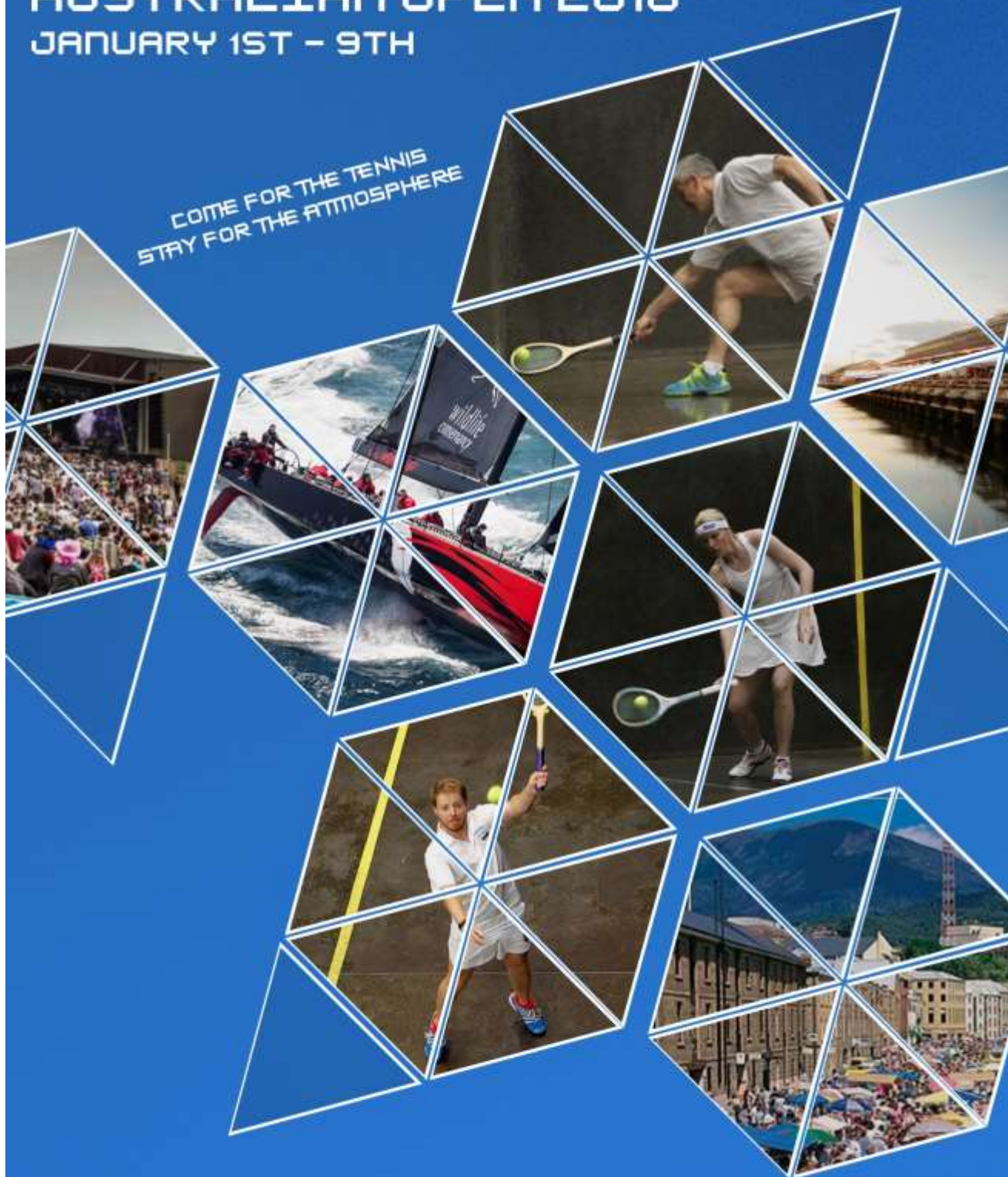


HOBART REAL TENNIS CLUB
PROUD TO HOST

AUSTRALIAN OPEN 2018

JANUARY 1ST - 9TH

COME FOR THE TENNIS
STAY FOR THE ATMOSPHERE



VISIT WWW.HOBARTTENNIS.COM.AU FOR ALL THE DETAILS

Australian Open 2018 – Hobart

Sponsorship Packages

The Australian Open Tournament is the premier event in the Australian real tennis calendar.

It is a competition for 4 real tennis titles - men's singles and doubles and women's singles and doubles, to be played over 9 days from 1 – 9 January 2018.

