

# 10FOR10 PARTNER PACKAGE

THE LIVERPOOL INTERNATIONAL TENNIS TOURNAMENT 2012  
EUROPE'S LARGEST TENNIS EXHIBITION EVENT

21<sup>ST</sup> - 24<sup>TH</sup> JUNE 2012, CALDERSTONES PARK





# I CANNOT BELIEVE HOW QUICKLY TIME HAS GONE BY!

Northern Vision was founded in 2002 when Marat Safin became the first Liverpool Champion at Calderstones Park. Since then we have had an unbelievable list of world-class ATP and WTA talent, as well as up and coming youngsters and some of tennis' greatest legends appear in Liverpool.

Two players in particular who I am especially proud of having played at Liverpool, Caroline Wozniacki and Novak Djokovic both came to Liverpool five years ago as complete unknown Juniors, today, they are both World No. 1.

Northern Vision has hosted the three most famous tennis legends of the Open era, Bjorn Borg, John McEnroe and Martina Navratilova. As well as other legends including Martina Hingis, Ilie Nastatse, Michael Stich, Richard Krajicek, former British Number One and US Open Finalist, Greg Rusedski and the Iranian tennis trickster with the unmistakable 'tash', Mansour Bahrami.

We are proud to have a host of Ambassadors including Sky Sports Tennis Correspondent Barry Cowan, the last British player to win Wimbledon, Virginia Wade and ex-Liverpool Captain and Coach, Phil Thompson.

Northern Vision carries out a lot of work at grass roots level in Liverpool and is working with some incredibly talented youngsters on our performance academies. Harry Meehan is one of our aspiring players, at just 16 years old he possess all the qualities required to compete at the highest level.

We have introduced over 50,000 children to tennis through our School Programme during the Liverpool International. Moving forward we will work closely with Liverpool City Council to guide as many of the children who attend the programme in the park into public tennis clubs in Liverpool.

Our relationship with Liverpool City Council is invaluable, but for this event to be sustainable and to add to the tourism economy of the city, it is important for the public sector to embrace this event. For that reason I hope that after looking through this brochure you will be willing to arrange a meeting with us to discuss opportunities further.

## THANK YOU FOR READING!

**Anders Borg**

Tournament Director

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NAVRATILOVA AND HARRY MEEHAN





## TOURNAMENT MARKETING/PR CSR/HR DELEGATE OPPORTUNITIES

OUR NEW 10FOR10 PARTNER PACKAGE PROVIDES MUCH MORE THAN 'BADGE' SPONSORSHIP. IT PROVIDES AN EXTENSION TO A COMPANY'S EXISTING MARKETING, BRANDING, PR, CSR AND HR, THROUGH A SPECIFIC SIX MONTH MARKETING, PR, CSR AND HR STRATEGY COMBINED WITH THE BENEFITS OF BEING A SPONSOR OF THE LIVERPOOL INTERNATIONAL 2012. NORTHERN VISION WILL MANAGE THE STRATEGY ON YOUR BEHALF, ENSURING THE PARTNERSHIP BECOMES A VALUABLE ASSET TO A COMPANY WITH A TANGIBLE RETURN.

The Package requires a £10,000 investment, £2,500 of this will go directly to a fund for community tennis programmes and to support the work of The Princes Trust. Providing your company with a Corporation Tax saving.

The 10 founding companies will be responsible for naming the Liverpool tournament - **The Princes Trust Liverpool International 2012**, a concept never done before in the UK.

The consortium will also be responsible for the assistance with the start-up of a new business in Liverpool. The start-up will be given financial assistance through the Trust, each member of the consortium will be asked to either provide a service or mentoring to the start-up during its first year in business.



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## **MARKETING/PR/CSR/HR:**

Naming Rights of the 2012 tournament – **The Princes Trust Liverpool International 2012**;  
Provision of a structured six month marketing, PR, CSR and HR plan, executed by Northern Vision on your behalf. Each month we will provide you with an electronic Activity Report and clippings of PR from that month, please refer to PPT;  
Logo included on all tournament marketing material;  
An advert banner in at least one publication advertising the event;  
Logo on press backdrop for all activity from January to June;  
One elfyer advert and one piece of editorial to Northern Vision database, circa 20,000 people;  
Logo on Liverpool and Northern Vision websites in sponsor footer with hyperlink to website;  
Web advert, one bi-monthly for one week from January-June;  
Two splash pages on the landing page of the Liverpool and Northern Vision websites for a two week period;  
Editorial in Princes Trust newsletter, press release to national titles, the

release will be included on all partner websites with links to company websites;  
Two logos on perimeter of centre court and practice courts;  
Company flag on centre court grandstand;  
One full page advert in official programme including five fully signed copies;  
Pre-agreed advertising and promotional activity at the tournament.

