



**WILLIAMS BMW LIVERPOOL
INTERNATIONAL TENNIS
TOURNAMENT 2019**



PARTNERSHIP PROPOSAL
June 2019

Presented By





WILLIAMS BMW LIVERPOOL INTERNATIONAL TENNIS TOURNAMENT 2019

Established in 2002

***AN EVENT PARTNERSHIP OPPORTUNITY AT THE
LARGEST AND LONGEST RUNNING TENNIS EXHIBITION
IN EUROPE.***



A brief introduction to the Williams BMW Liverpool International Tennis tournament.

The Liverpool international tennis tournament (Litt) was established in 2002 as a warm up event for Wimbledon to give top ATP and WTA players as much grass court practice as possible prior to the most important tennis tournament in the world, Wimbledon. Since 2002 the event organisers Northern Vision has gathered an incredible list of the world's best players competing in Liverpool such as Novak Djorkovic, David Ferrer, Marat Safin, Caroline Wozniacki, Martina Hingis and Marion Bartoli to mention a few.

The Tournament added on legends to its program in 2004 and has since hosted the three most famous tennis players of the Open era, Bjorn Borg, John McEnroe and Martina Navratilova,, Virginia Wade, Mats Willander, Michael Stich, Richard Krajicek, Greg Rusedski and the Iranian tennis trickster with the unmistakable 'tash', Mansour Bahrami.

Northern Vision also carries out lot of work at grass route level and runs one of the most extensive CSR programs for tennis in the UK. During our Kids Day Only Program set an incredible world record in the largest tennis lesson ever staged were 806 kids from schools around Liverpool participated.

In 2018 the event reached out further to the very grass roots of sport by offer three weeks of FREE tennis in the most busy shopping center in the UK north

of London, Liverpool One and further promotions at the The Central Station, Exchange Flags,Williamson Square and in Southport all courtesy of our Title and Presenting Sponsors.

Northern Vision works closely with The Lawn tennis Association to guide as many of the children and adults who attend our promotional program tennis to tennis clubs in Liverpool and its region. We have over the years introduced over 150,000 children to tennis through our Kids Programme prior and during during the Williams BMW Liverpool International tennis Tournament.

At Northern Vision we have a philosophy to use Sport and Tennis as a tool to become active and healthy. In addition to our CSR program Liverpool International has projects involving



students, local businesses and charities, making it a very community oriented event. Our partnership with the title sponsor Williams BMW, has added extra value to the tournament in terms of the promotion of Sport, Health and Business Networking. The tournament each year support a number of local charities and has collected over 200,000 pounds to local causes sincethe inaugural tournament in 2002.

Due to the financial austerity hitting the Liverpool City Council they no longer can look upon sport as something they can support and hence it is of great important for the private sector to embrace our initiative for sport and staying active and bringing world class tennis to the North West.

I hope you will find the content of this brochure interesting and that we can meet up to discuss opportunities further.

Thank you for reading!

Anders Borg
Tournament Director

TOURNAMENT MARKETING, PR, CSR & HR OPPORTUNITIES

This is a sponsorship proposal for Liverpool International tennis tournament June 2019. The event takes place in the Liverpool Cricket Club, one of the oldest sporting grounds in the UK , showcasing tennis to the general public, corporate clients,sponsors, creating great media value for all partners in addition to introducing 10000 children to tennis annually.

Our partner and delegate packages provide much more than straight-forward badge sponsorship, they provide an extension to company's existing PR, marketing, branding, HR and an extensive Corporate Social Responsibility program. In addition there are ample promotional opportunities through branding and company exposure in the corporate and public area and at all social media channels.

During the 2018 event we had more than 2000 corporate visitors in addition to 10,000 general public spectators . During one of the most extensive promotional periods for a sporting event in the UK we distributed more than 75000 branded fliers to the general public and business community in the region in addition to our online database on 30000 members.

Northern Vision also ran the Sixth Festival of Tennis and a Corporate Tournament organised in one of the largest shopping malls in England , Liverpool One for a three week period prior to the international . It is another great way to engage with the public for our sponsors and corporate clients

creating a great day out. The Festival of Tennis is scheduled to run from the 28th May to 18th June 2019 and Liverpool One has an estimated footfall of 750,000 visitors per week.

Further promotional activities are due to take place at The Exchange Flags, Williamson Square, The Central Station, Peel Ports and John Lennon Airport in addition to promotional days in Southport and on the Wirral.

Northern Vision will also deliver the 4th ITF junior circuit event (Nike Junior International) taking place at The Bidston Tennis Centre on the Wirral from the 11th to 25th of November 2018. Children from more than 45 nations are expected to attend these two weeks in International Tennis mixing with up and coming local talent from the region.



EVENT PARTNER PACKAGE

TOURNAMENT MARKETING PR, CSR & CORPORATE HOSPITALITY

- Name and logo to be show case on official website www.liverpooltennis.co.uk as an Event Partner.
- Logo to be presented on most marketing material such as fliers, posters
- 1 parameter promotional board on center court
- Logo to be present on press backdrop
- 2 Corporate hospitality tables to be taken on a day of your choice
- Photo opportunity with players.
- 10 general tickets per day to the tournament
- 1 full page advert in the official tournament program





THE LARGEST TENNIS OUTREACH PROGRAM IN BRITAIN.