As the tournament only comes to Hobart once every four years, it presents a special opportunity to promote Hobart, its businesses and products to people who support and follow real tennis.

People follow the game, by travelling to Hobart to watch world class real tennis, but the game is also followed online, with livestreaming of matches around the world.

While the game has a relatively small following compared to many other sports, its players and followers are invariably interested in quality products and experiences.

Hobart and the Hobart Real Tennis Club enjoys an international reputation for a number of reasons. It was the first real tennis club established in Australia, and thus the oldest. The Club premises and the tennis court at 45 Davey Street are a collection of unique heritage buildings and its location opposite St. David's Park and close to the Salamanca precinct, make it a special place for followers of real tennis to visit.

Hobart is internationally renowned for hosting successful national and international real tennis events. And a Hobart player, Robert Fahey was world champion from 1993 until he lost the title last year to a player from the USA Cam Riviere. Rob Fahey's extraordinary dominance of real tennis around the world for 23 years, means that Hobart is a household word in the international real tennis world.

The tournament attracts the world's leading real tennis players not only because of the prestige of winning the tournament, but because the Australian Open is one of the leading tournaments for which points can be achieved for the right to challenge for the world championship of real tennis.

Entries for the tournament don't close until later this year, but current indications are that the world's leading men's and women's players will be coming to Hobart in January 2018. It is anticipated that the current world champion Cam Riviere and Rob Fahey will be playing in the tournament together with a group of other leading professional players from England and the USA. Also the leading women's player in the world, Claire Fahey, has indicated that she is intending to play in the tournament.

There will be considerable lead up publicity to the tournament, which presents opportunities for sponsors to present their products and businesses from August until the tournament ends on the 9th of January next year.

WINNING GALLERY

SPONSORS PACKAGE - \$1,000

Social Activities

- ❖ Attendance at Tournament Welcome Drinks x 2
- ❖ Attendance at Tournament Dinner x 2

Sponsors Exposure Opportunities

- ❖ Advertisement of Sponsors design on HRTC Website and any special HRTC Australian Open Newsletters (monthly Sept, Oct & Nov and weekly in Dec) from receipt of sponsorship
- ❖ Physical advertisement of Sponsors design and production (size to be approved) to be located at the Club from receipt of sponsorship
- ❖ Acknowledgment of sponsorship in weekly Club Newsletter from receipt of sponsorship
- ❖ Acknowledgment of sponsorship on live streaming of matches (possible?)
- ❖ Advertisement of sponsors design on tournament program
- ❖ [At additional cost to sponsor – supply of tennis shirts to be worn by all players in the tournament with corporate naming rights on back of shirts]

Real Tennis Viewing

- ❖ Single Dedans Seat for all semi-finals and finals = 12 matches

or

- ❖ 2 Dedans seats for all final – 4 matches

or

- ❖ An evening or weekend day (= 3 hours) of real tennis tuition and play for up to 8 persons nominated by the sponsor.
 - [variation/combination of the above can be negotiated]

GRILLE SPONSORS PACKAGE - \$500

Social Activities

- ❖ Attendance at Tournament Welcome Drinks x 1
- ❖ Attendance at Tournament Dinner x 1

Sponsors Exposure Opportunities

- ❖ Advertisement of Sponsors design on HRTC Website and any special HRTC Australian Open Newsletters (monthly Sept, Oct & Nov and weekly in Dec) from receipt of sponsorship
- ❖ Acknowledgment of sponsorship in weekly Club Newsletter from receipt of sponsorship
- ❖ Acknowledgement of sponsorship in tournament program
- ❖ Acknowledgement of sponsorship in any special HRTC Australian Open Newsletters

Real Tennis Viewing

- ❖ Single front row side gallery seat for all semi finals and finals = 12 matches

or

- ❖ 2 side gallery seats for all final – 4 matches

PRODUCT SPONSORS PACKAGE – VALUE OF \$200-\$250

Social Activities

- ❖ Attendance at Tournament Welcome Drinks x 1

Sponsors Exposure Opportunities

- ❖ Acknowledgment of sponsorship in weekly Club Newsletter from receipt of sponsorship
- ❖ Acknowledgement of sponsorship in tournament programs

Real Tennis Viewing

- ❖ 2 side gallery seats for Doubles finals – 2 matches

PRODUCT SPONSORS – VALUE LESS THAN \$200

- ❖ Acknowledgment of sponsorship in weekly Club Newsletter from receipt of sponsorship
- ❖ Acknowledgement of sponsorship in tournament program