## **UNIQUE AND MEMORABLE EXPERIENCES:**

20 general admission tickets for centre court each day;  
Private networking breakfast for clients and staff with players from the tournament;  
One 45 minute pro-am tennis clinic for up-to five people;  
One coin toss on centre court;  
Photograph opportunities with players;  
Access to all courts.

## **CORPORATE HOSPITALITY:**

Three tables of 10 throughout the tournament, including complimentary wine and water throughout the day and one drinks hamper for centre court;  
Private centre court box/seating;  
Private parking for all guests.

## **ADDITIONAL:**

Dedicated account manager before and during the tournament.



# A PERFECT 10

## TEN YEARS OF THE LIVERPOOL INTERNATIONAL TENNIS TOURNAMENT

**2002:** THE Liverpool International was launched with a fanfare of publicity in 2002 – and the presence of the then world number one and former US Open champion, Marat Safin. Local sports fans loved the idea and flocked to Calderstones Park... but unfortunately the LTA proved less enthusiastic!

Winner: Marat Safin bt Jan-Michael Gambill 6-7 7-6 6-4.

**2003:** IF the tennis authorities didn't exactly drive the fledgling tournament underground, they certainly forced it indoors. Under legislation by the Association of Tennis Professionals Tour, no top-50 player is allowed to appear within 100 miles of an official tournament. And because the LTA were running a tournament in Nottingham – and the ATP ruled that Nottingham was 93-miles away from Liverpool as the crow flies (the shortest route by road is 106 miles!) – the tournament organisers were forced to schedule a mini-tournament inside at the Wavertree Tennis Centre. Ironically, outside the skies were cloudless. No Pimms, no strawberries and cream, no tented village or hospitality marquee – but there was still a tournament. And it was won by the previous year's losing finalist.

Winner: Jan-Michael Gambill bt Alex Kim 6-4 6-2.

**2004:** Back in the sunshine at Calderstones Park, the Liverpool International was starting to find its feet.

Established ATP stars like Ivan Ljubicic, Vince Spadea, Robert Kendrick and Irakli Labadze featured – as did a series of legends for the first time.

Former Wimbledon winner Richard Krajicek was joined by the irrepressible Nastase and Bahrami, together with Peter McNamara and Guillermo Villas.

A splendid tournament ended with Mansour Bahrami circling the court on his bicycle!

Winner: Ivan Ljubicic bt Irakli Labadze 6-2 6-7 6-4.

**2005:** The growing Liverpool International featured lots of extras in 2005.

Not least was the tournament's uncanny ability to spot rising stars before they had hit the big time.

On this occasion an 18-year-old Serbian with dazzling ground strokes called Novak Djokovic made the tennis public sit up and take notice.

In addition to the 2004 champion Ivan Ljubicic, the legends returned to entrance us once again, and there were added bonuses in the form of women's legend Martina Navratilova and former Wimbledon champion Pat Cash.

The tournament also supported two charities - The Marina Daghli Breast Cancer Fund and the Dan Maskell Tennis Trust – raising the grand sum of £12,000 for the charities over the five days.

Winner: Ivan Ljubicic bt Mikhail Youzhny 3-6 7-6 7-6.

**2006:** REFUSING to rest on its laurels, the Liverpool International extended even further with the addition of a ladies ATP event – and it proved an inspired move.

A dazzlingly talented 15-year-old from Denmark called Caroline Wozniacki

was the star attraction, even stealing the limelight from Belgian powerhouse Xavier Malisse who won the men's event.

A junior match between children in three age groups from Liverpool and Oslo also attracted a lot of attention, the Liverpoolians winning 31-21 and a rising star called Chloe Murphy winning all her five singles and doubles matches.

Winners: Xavier Malisse bt Vince Spadea 3-6 7-5 (14-12)  
Caroline Wozniacki bt Olga Savchuk 7-6 6-3.





**2007:** THE tournament displayed its resilience in 2007 when it had to face some of the worst problems incurred during its six-year existence, but still managed to attract the biggest number of spectators (some 17,000) and generate some of the best matches.

Promoter Anders Borg lost his star attraction Bjorn Borg only a few days before the event began, but managed to find a first class deputy in former Wimbledon champion Richard Krajicek, who put on a magnificent display in beating Pat Cash.

Greg Rusedski was another casualty, having to pull out with a shoulder injury, and local hero Ken Skupski put up a wonderful fight against the men's ultimate winner David Ferrer, before losing by three points in the final set.

Quite apart from all this, the weather was dreadful for much of the time, with one day washed out completely and another drastically reduced, but somehow the tournament kept on rising to the occasion and providing bags of outstanding entertainment.

"I was very proud of the way our tournament turned out," promoter Anders Borg said.

