



WELLINGTON OPEN  
PARTNERSHIP PROPOSAL

*WELLINGTON'S TENNIS EVENT OF THE YEAR*



# WELLINGTON OPEN PARTNERSHIP PROPOSAL



**WELLINGTON'S TENNIS EVENT OF THE YEAR**

*Tennis Central Region Inc. is the regional sport organisation for tennis for the area incorporating Wellington, Kapi Mana, Hutt Valley, Wairarapa, Manawatu, Whanganui and Taranaki. The Central region has approximately 7,000 registered tennis participants across 73 clubs, with a further 15,000 people participation in tennis programmes on an annual basis.*

The strategic priorities of Tennis Central are to:

- Enable participation in tennis
- Support competition-focused players to perform / win
- Secure a sustainable future for tennis in the Central region

To achieve these outcomes as a not-for-profit organisation, Tennis Central seeks partnerships with external entities.

At this time Tennis Central is seeking:

- Naming-rights partner
- Major contributors
- Minor contributors

for its exciting Wellington Open event in December.





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## ***The Wellington Open***

- ***New Zealand's best tennis event outside of the ASB Classic***
- ***Men's and Women's 32 draw singles and 16 draw doubles***
- ***300 corporate guests at sell-out corporate tables***
- ***Public general admission tickets 500+***

- Sell-out event year on year
- A key event in the Wellington entertainment scene, whether you're a tennis fan or not
- World class ATP & WTA players
- Attracting the country's top and developing players with Davis Cup (Men) & Billie Jean King Cup (Women)
- Previous WO players include grand Slam players Lulu Sun, Michael Venus, Erin Routliffe and Marcus Daniell
- Join a growing list of Wellington sponsors supporting this exciting Wellington event
- Held 4-7 December with a sell-out finals day Saturday 7 December
- Held at the Renouf Tennis Centre
- Competing for a \$10K prize pool





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**Benefits  
of being the  
naming-rights  
partner of the  
Wellington  
Open may  
include:**

- Brand recognition in association with the event
- Option to use facility for a tennis staff/family fun day out
- VIP corporate table
- Complimentary general admission tickets
- Option to create member engagement social media activities to drive marketing and client acquisition
- Option to convert 10% of the annual partnership fee to Wellington Renouf Tennis Centre indoor court usage (weekdays prior to 3pm and weekends), with flexible usage options that include use by the corporate partner (e.g. staff health and well-being) or used as prizes for member engagement in social media activities
- Option to circulate three marketing promotions to the Tennis Central database (currently has approximately 10,000 email addresses) annually
- Option to have standing content in each Tennis Central 'No Strings Attached' e-newsletter (monthly)
- Option to have brand presence on the Tennis Central website 'Partners' web page
- Option to have branded signage on display at venue during the event
- Option to have a display / engagement site at the Wellington Renouf Tennis Centre during the event

Tennis Central is open to discussions about bundling these and other benefits into an agreed partnership package.





# WELLINGTON OPEN PARTNERSHIP PROPOSAL



*WELLINGTON'S PREMIER TENNIS EVENT*

*Tennis Central is seeking partners for this exciting event:*

- *Event naming-rights \$15K*
- *Major contributors \$5K*
- *Minor contributors (product or \$500+)*
  - *player packs*
  - *corporate table catering*
  - *event delivery*

We look forward to discussing your interest in this partnership opportunity with you.

For further information, please contact:

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