***Festival of Tennis
serves an ace with
amazing attendance at
Liverpool One.***



The 6th Festival of Tennis will take from the last Bank Holiday in May for three weeks introducing general public to tennis with free lessons between 12pm and 3pm on a daily basis.

This initiative gives thousand of kids from Liverpool the opportunity to try tennis for the first time and we are confident we can prove to them what a great game tennis is and that it is a game for life!

Further promotional venues for 2019 to be confirmed.



Each year we are also running a Corporate Doubles Competition for all Sponsors and Partner of The Williams BMW Liverpool International Tennis Tournament taking place at the Exchange Flags behind the Liverpool Town Hall.



WIRRAL JUNIOR INTERNATIONAL LIVERPOOL 10TH TO 24TH NOVEMBER

The 5th ITF Nike Junior International Event will be organised by Northern Vision at The Bidston Tennis Centre, Wirral as part of our all year long Community Programme.

We aim to bring talented national and international youngsters not only to promote Liverpool as a city of tennis but to also bring local kids to see and compete (through wildcards) against international junior players of their age.

More than 300 kids from nearly 50 different nations are expected to attend this two week of junior tennis bonanza.

The Bidston Tennis centre, Wirral is a fantastic venue for tennis and it is our aim and hopes to use it for several other events throughout the year.

Additionally, the event is part of our philosophy in Northern Vision to make an active difference to the lives of young people throughout Wirral and Liverpool -proving that tennis as a sport can help to developing transferable life skills of self esteem, respect for others,the ability to work in a team in addition to fight obesity and crime and help the region to become the healthiest in Britain.



THE LIVERPOOL INTERNATIONAL TENNIS TOURNAMENT HOLDS A WORLD RECORD!

Liverpool has officially smashed the world record for the largest ever tennis lesson according to the Guinness Book of Records – beating the marker set by Andy Murray’s mum Judy in July of 770 kids.

The Liverpool International Tennis Tournament now holds the world record by coaching 806 kids during a tennis lesson during Kids Day.

Firmly guided by coaches, including Merseyside’s own Wimbledon legend Barry Cowan, local children from all over Liverpool took part in the session.

Mayor of Liverpool Joe Anderson led the plaudits following the announcement the record would stand.

“Congratulations to everyone who took part in this record-breaking tennis coaching lesson,” he said. “They should rightly be proud of themselves for making history.”

One of the great aspects of the Liverpool International Tennis Tournament is the way in which it is inspiring the next generation of tennis players and encouraging young people to take up the sport.”

Ian McKenna, Director of Development at Liverpool Hope University said: “Breaking a world record is a fantastic achievement, and I am sure that sense of accomplishment will stay with all of the young people involved for a long

time. I hope that their experience as record breakers will help them develop a lifelong love of sport as fun, as part of a healthy lifestyle or even a career.”

Anders Borg said that he was immensely proud to bring the record to the city:

“We have been running the tournament in Liverpool since 2002 and throughout that time we have worked hard to introduce young people to the sport as an alternative to football.

“To have so many schools get involved with this effort and succeed in bringing the record to the city of Liverpool is a fantastic achievement and every pupil who took part should be proud that they have made history.

“Hopefully this will inspire them to go out to tennis clubs, playing fields and open spaces all over the city playing tennis and who knows, the next big British talent may well be right here in Liverpool.”





TOURNAMENT HISTORY MENS



YEAR

WINNER

2018

Alessandro Giannessi

2017

Steve Darcis

2016

Damir Dzhumhur

2015

Aljaž Bedene

2014

Michael Russell

2013

Martín Alund

2012

Kevin Anderson

2011

Fernando González

2010

Paul-Henri Mathieu

2009

Mardy Fish

2008

Amer Delic

2007

David Ferrer

2006

Xavier Malisse

2005

Ivan Ljubičić

2004

Ivan Ljubičić

2003

Jan-Michael Gambill

2002

Marat Safin



TOURNAMENT HISTORY

WOMENS



YEAR

WINNER

2018

Corinna Dentoni

2017

Polona Hercog

2016

Qiang Wang

2015

Ana Bogdan

2014

Jordie Burrage

2013

Coco Vandeweghe

2012

Belinda Bencic

2011

Martina Hingis

2010

Eugenie Bouchard

2009

Michelle Larcher de Brito

2008

Caroline Wozniacki



PLAYER REPRESENTATION

SPORTS TRAVEL

CONFERENCES

ACADEMIES

EVENTS

LIVERPOOL TENNIS TOURNAMENT 2018

PRESENTED BY

William

Merseyrail

Pool Hospital

2018 INTERNATIONAL
BUSINESS
FESTIVAL



northernvision 
Sporting Events

A unique corporate hospitality event for your calendar

Telephone: 07950 260 165 eMail: admin@northern-vision.co.uk

 [facebook.com/NorthernVision/](https://www.facebook.com/NorthernVision/)  [Liverpool Tennis](https://twitter.com/LiverpoolTennis)

Go to www.liverpooltennis.co.uk for further information