Winners: David Ferrer bt Vince Spadea 6-4 6-4  
Ashley Harkelroad bt Caroline Wozniacki 7-6 3-6 (10-8)

**2008:** THE event was now firmly established in the public consciousness – and wider afield on the worldwide tennis circuit – as underlined by the nations represented in the finals.

Dane Caroline Wozniacki returned for a third successive year – and became ladies champion for the second time beating an American in the final – while USA's Amer Delic won the men's crown in a thrilling final against a Chilean.

Afterwards Wozniacki declared: "I'd love to come back again. It's been a

different experience for me in each of the three years I've played here. But the tournament is definitely better now."

Winners: Amer Delic bt Paul Capdeville 6-7 6-4 (10-7)  
Caroline Wozniacki bt Ashley Harkelroad 4-6 6-4 (10-5)

**2009:** PORTUGUESE teenager Michelle Larcher de Brito and experienced American Marty Fish were crowned the Tradition ICAP Liverpool International Champions.

In the men's final Fish beat Vince Spadea in straight sets 6-4, 6-2, to leave his 34-year-old opponent wondering if he will ever get his hands on the coveted Boodles' Trophy.

Spadea was competing in his third Liverpool final, but his compatriot Fish proved too strong.

Then after making headlines for the power of her tonsils all week, Michelle Larcher de Brito showed that the strength of her tennis was even stronger as she overcame Britain's Laura Robson in another superbly contested ladies final.

After the serious business was completed, the fun was provided by Michael Stich, Anders Jarryd, Ilie Nastase, Mansour, Peter McNamara and Mikael Pernfors.

Winners: Marty Fish bt Vince Spadea 6-4 6-2  
Michelle Larcher de Brito bt Laura Robson 6-4 2-6 (10-6)

**2010:** THE truly international flavour of the Liverpool International was highlighted once again last year... as Frenchman Paul-Henri Mathieu became the 2010 men's champion beating Chilean Nicolas Massu 6-3 6-2 in the final, while Canada's 16-year-old starlet Eugenie Bouchard was crowned women's champion after a 6-3 6-3 success over Norwegian Ulrikke Eikeri.

But all eyes were on the legends circuit, with arguably one of the most charismatic names ever to grace Calderstones Park featuring for the first time – three times Wimbledon champion John McEnroe.

There were no tantrums – just dazzling exhibitions of tennis.

Winners: Paul Henri Matthieu bt Nicolas Massu 6-3 6-2  
Eugenie Bouchard bt Ulrikke Eikeri 6-3 6-3



**2011:** THE man nicknamed Hands of Stone (Fernando Gonzalez) because of the ferocity of his forehand-pounded Portugal's Frederico Gil into submission in the tournament final to lift the silver trophy at the first attempt. Martina Navratilova, Martina Hingis and the last British woman to win Wimbledon, Virginia Wade were altogether in Liverpool to celebrate the 10th Liverpool International Tennis Tournament.

Miss Wade commented: "The city is beautiful. The architecture is amazing – the old architecture and the new architecture – and I'm really, really delighted to have reason to come here.

Of the two Martina's, Hingis was the victor during the four days winning all of her matches. Wimbledon Champion, Richard Krajicek reigned supreme over the Legends event with three straight wins over Greg Rusedski, Jan-Michael Gambil and Barry Cowan.



**northernvision**



Northern Vision is one of UK's leading and most innovative sports marketing and management companies.

Since 2001, Northern Vision has delivered first-class tennis events in the UK and Europe. The company has close working relationships with The LTA, Spanish Tennis Federation, Norwegian Tennis Federation, Hotel Puente Romano, IMG/Nick Bollettieri Academy in Florida and local city Councils in Liverpool, Nottingham, Manchester, Marbella and Oslo, who we work with to stage our events and develop tennis programmes. We have hosted a number of tennis events over the past 10 years including;

- \_The Liverpool International
- \_The Marbella Masters
- \_The Nordic Masters
- \_The Manchester Masters
- \_The Nottingham Masters

Our events have attracted some of the world's current highly ranked ATP and WTA players, such as current Wimbledon Champion and World No. 1, Novak Djokovic and current WTA World No. 1, Caroline Wozniacki. As well as British hopefuls, Laura Robson who won Junior Wimbledon and Liam Brody who this year reached the Wimbledon Junior Final.

Northern Vision works tirelessly to promote new talent and stage events in unique environments. It is our philosophy to engage with local communities as well as the public and private sectors to encourage people and organisations to work harmoniously on sporting events, harnessing the power of sport to deliver health and social messages to the general public.

