

THE LIVERPOOL INTERNATIONAL TENNIS TOURNAMENT 2012

EUROPE'S LARGEST TENNIS EXHIBITION EVENT

21ST - 24TH 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 OPPORTUNITIES

OUR PARTNER AND DELEGATE PACKAGES PROVIDE MUCH MORE THAN STRAIGHT-FORWARD 'BADGE' SPONSORSHIP, THEY PROVIDE AN EXTENSION TO A COMPANY'S EXISTING PR, MARKETING, BRANDING, HR AND CSR PLANS, BY PROVIDING A YEAR ROUND SCHEDULE OF ACTIVITY, WHICH WE WILL MANAGE ON YOUR BEHALF, ENSURING THAT SPONSORSHIP BECOMES A VALUABLE ASSET TO A COMPANY WITH A TANGIBLE RETURN.

NAMING RIGHTS PARTNER

MARKETING/PR/CSR/HR:

Naming Rights of the 2012 tournament;
Provision of a structured 6 month Marketing, PR, CSR and HR plan;
Logo included on all marketing material, positioned independently of other sponsors and associated directly with the tournament title;
Logo on press and centre court backdrop;
Logo on website in mast header and in sponsor footer with hyperlink to website;
Web advert, one per month for one week for duration of contract;
Four perimeter adverts on centre court and practice courts;
One full page advert and one full page editorial in official programme including 10 fully signed copies;
Exhibition and promotional activity during the tournament to over 20,000 people and 3,000 children;
Branded net.

UNIQUE AND MEMORABLE EXPERIENCES:

50 general admission tickets for centre court on each day;
Four 45 minute pro-am tennis clinics for up to four people;
A player to dine with you and your guests each day;
One coin toss on centre court each day of the event;
Two representatives to form part of the presentation committee on Final Day;
Photograph opportunities with players;
Access to all courts.

CORPORATE HOSPITALITY:

One table of 10 per day throughout the tournament, including complimentary drinks and drinks hamper for centre court;
Private centre court box/seating;
Private parking for all guests.

ADDITIONAL:

Dedicated account manager before and during the tournament;
Private dinner or networking event with the tournament players for 30 people.



TOURNAMENT PRESENTING PARTNER

MARKETING/PR/CSR/HR:

One of four Presenting partners;
Provision of a structured 6 month Marketing, PR, CSR and HR plan;
Logo included on all marketing material;
Logo on press and centre court backdrop;
Logo on website in sponsor footer with hyperlink to website;
Web advert, one per month for one week for duration of contract;
Two perimeter adverts on centre court and practice courts;
One full page advert in official programme including four signed copies;
Exhibition and promotional activity during the tournament to over 20,000 people and 3,000 children.

UNIQUE AND MEMORABLE EXPERIENCES:

25 general admission tickets for centre court on each day of the event;
Two 45-minute pro-am tennis clinics for up-to four people;
Photograph opportunities with players;
Access to all courts;
One coin toss on centre court each day.

CORPORATE HOSPITALITY:

One table of 10 per day throughout the tournament;
Private centre court box/seating;
Private parking for all guests.

ADDITIONAL:

Dedicated account manager before and during the tournament;
Private dinner or networking event with one of the players at your own cost.



SAMMY LEE AND PHIL THOMPSON ENJOY THE GOOD WEATHER AT THE INTERNATIONAL TENNIS TOURNAMENT, CALDERSTONES PARK.



ASSOCIATE PARTNER

MARKETING/PR/CSR/HR:

One of eight Associate partners;
 Provision of a structured 3-month inclusive Marketing, PR, CSR and HR plan;
 Logo included on selected marketing material;
 Logo on press backdrop;
 Logo on website in sponsor footer with hyperlink to website;
 One web advert for two weeks;
 One perimeter advert on centre court and practice courts;
 One full page advert within official programme.

UNIQUE AND MEMORABLE EXPERIENCES:

10 general admission tickets for centre court on each day of the event;
 One 45-minute pro-am tennis clinics for up to four people;
 Photograph opportunities with players;
 Access to all courts.

CORPORATE HOSPITALITY:

Two tables of 10 (one week day, one weekend) throughout tournament;
 Private centre court box;
 Private parking for all guests.

EVENT PARTNER

MARKETING/PR/CSR/HR:

Event Partner of tournament;
 One perimeter advert on centre court and practice court;
 Logo on website in sponsor footer with hyperlink to website;
 One web advert for one week;
 Full page advert within official programme.

