

# SPONSORSHIP PROPOSAL

SUPPORTED BY CITY OF



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

**31 DECEMBER - 8 JANUARY 2017**



**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 \$75,000 Challenger in December - January 2016/17.

The Club has had 10 years experience in hosting the International Tennis Futures Tournament from 2005-2014 and two years in successfully hosting an Challenger in January 2015 and 2016. The 2015 event had five players from the top 100 in the world enter. This included Marcos Baghdatis , Ryan Harrison and Paul Henri-Mathieu. In addition Australian players Luke Saville, Alex Bolt, Andrew Whittington and Andrew Harris also entered the tournament. In 2016 we had Marinko Matosovic, Dudi Sela and World No. 1 Junior Taylor Fritz enter the tournament as well as a strong contingent of Australian players.

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

The Happy Valley Tennis Club is a key strategic player in the Tennis Australia vision for expansion and development of tennis in SA and nationally and is one of the most modern clubs in SA, providing services all year round for all levels of tennis.

We have over 200 members, and a strong family based background. Our Facebook page is growing and currently has 380 likes and our website is constantly updated.

This is a fantastic opportunity for local and Adelaide businesses to be involved in an international event but the Club needs your support. We cannot run an event like this without sponsorship. 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



# WELCOME TO HAPPY VALLEY TENNIS CLUB

## FAST FACTS

The City Of Onkaparinga 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 and is one of only six 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 and the Hopman Cup.

There will be 64 International and Australian tennis players competing for 32 main draw positions. Amongst the very strong field we anticipate there will be players from the top 100 in the world entered.

The tournament will have live scoring on all event days accessible via the ATP website.

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.

*The 2015 Happy Valley Challenger event was runner up in the Sports SA Most Significant Event for 2015.*

## MEDIA AND PROMOTION

Centre court - 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 by the event director and players at the event will be available to undertake media interviews.

Human interest stories will be developed/created.

Event specific poster will be printed with platinum and gold sponsor logos & possibly silver sponsors.

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

Community activations will be scheduled.



# PRO TOUR EVENT CALENDAR

The City of Onkaparinga Men's Challenger is ideally suited as a lead in to the Australian Open in January 2017 and, like the 2015 and 2016 events delivered, we anticipate a strong field.

The Australian Pro Tour Events for January are -

Hyundai Hopman Cup  
1-7 January 2017  
Perth Arena, Perth, WA

**City of Onkaparinga Challenger**  
**31 December, 2016 -8 January, 2017**  
**Happy Valley Tennis Club, Aberfoyle Park, SA**

Brisbane International  
1-8 January 2017  
Queensland Tennis Centre, Brisbane, Qld

Hobart International  
8-14 January 2017  
Domain Tennis Centre, Hobart, Tasmania

APIA International Sydney  
8-14 January 2017  
Sydney Olympic Park Tennis Centre, Sydney, NSW

