



Newcastle 2027 TOURNAMENT

Sponsorship Proposal & Invitation

AUSTRALIAN SENIORS TENNIS TEAMS CARNIVAL &
AUSTRALIAN SENIORS INDIVIDUAL CHAMPIONSHIPS



AUSTRALIAN CHAMPIONSHIPS – NEWCASTLE 2027

Become a sponsor and be part of

Australia's biggest seniors' tennis event!

Tennis players aged 30 to 90+ will be visiting Newcastle and the Hunter Valley in January 2027 and you're invited to be one of our valued sponsors. Hosted by the New South Wales branch of Tennis Seniors Australia, the weeklong Australian Teams Carnival, followed by the Australian Individual Championships, are set to attract more than 2,000 players and spectators.

IT'S A GOLDEN OPPORTUNITY TO MARKET YOUR PRODUCTS OR SERVICES TO AN ACTIVE AND AFFLUENT AUDIENCE.

KEY FACTS

- Teams Carnival – 3-8 Jan 2027
- Individual Championships – 10-15 Jan 2027
- Venues include District Park Tennis Centre, Newcastle Hill Tennis Club, Lake Macquarie Tennis Centre & Cessnock Tennis Centre

KEY BENEFITS

- Choose a sponsorship level that suits you (see following page)
- Sponsorship can be in the form of cash, products or services (cash sponsorships are tax deductible)
- Majority of participants are aged 50-70, with above average incomes
- Opportunities to include promotional materials and giveaways in player bags
- Both tournaments will be widely marketed on social media, tennis websites & e-newsletters
- Media releases will be issued to local print, radio and television stations

EVENT OVERVIEW

The Australian Teams Carnival and the Australian Individual Championships are owned by Tennis Seniors Australia which allocates it annually on a rotational basis to the member states (New South Wales, Victoria, Tasmania, South Australia, Western Australia, Australian Capital Territory and Queensland).

In 2027, the event headquarters will be District Park (Corner of Lambton Rd & Curley Rd Broadmeadow), which is a licensed premises with 23 synthetic grass courts.

Over 60 courts will be used in the first week.

How you'll benefit as a sponsor

CATEGORY	BENEFITS	MAJOR	GOLD	SILVER	BRONZE	SUPPORTER
Investment	(cash or product/service benefit)	\$10,000	\$5,000	\$2,500	\$1,500	\$500
	Naming rights on all material relating to the event, continuous acknowledgement during event	✓	✓ (if no major)			
	Logo on website with link to your website	✓	✓	✓	✓	✓
	Logo/branding on entry forms	✓	✓	✓	✓	✓
Advertising Opportunities	Logo/branding in players packs	✓	✓	✓	✓	✓
	Advertising stall/stand at venue on tournament days	✓	✓	✓	✓	✓
	Display of product at event	✓	✓	✓	✓	✓
	Acknowledgement on website	✓	✓	✓	✓	✓
	Invitation to present cheques and trophies to winners & runners up	✓	✓	✓		
	Promotional/special offers in player packs	✓	✓	✓	✓	✓
Printed material	Venue signage on tournament days	✓	✓	✓	✓	✓
	On court signage (where possible)	✓	✓			
	Branding on event scoresheets					✓
Hospitality	Invitation to social events	✓	✓	✓		
	Dinner during tournament	✓	✓	✓	✓	✓
Administrative	Tax invoice	✓	✓	✓	✓	✓
	Advertising tax deduction	✓	✓	✓	✓	✓

TEAMS CARNIVAL

The first week of the event is the Teams Carnival where men and women, in teams of five to six players, compete in age groups (30+ to 90+) against teams from all states, as well as from overseas. In past years, teams have entered from New Zealand, Malaysia, China and USA. More than 700 players are expected to compete in the Teams event, and many will be accompanied by their partners and family members.

INDIVIDUAL CHAMPIONSHIPS

In the week following the Teams Carnival, the International Tennis Federation (ITF) sanctioned "MT1000" Australian Seniors Tennis Championships will be held, offering players world ranking points for the more serious men and women tennis players in age groups from 30+ to 90+. More than 400+ players from throughout Australia and overseas are expected to take part in the singles, doubles and mixed doubles knockout and round robin events.

EVENT MARKETING

With the help of TSNSW members who are in the marketing and media industry, we have put together a marketing plan to ensure that our sponsors get maximum exposure.

THIS INCLUDES:

- E-newsletters to all Tennis Seniors Australia members
- Event flyer on Tennis Seniors Australia and all State Seniors websites
- Regular posts on Tennis Seniors respective Facebook pages
- Media releases to Newcastle print and online publications as well as television and radio stations
- Feature stories on newsworthy players
- As the Individual Championships are sanctioned by the ITF, the event will be marketed throughout the world via the ITF London website

We need your support

Tennis Seniors New South Wales (TSNSW) is required to financially underwrite and conduct both tournaments and relies heavily on the support of sponsors. As *TSNSW is a registered non-profit organisation, cash donations are tax-deductible*.

TSNSW acknowledges that sponsors expect value for the money and/or products and services they donate. TSNSW pledges to regularly promote all sponsors to their members and to remind them to support the sponsors that make the event possible.

FOR EVENT & SPONSORSHIP ENQUIRIES, CONTACT
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