

The University of Queensland Tennis Club Inc.

# Sponsorship Proposals

**Ebony Panoho**

Open Ladies' Singles Champion  
2012 University Open



# 2013 University Open Tennis Championships



Est. 1911



# Sponsoring Tennis

Tennis is one of the most popular recreational sports in Australia. It is played by people of all ages and from all walks of life.

Because of this diversity, Tennis players are a prime marketing target for just about every type of business. This potential market can be tapped through support of the sport at the international and national level, but it can also be reached by supporting the sport at the grassroots level.

Besides being cheaper, grassroots sponsorship enhances the public image of the sponsoring company because the members of the target group actually receive some direct benefit.

A major avenue for companies to reach the players at the grassroots level is to support the open tournaments played throughout Queensland.

As well as the ranking points events for the top players, most open tournaments run events suitable for all levels of players. With all levels competing, a weekend player could be competing in the D Grade Round-Robin Doubles a few courts away from a quarter-final of the Open Singles.

These tournaments are hugely important for the sport. They do not attract large numbers of public spectators but they do provide a focus for the local Tennis community and attract hundreds of players as participants. This provides wide public recognition for naming-rights sponsors.

The University Open Tennis Championships, organised by the UQ Tennis Club, is the major open tournament in Brisbane and for decades was, by far, the richest and largest open tournament in Queensland. The tournament record is 750 entrants.

The University Open was also the Queensland Open Tennis Championships from 1996 to 2006.

However, open tournaments do need sponsorship to be able to offer the required levels of prizemoney for the major ranking events. In recent years, non-metropolitan tournaments, particularly on the Sunshine Coast, have outstripped the University Open in prizemoney levels because of major local sponsorship.

The 2013 University Open will be played over three weekends in July/August (20-21 & 27-28 July and 3-4 August). It is hoped, with UQ Sport, to hold the inaugural **UQ TennisFest** on 4 August to create a carnival atmosphere for the tournament Finals.

The opportunity exists for national and local businesses to support this major Brisbane community sporting event. Some possible sponsorship packages are outlined in the following pages, ranging from major naming-rights sponsors to local business supporters. Although the key benefits revolve around the University Open, most of the packages incorporate 12-month exposure to the Brisbane Tennis community through the Club's other Tournament and Fixture activities.

# The Venue

The venue for the tournament is the UQ Sport Tennis Centre on The University of Queensland's St Lucia Campus (Brisbane). This is one of the largest Tennis complexes in Queensland and is used frequently by Tennis Australia and Tennis Queensland for National and State Championships and by the Brisbane Night Tennis Association for Fixture Grand Finals.

The Centre consists of 21 floodlit courts [15 Hardcourts (Laykold), 4 Cushioned Hardcourts (Laykold Cushion) and 2 Synthetic Grass Courts (Omnicourt)], a Pro Shop and a new café (Saint Lucy caffè e cucina). Five of the courts are of international standard and include a Centre Court with a permanent grandstand.

The Centre is owned by The University of Queensland and is operated by UQ Sport Limited. As it is situated on a University of Queensland campus, its operation is governed by all of the University's rules and regulations. These factors can place some restrictions on the permanent advertising that is possible at the venue.



# UQ Tennis Club

The University Open is conducted by The University of Queensland Tennis Club Inc. (UQ Tennis Club). The UQ Tennis Club was established in 1911, the year teaching commenced at The University of Queensland.

With a membership of around 500, it is by far the largest sporting club at the University and the largest Tennis club in Brisbane.

***The UQ Tennis Club is a major hub of Tennis activities in Brisbane.*** The Club usually fields around 100 teams per season in Brisbane-wide Fixtures and Internal Fixtures. Social Tennis programmes on Thursday nights and Sunday afternoons generally attract around 60-80 players per day from around Brisbane.

In addition to the University Open, the Club conducts an Annual Club Championships and around 15 night-time and daytime internal tournaments. These internal tournaments use a variety of formats that guarantee all participants keep playing and get lots of tennis.

The Club also provides much of the man-power, office space & equipment and expertise for running the local Fixture associations.