"FOR THE PAST FIVE YEARS BRABNERS CHAFFE STREET HAS BEEN A KEY SPONSOR OF THE LIVERPOOL INTERNATIONAL TENNIS TOURNAMENT AND WE ARE CONSISTENTLY PLEASED WITH OUR INVESTMENT. WE NEVER FAIL TO BE IMPRESSED BY THE HIGH QUALITY OF INTERNATIONAL PLAYERS, VALUABLE NETWORKING OPPORTUNITIES AND EXCEPTIONAL HOSPITALITY PROVIDED. NORTHERN VISION IS RESOURCEFUL AND EFFICIENT IN DRIVING OUR BRAND AWARENESS IN A POSITIVE AND EFFECTIVE MANNER. WE ARE PROUD TO SPONSOR THIS SUPERB EVENT."

**Deborah Ascott-Jones - Director of Business Development Brabners Chaffe Street LLP.**



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# Events. Sports Marketing. Player Management.

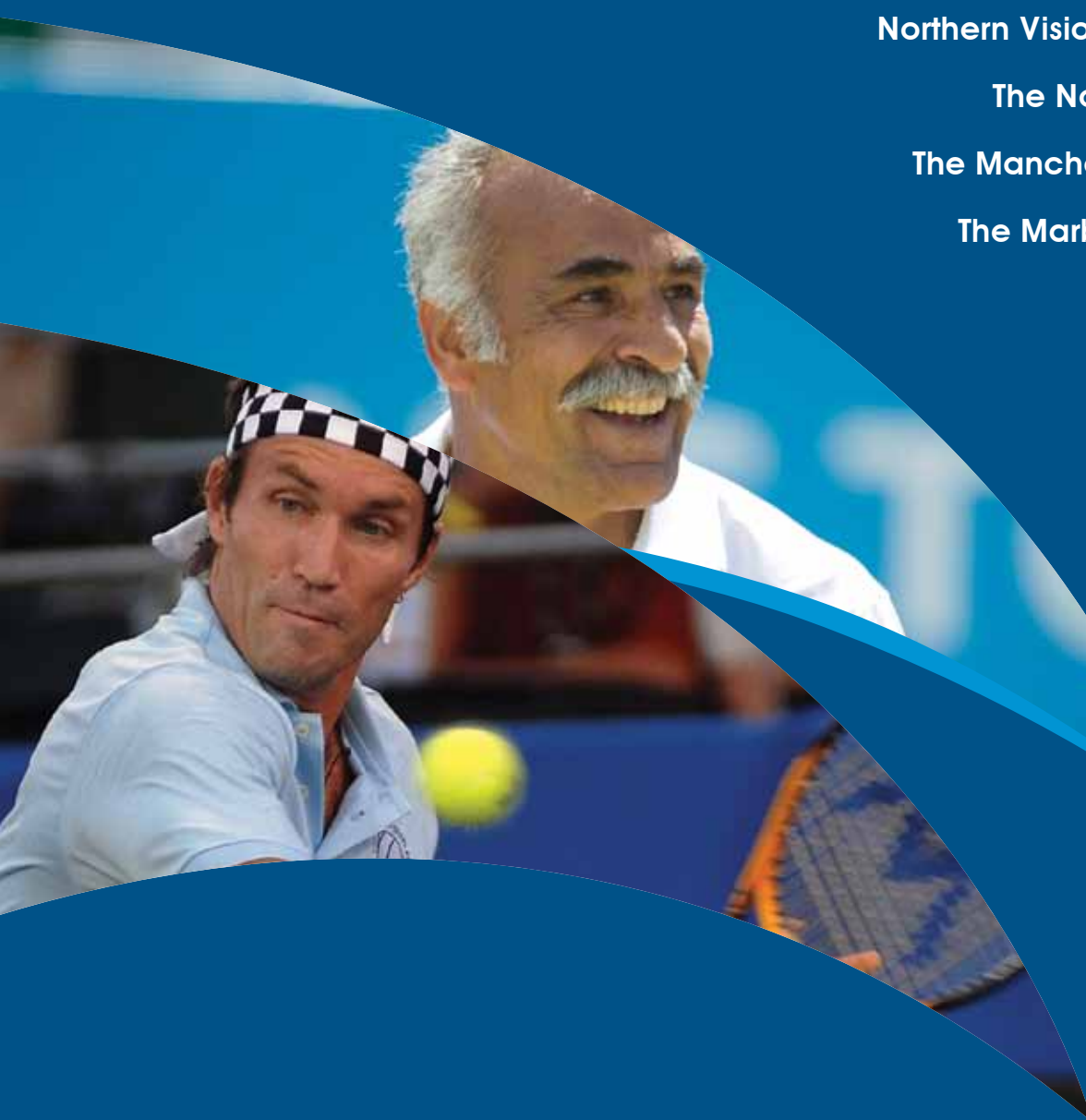
Northern Vision Tennis Academies ☉

Northern Vision Summer Camps ☉

The Nordic Masters 2011 ☉

The Manchester Masters 2012 ☉

The Marbella Masters 2012 ☉



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