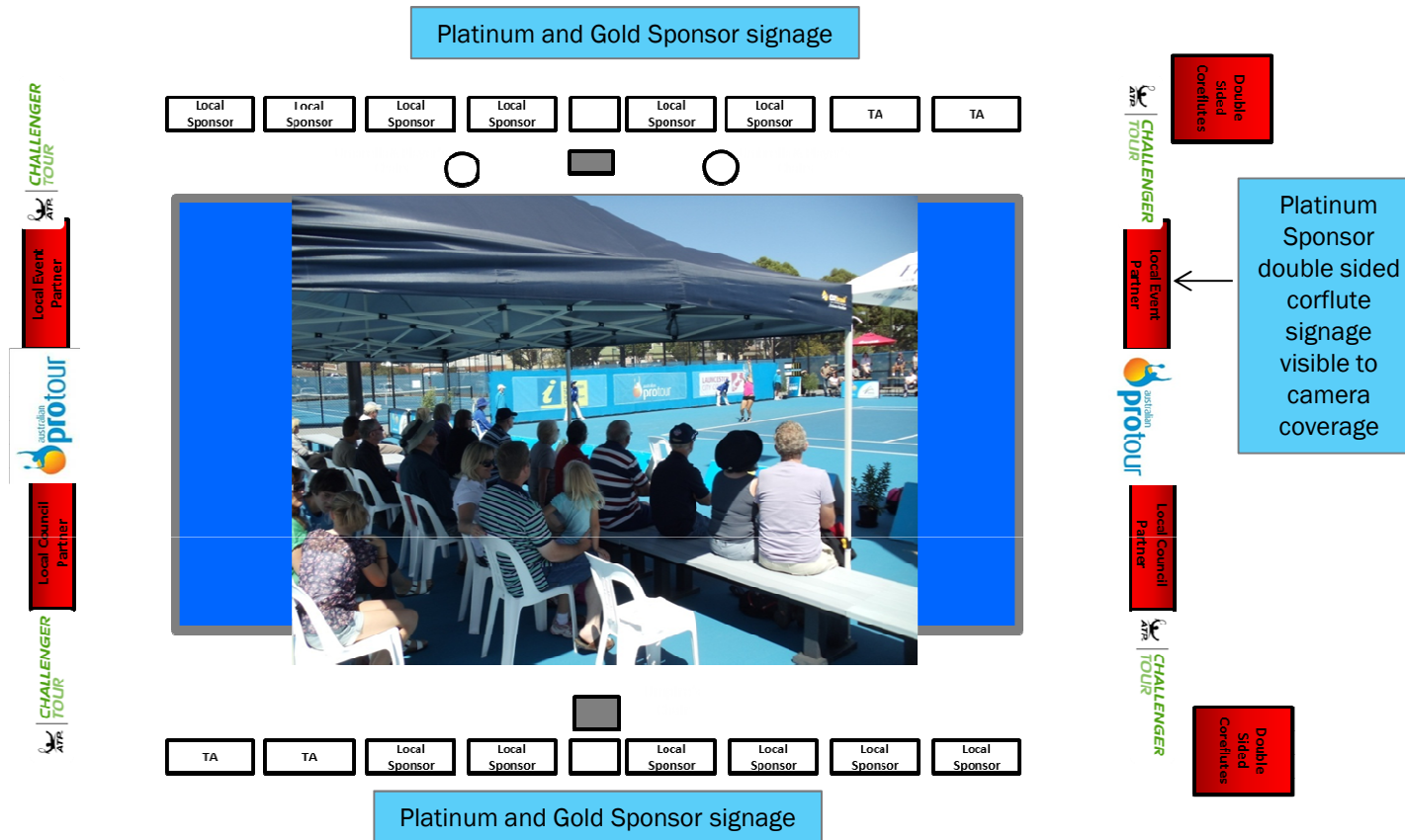
# Events Calendar for ATP Men's Challenger

2 – 11 January 2015

| Jan     | Events  |
|---------|---|
| Fri 2   | Sign in & player BBQ  |
| Sat 3   | Qualifying Rounds   |
| Sun 4   | Qualifying Rounds and Sponsors Dinner with Tournament Opening and Guest Speaker |
| Mon 5   | Main Draw commences   |
| Tues 6  | Main Draw continues   |
| Wed 7   | Main Draw continues   |
| Thurs 8 | Main Draw continues   |
| Fri 9   | Quarter Finals for Singles and Doubles  |
| Sat 10  | Semi Finals for Singles & Doubles   |
| Sun 11  | Corporate Brunch and Finals for Singles and Doubles                             |



# CENTRE COURT SIGNAGE PLAN



# PLATINUM PACKAGE

\$10,000

- Double sided triangular corflute signage on centre court and all match courts – 400 x 1200mm in size adjacent to the court sidelines. This signage will be seen on the live streaming.
- Potential access to Press releases providing negotiations with the ATP and Tennis Australia can be reached.
- Four complimentary tickets to the main dinner and catered Pro Am event – get to play with the top players! Four tickets to the Sunday Finals Corporate brunch.
- Access to a corporate area for viewing all matches.
- Business name and logo on entrance banner to HVTC Clubrooms, Happy Valley and Tennis Australia website and advertising on HVTC Facebook page.
- Company logo will be on all correspondence and displayed at all official functions and company will be mentioned at all official functions.
- Metal sign 900 x 600 mm will be produced by Vale Signs at a discounted price (your cost). This sign will be displayed on our court fence for 12 months.