All of the courts at the UQ Sport Tennis Centre were badly damaged in the January 2011 Flood. Recovery was slow as no courts were operational until April, with all courts not finally repaired until September. Despite this, the 2011 University Open went ahead using a reduced number of courts in the middle of a construction site.



# Pathway to the Top

As well as being great community participation events, local tournaments, like the University Open, play a vital role in the development of Australia's up-and-coming players. The current top players had to start somewhere and it may well have been in the D Grade events in a local open tournament.

**Patrick Rafter** (U.S. Open Men's Singles Champion 1997 & 1998; Wimbledon Men's Singles Finalist 2000 & 2001; World No. 1 in Men's Singles in July 1999; Australian Davis Cup Team 1994-2001; current Davis Cup Captain) won the University Open 14/U Boys' Singles in 1986 and the 18/U Boys' Singles in 1989.

**Scott Draper** (Wimbledon Boys' Doubles Champion 1992; Australian Davis Cup Team 1996 & 2002; Australian Open Mixed Doubles Champion 2005) first played in the University Open in 1983 when he was 9 years old (in the D Grade Men's Singles). Scott played in the University Open every year from 1983 to 1994, after which he rocketed onto the World Circuit. Scott won the University Open A Grade Men's Singles in 1988 and the Open Men's Singles in 1994.

**Bernard Tomic** (current Australian No. 1; Australian Davis Cup Team 2012) was the runner-up in the University Open Men's Singles in 2007.

**Ashleigh Barty** (current Australian No. 6; Runner-up in the 2013 Australian Open Women's Doubles; Australian Fed Cup Team 2013) played in the University Open Ladies' Singles in 2008 when she was just 12 years old.

**Samantha Stosur** (U.S. Open Women's Singles Champion 2011; U.S. Open Women's Doubles Champion 2005; Australian Open Mixed Doubles Champion 2005; Wimbledon Mixed Doubles Champion 2008; Australian Fed Cup Team since 2003) first played in the University Open in 1994 when she was 10 years old. Samantha won the University Open C Grade Ladies' Singles & C Grade Ladies' Doubles in 1994, B Grade Ladies' Doubles in 1995, 14/U Girls' Doubles in 1996 and 18/U Girls' Singles in 1998.

**Kerry-Anne Guse** (Australia Fed Cup Team 1997 & 1998), first played in the University Open in 1981 when she was just 8½ years old (in the D Grade Ladies' Singles). Kerry-Anne won the University Open D Grade Ladies' Singles in 1982, A Grade Ladies' Singles in 1984, 16/U Girls' Singles in 1986, 18/U Girls' Singles in 1987, Open Ladies' Doubles in 1988 & 2007 and Open Ladies' Singles in 1988, 1992 & 1995.



**Patrick Rafter**  
1989 University Open Junior Singles Champion

# 3-YEAR PLATINUM SPONSOR\*

\$12,000 per year + GST

- sole naming rights to the tournament
- naming rights to the Open events
- half-page advertisement and company logos in the tournament entry form and/or tournament fact sheet
- acknowledgement in e-mail promotions of the tournament
- signage in clubhouse (and possibly on exterior of clubhouse) for 3 years
- additional signage at venue on tournament days
- advertisement on tournament Web pages
- company name/logo on all tournament printed material (e.g. result cards, round-robin scoresheets & tournament newsletter)
- company name/logo on University Open T-shirts
- free Corporate Tennis Day prior to or after the tournament each year
- use of company name in all media releases (but media exposure cannot be guaranteed)
- invitation to present cheques and trophies for Open Singles events
- option of representation on organising committee
- advertisement in each edition of *UQ Tennis News* and *UQ Tennis E-News* for 3 years
- prominent acknowledgement with logo for 3 years on the UQ Tennis Club's Website ([www.uqtc.org.au](http://www.uqtc.org.au))
- naming rights for the Club's internal tournaments, the Annual Club Championships, the University of Queensland Championships and the Club's Grand Prix
- company logo (or small advertisement) in entry forms for internal tournaments (approx. 15 tournaments per year)
- naming rights for the Club's internal Fixtures (currently Monday Nights and Thursday Nights)
- company logo (or small advertisement) in Fixture Draws for internal Fixtures
- logo in Club Information Booklet

\* All sponsorship packages are flexible and open to negotiation as there could be alternative ways of promoting a sponsor's support of the tournament or some goods & services could be provided in lieu of cash. Costs involved in providing signs/banners, producing artwork for advertisements and printing advertising inserts are a cost of the sponsor, over and above the sponsorship amount.