World Tennis Challenge  
10-12 January 2017  
Memorial Drive, Adelaide, SA

Australian Open Grand Slam  
16 - 29 January, 2017  
Melbourne Park, Melbourne



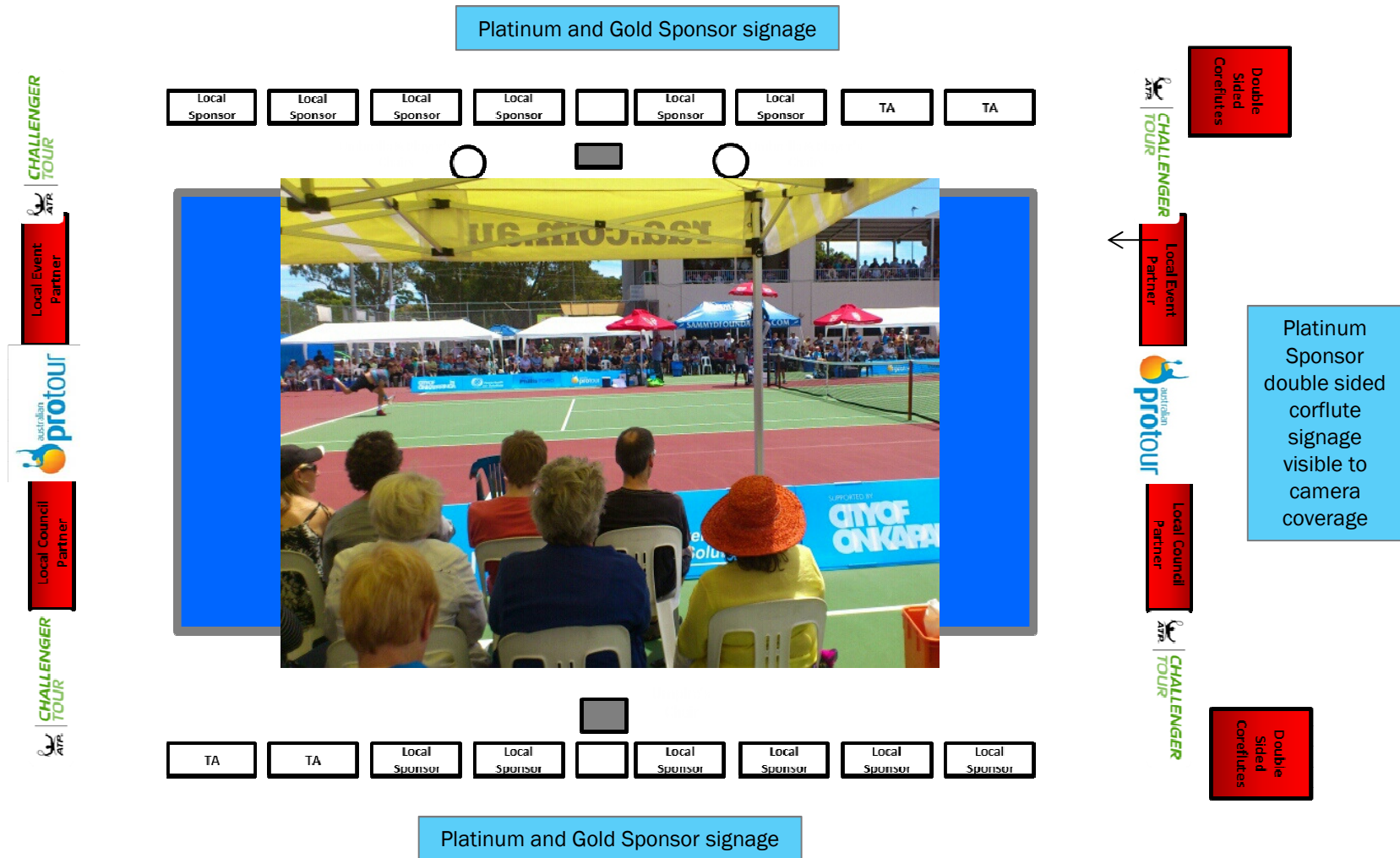
## Events Calendar for Men's Challenger

31 December 2016 – 8 January 2017

Jan	Events
Fri 30th	Sign in, player BBQ & Pro-Am tournament
Sat 31st	Qualifying Rounds
Sun 1st	Qualifying Rounds and Sponsors Dinner with Tournament Opening
Mon 2nd	Main Draw commences
Tues 3rd	Main Draw continues
Wed 4th	Main Draw continues
Thurs 5th	Main Draw continues
Fri 6th	Quarter Finals for Singles and Doubles
Sat 7th	Semi Finals for Singles & Doubles
Sun 8th	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.
- Potential access to press releases providing negotiations with the ATP and Tennis Australia can be reached.
- Eight complimentary tickets to the main dinner and Sunday Finals Corporate brunch.
- Access to a corporate area for viewing all matches.
- Four tickets to the catered Pro Am event – get to play with the top players!
- 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 no additional 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.
- Eight complimentary tickets to the main dinner and Sunday Finals Corporate brunch.
- Access to a corporate area for viewing all matches.
- Four tickets to the catered Pro Am event – get to play with the top players!
- 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

- Four complimentary tickets to the main dinner and Sunday Finals Corporate brunch.
- Access to a corporate area for viewing all matches.
- Four tickets to the catered Pro Am event – get to play with the top players!
- 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 Sunday Finals Corporate brunch.
- Access to a corporate area for viewing all matches.
- Four tickets to the catered Pro Am event – get to play with the top players!
- 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 (\$10000)	Gold (\$4000)	Silver (\$1500)	Bronze (\$750)
Centre Court sign adjacent main court	Centre court and all match courts	Alternate show courts	-	-
Access to press releases*	Y	-	-	-
Main dinner tickets	8	8	4	2
Pro Am tickets	4	4	4	4
Sunday Finals Brunch tickets	8	8	4	2
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 [suetomh@internode.on.net](mailto:suetomh@internode.on.net)



# FOR MORE INFORMATION PLEASE CONTACT

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Happy Valley Tennis Club

President & Event Co-ordinator

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## Sue Hoppo

Happy Valley Tennis Club

Event Co-ordinator

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City of Onkaparinga Challenger  
December 31, 2016 – January 8, 2017  
to be held at the Happy Valley Tennis Club  
Taylors Road West, Aberfoyle Park  
[www.happyvalleytennis.com](http://www.happyvalleytennis.com)

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