# GOLD PACKAGE

\$4,000

- Double sided triangular corflute signage on alternate show courts – 400 x 1200mm in size adjacent to the court sidelines. This signage will be seen on the live streaming.
- Four complimentary tickets to the main dinner and catered Pro Am event – get to play with the top players! Four tickets to the Sunday Finals Corporate brunch.
- Access to a corporate area for viewing all matches.
- Business name and logo on entrance banner to HVTC Clubrooms, Happy Valley and Tennis Australia websites and advertising on HVTC Facebook page.
- Company logo will be on all correspondence and displayed at all official functions and company will be mentioned at all official functions.
- Metal sign 900 x 600 mm will be produced by Vale Signs at a discounted price (your cost). This sign will be displayed on our court fence for 12 months.



# SILVER PACKAGE

\$1,500

- Two complimentary tickets to the main dinner. Four tickets to the catered Pro Am event – get to play with the top players! Four tickets to the Sunday Finals Corporate brunch.
- Access to a corporate area for viewing all matches.
- Business name and logo on entrance banner to HVTC Clubrooms, Happy Valley website and advertising on HVTC Facebook page.
- Company logo will be on all correspondence and displayed at all official functions and company will be mentioned at all official functions.
- Metal sign 900 x 600 mm will be produced by Vale Signs at a discounted price (your cost). This sign will be displayed on our court fence for 12 months.



# BRONZE PACKAGE

\$750

- Two complimentary tickets to the main dinner and four complimentary tickets to the Sunday Finals Corporate brunch.
- Access to a corporate area for viewing all matches.
- Business name and logo on entrance banner to HVTC Clubrooms, Happy Valley website and advertising on HVTC Facebook page.
- Company logo will be on all correspondence and displayed at all official functions and company will be mentioned at all official functions.
- Metal sign 900 x 600 mm will be produced by Vale Signs at a discounted price (your cost). This sign will be displayed on our court fence for 12 months.



# PACKAGE COMPARISON

| Package   | Platinum<br>(\$10000)             | Gold<br>(\$4000)      | Silver<br>(\$1500) | Bronze<br>(\$750) |
|---|-----------------------------------|-----------------------|--------------------|-------------------|
| Centre Court sign adjacent main court   | Centre court and all match courts | Alternate show courts | -                  | -                 |
| Access to press releases*   | Y                                 | -                     | -                  | -                 |
| Main dinner tickets   | 4                                 | 4                     | 2                  | 2                 |
| Pro Am tickets  | 4                                 | 4                     | 4                  | -                 |
| Sunday Finals Brunch tickets  | 4                                 | 4                     | 4                  | 4                 |
| Access to Corporate area for viewing matches  | Y                                 | Y                     | Y                  | Y                 |
| Business name and logo on entrance banner, website and Facebook   | Y + TA website                    | Y                     | Y                  | Y                 |
| Company logo on all correspondence, displayed at official functions & company mentioned at all official functions | Y                                 | Y                     | Y                  | Y                 |
| Metal sign on fence at HVTC for 12 months   | Y                                 | Y                     | Y                  | Y                 |

\* Depending on negotiations with ATP and Tennis Australia



# TAKE PART IN THIS GREAT EVENT

Your name

Business name

Business address

Contact person

Landline number

Mobile number

Email address

I am interested in –

Platinum package     Gold package     Silver package     Bronze package

*All packages are negotiable with the Club to suit yours and the Clubs needs*

Alternatively email us at [simon.longhurst@adam.com.au](mailto:simon.longhurst@adam.com.au) or [meredithritchie76@gmail.com](mailto:meredithritchie76@gmail.com)



**CHALLENGER  
TOUR**



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# FOR MORE INFORMATION PLEASE CONTACT

## **Simon Longhurst**

Happy Valley Tennis Club President & Co-ordinator

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## **Jim Dickson**

ATP Challenger Organising Committee Secretary

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ATP Challenger  
January 2-11, 2015  
to be held at the Happy Valley Tennis Club  
Taylors Road West, Happy Valley  
[www.happyvalleytennis.com](http://www.happyvalleytennis.com)

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