# PLATINUM SPONSOR\*

## \$12,000 + GST

- sole naming rights to the tournament
- naming rights to the Open events
- half-page advertisement and company logos in the tournament entry form and/or tournament fact sheet
- acknowledgement in e-mail promotions of the tournament
- signage in clubhouse (and possibly on exterior of clubhouse) for 1 year
- additional signage at venue on tournament days
- advertisement on tournament Web pages
- company name/logo on all tournament printed material (e.g. result cards, round-robin scoresheets & tournament newsletter)
- company name/logo on University Open T-shirts
- use of company name in all media releases (but media exposure cannot be guaranteed)
- invitation to present cheques and trophies for Open Singles events
- option of representation on organising committee
- advertisement in each edition of *UQ Tennis News* and *UQ Tennis E-News* for 1 year
- prominent acknowledgement with logo for 1 year on the UQ Tennis Club's Website ([www.uqtc.org.au](http://www.uqtc.org.au))
- naming rights for the Club's internal tournaments, the Annual Club Championships, the University of Queensland Championships and the Club's Grand Prix
- company logo (or small advertisement) in entry forms for internal tournaments (approx. 15 tournaments per year)
- naming rights for the Club's internal Fixtures (currently Monday Nights and Thursday Nights)
- company logo (or small advertisement) in Fixture Draws for internal Fixtures
- logo in Club Information Booklet

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# GOLD SPONSOR\*

## \$6,000 + GST

- joint naming rights to the tournament
- naming rights to an Open event
- half-page advertisement and company logos in the tournament entry form and/or tournament fact sheet
- acknowledgement in e-mail promotions of the tournament
- signage in clubhouse (and possibly on exterior of clubhouse) for 1 year
- additional signage at venue on tournament days
- advertisement on tournament Web pages
- company name/logo on all tournament printed material (e.g. result cards, round-robin scoresheets & tournament newsletter)
- company name/logo on University Open T-shirts
- use of company name in all media releases (but media exposure cannot be guaranteed)
- invitation to present cheques and trophies for the naming-rights event
- advertisement in each edition of *UQ Tennis News* and *UQ Tennis E-News* for 1 year
- prominent acknowledgement with logo for 1 year on the UQ Tennis Club's Website ([www.uqtc.org.au](http://www.uqtc.org.au))
- naming rights for the Club's internal tournaments, the Annual Club Championships, the University of Queensland Championships and the Club's Grand Prix
- company logo (or small advertisement) in entry forms for internal tournaments (approx. 15 tournaments per year)
- joint naming rights for the Club's internal Fixtures (currently Monday Nights and Thursday Nights)
- company logo (or small advertisement) in Fixture Draws for internal Fixtures
- logo in Club Information Booklet

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# SILVER PREMIUM SPONSOR\*

\$3,000 + GST

- naming rights to an event (not necessarily an Open event)
- quarter-page advertisement and company logo in the tournament entry form and/or tournament fact sheet
- acknowledgement in e-mail promotions of the tournament
- signage in clubhouse for 1 year
- additional signage at venue on tournament days
- logo on tournament Web pages
- company name/logo on all tournament printed material (e.g. result cards, round-robin scoresheets & tournament newsletter)
- company name/logo on University Open T-shirts
- invitation to present cheques and trophies for the naming-rights event
- advertisement or logo in each edition of *UQ Tennis News* and *UQ Tennis E-News* for 1 year
- prominent acknowledgement with logo for 1 year on the UQ Tennis Club's Website ([www.uqtc.org.au](http://www.uqtc.org.au))
- logo in Club Information Booklet

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# SILVER SPONSOR\*

\$2,000 + GST

- naming rights to an event (not necessarily an Open event)
- quarter-page advertisement and company logo in the tournament entry form and/or tournament fact sheet
- acknowledgement in e-mail promotions of the tournament
- signage in clubhouse for 1 year
- additional signage at venue on tournament days
- logo on tournament Web pages
- company name/logo on University Open T-shirts
- invitation to present cheques and trophies for the naming-rights event
- advertisement or logo in each edition of *UQ Tennis News* and *UQ Tennis E-News* for 1 year
- prominent acknowledgement with logo for 1 year on the UQ Tennis Club's Website ([www.uqtc.org.au](http://www.uqtc.org.au))
- logo in Club Information Booklet

\* All sponsorship packages are flexible and open to negotiation as there could be alternative ways of promoting a sponsor's support of the tournament or some goods & services could be provided in lieu of cash. Costs involved in providing signs/banners, producing artwork for advertisements and printing advertising inserts are a cost of the sponsor, over and above the sponsorship amount.

# BRONZE SPONSOR\*

\$1,000 + GST

- quarter-page advertisement and company logo in the tournament entry form and/or tournament fact sheet
- acknowledgement in e-mail promotions of the tournament
- signage in clubhouse for 1 year
- additional signage at venue on tournament days
- logo on tournament Web pages
- Advertisement or logo in each edition of *UQ Tennis News* and *UQ Tennis E-News* for 1 year
- prominent acknowledgement with logo for 1 year on the UQ Tennis Club's Website ([www.uqtc.org.au](http://www.uqtc.org.au))
- logo in Club Information Booklet

\* All sponsorship packages are flexible and open to negotiation as there could be alternative ways of promoting a sponsor's support of the tournament or some goods & services could be provided in lieu of cash. Costs involved in providing signs/banners, producing artwork for advertisements and printing advertising inserts are a cost of the sponsor, over and above the sponsorship amount.

# LOCAL BUSINESS COMMUNITY BENEFACTOR\* \$250 + GST

- advertisement (approx. 10 cm X 7 cm) and company logo in the tournament entry form and/or tournament fact sheet
- acknowledgement in e-mail promotions of the tournament
- signage at venue on tournament days
- logo on tournament Web pages

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**Ashleigh Barty**  
2008 University Open



**Mal Anderson**  
1986 University Open



**Bernard Tomic**  
2007 University Open



**Patrick Rafter**  
1989 University Open



**Joanne Butler & Wayne Hampson**  
1985 University Open



**Patrick Rafter**  
1986 University Open

# CHAMPIONS HONOUR ROLL

YEAR	OMS	OLS	OMD	OLD	OXD	18BS	18GS
1966	Gary Baulch	Lexie Kenny				Larry Weatherhog	Lexie Kenny
1967-71	tournament not held						
1972	Maurie Guse*						
1973	Mal Anderson*						
1974	tournament not held - UQ Tennis Courts destroyed in Flood						
1975	Jeff Twist	Jan Fallis					
1976	Jeff Twist	Jan Fallis	Gary Hutchinson & Greg Braun			Mark Deuble	Susan Leo
1977	John Joyce	Susan Leo	John Decker & Cliff Bothwell	Jan Fallis & Susan Leo		Lyle Kluck	Karen Stewart
1978	Jeff Twist	Robyn Knobel				Richard Eden	Michele Earl
1979	Ray Kelly	Diana Brown	Campbell Robertson & Ian Johnson			Russell Barlow	Diana Brown
1980	Jeff Twist	Helen Davis	John Decker & Nev Hay		Karen Stewart & Nev Hay	Ken Thams	Helen Davis
1981	Max Bates	Lisa Bee	C. Robertson & Max Bates	Karen Stewart & Karen Gibbs	Lorraine Decker & John Decker	Christian Schatz	Helen Davis
1982	Geoff Masters	Amanda Tobin	not completed	not completed	not completed	Adrian Targett	not completed
1983	Jeff Twist	Helen Davis	Dale Collings & Ray Kelly	Bronwyn Draper & Jan Fallis	Cliff Bothwell & Jan Fallis	Graeme Brimblecombe	Rosemary Eden
1984	Mark Kratzmann	Helen Davis	Dale Collings & Ray Kelly	Sharon Smart & Joanne Butler	Christian Schatz & Helen Davis	John Gibson	Tracey Morton
1985	Wayne Hampson	Joanne Butler	Dale Collings & Ray Kelly	Rosemary Eden & Helen Davis	Helen Davis & Max Bates	Neil Borwick	Rosemary Eden
1986	Graeme Brimblecombe	Rosemary Eden	Ross Orford & Max Bates	Rosemary Eden & Helen Davis	not completed	Jason Carriage	Donna Littleton
1987	Wayne Hampson	Helen Davis	Wayne Hampson & Dale Collings	Rosemary Eden & Helen Davis	Rosemary Eden & Max Bates	Jason Carriage	Kerry-Anne Guse
1988	Pat Flynn	Kerry-Anne Guse	Wayne Hampson & Dale Collings	Kerry-Anne Guse & Justine Hodder	Helen Dorricott & Max Bates	Alan Ross	Justine Hodder
1989	Shane Barr	Lorrae Guse	Heath Denman & Mark Draper	Eira Sinkins & Sharon Ellis	Ian Malpass & Rachel King	Patrick Rafter	Lorrae Guse
1990	Ashley Naumann	Helen Dorricott	Ian Malpass & Max Bates	Nicole Kenneally & K. Schwenke	Brock Connolly Kirsten Schwenke	Chris Mahony	Danielle Thomas
1991	Graeme Brimblecombe	Helen Dorricott	Ian Malpass & Max Bates	Rosemary Eden & Helen Dorricott	Helen Dorricott & Mark Draper	Travis Semmens	Melissa Beadman
1992	Alan Ross	Kerry-Anne Guse	G. Brimblecombe & Simon Merrin	Rosemary Eden & Helen Dorricott	Bronwyn Draper & Scott Draper	Toby Mitchell	Natalie Frawley
1993	Mark Draper	Helen Dorricott	Ian Malpass & Max Bates	Rosemary Eden & Helen Dorricott	John James & Ym Hazzard	Toby Mitchell	Amy Jensen
1994	Scott Draper	Helen Olsson	Mark Draper & Scott Draper	Bronwyn Draper & Danielle Thomas	Helen Olsson & Mark Draper	Paul Hanley	Amy Jensen
1995	Heath Denman	Kerry-Anne Guse	Chris Bates & Mark Way	Rosemary Eden & Amanda Webb	Jodie Lynn & Ian Malpass	Gareth Keating	Kylie Kemsley
1996**	Heath Denman	Lechia Trewick	John Marinov & Ken Smith	Karen Black & Andrea Ho	Mark Chappell & Karen Black	Ryan Frischkorn	Andrea Ho
1997**	Brock Connolly	Justine Hodder	Heath Denman & Paul Mooney	Justine Hodder & Electra Henry	Mark Chappell & Karen Black	Johnny Stamenovic	Angela Szymanowski
1998**	Heath Denman	Deanna Roberts	Matt Ilott & Jay Pike	not completed	not completed	Adam Carey	Samantha Stosur
1999**	Heath Denman	Deng Kun	Patrick Flynn & Simon Merrin	Marinet Morgan & Belinda Kelly	Andrew Orford & Lisa Argent	Troy Gillham	Linda Fallon
2000**	Peter Handoyo	Kelly Blanch	John James & Jason Sellin	Kelly Blanch & Amanda Jones	Andrew Orford & Lisa Argent	Morgan Wilson	Tiffany Welford
2001**	John James	Linda Fallon	Ashley Naumann & Marc Kimmich	Gabrielle Baker & Rebecca Pike	Lisa Argent & Andrew Orford	Robert Smeets	Genevieve Butnoris
2002**	John James	Lisa Argent	John James & Ben Mathias	Lisa Argent & Kelli Orford	Lisa Argent & Andrew Orford	Michael Leong	Katrina Domela
2003**	John James	Deng Kun	John James & James Rapkins	Marinet Morgan & Shannon Golds	Shannon Golds & Johnny Stamenovic	Luke Campbell	Kelli Zahmel
2004**	Robert Smeets	Tiffany Welford	Robert Smeets & Chris O'Mara	Jessica Hoath & Shannon Golds	Shannon Golds & Robert Smeets	Michael Leong	Prue Teitzell
2005**	John James	Bianca Smith	John James & Marc Svenson	Maria Sorbello & Shannon Golds	Andrew Orford & Lisa Orford	Alex Bothe	Alice Watter
2006**	John James	Monika Wejnert	Lachlan Reed & Alex Bothe	Kayla Berry & Kelli Zahmel	Gabby Baker & John James	Keith Willis	Monika Wejnert
2007	John James	Renee Binnie	Lachlan Reed & John Warner	Lorrae Guse-Bell & Kerry-Anne Guse-Abbott	Taylor Douglas & James Rapkins	Cory Phillips	Katie Lee
2008	Mark Draper	Monika Wejnert	Hugh McDonald & Robert Bartlett	Alice Watter & Katie Lee	Steven De Waard & Amy Barton	Scott Puodziunas	Yuri Nomoto
2009	Mark Draper	Ashling Sumner	Ethan Wilkinson & Nick Northcott	Nana Miyakawa & Athena Nathalia	Hannah Receveur & Gavin Van Peperzeel	Lachlan Treacher	Athena Nathalia
2010	Michael Look	Shannon Golds	Philip Janz & Adon Kronk	Shannon Beckett & Cassie Gramlick	Cassie Gramlick & Philip Janz	George Wall	Jacqui Bell
2011	Robert Smeets	Nao Hibino	Gavin Van Peperzeel & John James	Athena Nathalia & Oriana Nowicki	Logan MacKenzie & Stefanie Tan	George Wall	India Warren
2012	Robert Smeets	Ebony Panoho	Gavin Van Peperzeel & Brendan Moore	Elizabeth James & Cassie Gramlick	Logan MacKenzie & Stefanie Tan	George Wall	event cancelled

\* no records to confirm

\*\* also Queensland Open Championships



# 2012 University Open Tennis Championships



Frank Martinez (Sports Technology International) congratulating Logan MacKenzie (Open Men's Singles Runner-Up)



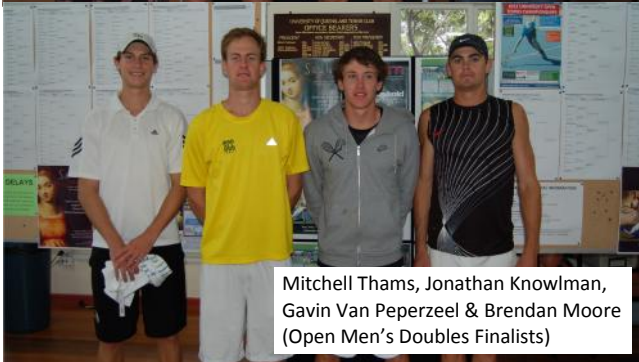
Sasha Lloyd (Saint Lucy caffè e cucina) presenting the winner's cheque to Robert Smeets (Open Men's Singles Champion)



Sasha Lloyd (Saint Lucy caffè e cucina), Robert Smeets (OMS Champion), Logan MacKenzie (OMS R/U) & Frank Martinez (Sport Technology International)



Hank Szeto (Thinkingcap Consulting) presenting The Colonel's Trophy to Ebony Panoho (Open Ladies' Singles Champion)



Mitchell Thams, Jonathan Knowlman, Gavin Van Peperzeel & Brendan Moore (Open Men's Doubles Finalists)



Lucie Ayotte, Claudia Hong, Nicole Morton & Naomi Westaway (B Grade Ladies' Doubles Finalists)



Jackie Lee, Ebony Panoho, Cassie Gramlick & Elizabeth James (Open Ladies' Doubles Finalists)



Frank Martinez (Sports Technology International) presenting the Edgar Stumbles Memorial Shield to George Wall (18 & Under Boys' Singles Champion)



Andrew Lack & Ian Cheong (A Grade Men's Doubles Runners-Up)



Paul Groch & Raymond Lam (C Grade Men's Singles Prize Winners)