UNIQUE AND MEMORABLE EXPERIENCES:

10 general admission tickets for centre court for each event;
 One coin toss on centre court during the event;
 Access to all courts.

CORPORATE HOSPITALITY:

_ One table of 10;
 _ Private centre court box;
 _ Private parking for all guests.



MARTINA NAVRATILOVA IN DISCUSSIONS
WITH NORTHERN VISION ACADEMIES
COACHES AT THE 2011 INTERNATIONAL
TENNIS TOURNAMENT,
CALDERSTONES PARK.



FINDING, DEVELOPING AND NURTURING TALENT

THE LIVERPOOL INTERNATIONAL IS NOW 10 YEARS OLD!

While the presence of superstars like John McEnroe, Martina Navratilova, Bjorn Borg, Martina Hingis and Goran Ivanisevic at Calderstones Park has ensured that the tennis tournament has become a fixture in the sporting calendar – we refuse to declare it an unqualified success until we have unearthed a local star.

“The children we have introduced tennis to in this area have shown desire to progress. Some of the best footballers in the country come from Merseyside so there is no reason why a tennis player can’t be found.”
Tournament Director Anders Borg.

To help accelerate this process Northern Vision has forged a partnership with Liverpool City Council to develop tennis stars of the future.

Our aim is to encourage even more of the region’s school children to join local tennis clubs and enroll on specialist tennis outreach programmes.

Leader of Liverpool City Council, Councillor Joe Anderson, said: “Despite the tough economic times we’re facing we’re committed to doing everything we can to develop sporting excellence in our city.

“Liverpool has a reputation for sporting prowess and it’s important the city council works closely with the private sector to make sure we can continue to aim high and bring accolades and medals back to the city.

“Liverpool’s International Tennis Tournament is a huge success story and I’m delighted we can continue working with Northern Vision in this new venture which will hopefully result in some home grown stars taking the title at Wimbledon!”

Our Tennis Out Reach programme will be designed not only to find and nurture a star of the future, but to break-down social boundaries, build team spirit and develop critical social skills.

We have already set-up a high performance academy for young and promising players from the city, working with them to develop their talent and assist them on to the professional tour.

Northern Vision’s tennis academies will operate in local clubs and schools, our programmes and coaches will work with existing infrastructures, coaches and talent to expand and enhance the coaching programmes in clubs throughout Merseyside to create thriving facilities at the heart of local communities and introduce tennis to the widest possible audience.

VIRGINIA WADE WITH THE YOUNG STARS OF THE FUTURE AT THE 2011 LIVERPOOL TOURNAMENT





NORTHERN VISION'S MISSION:

- Provide good facilities for everyone in the community from 5 years old to adults, with a professional coaching programme in place to facilitate needs and player development;
- Offer tennis to everyone including those who may be disabled;
- Become more than a tennis programme and be a service to the community;
- Offer Mini Tennis throughout the year;
- Provide the opportunity for as many young players as possible to take their game to the highest level possible;
- Develop strong links with local schools inviting them to use local facilities;
- Not be dependent upon the yearly seasonal changes for court availability.

PARTNERSHIP OPPORTUNITIES

The Foundation and Performance Academy aims to deliver a wide variety of community activity, the majority of which will either be provided free-of-charge, or at a heavily subsidised rate.

We are, therefore, seeking commercial partners who share our passion for community sports development.

THE FOLLOWING ARE JUST A FEW SPONSORSHIP OPPORTUNITIES AVAILABLE:

Title Sponsor of our Academy and High Performance programme as well as the Kids Zone at The Liverpool International;

Schools Exit Routes - helping children to access tennis outside school, which they could not do without financial assistance;

Advertising, for example, windbreak banners on the courts at the clubs we provide programmes across the city, on our website, eflyers, programme literature;

Performance Programme - sponsorship of actual players, contributing to the costs of furthering their career including: provision of clothing, racquets as well as assistance with transport and accommodation;

Branded Clothing - uniforms for coaches, academy attendees and Juniors on the circuit;

Prize Donations for tournaments, Open Days, etc.;

Equipment Donations - racquets, balls, bags, mini tennis nets etc.;

Kids Programme sponsor at *The Liverpool International* and other UK tournaments.



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 Mardy 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: Mardy 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.

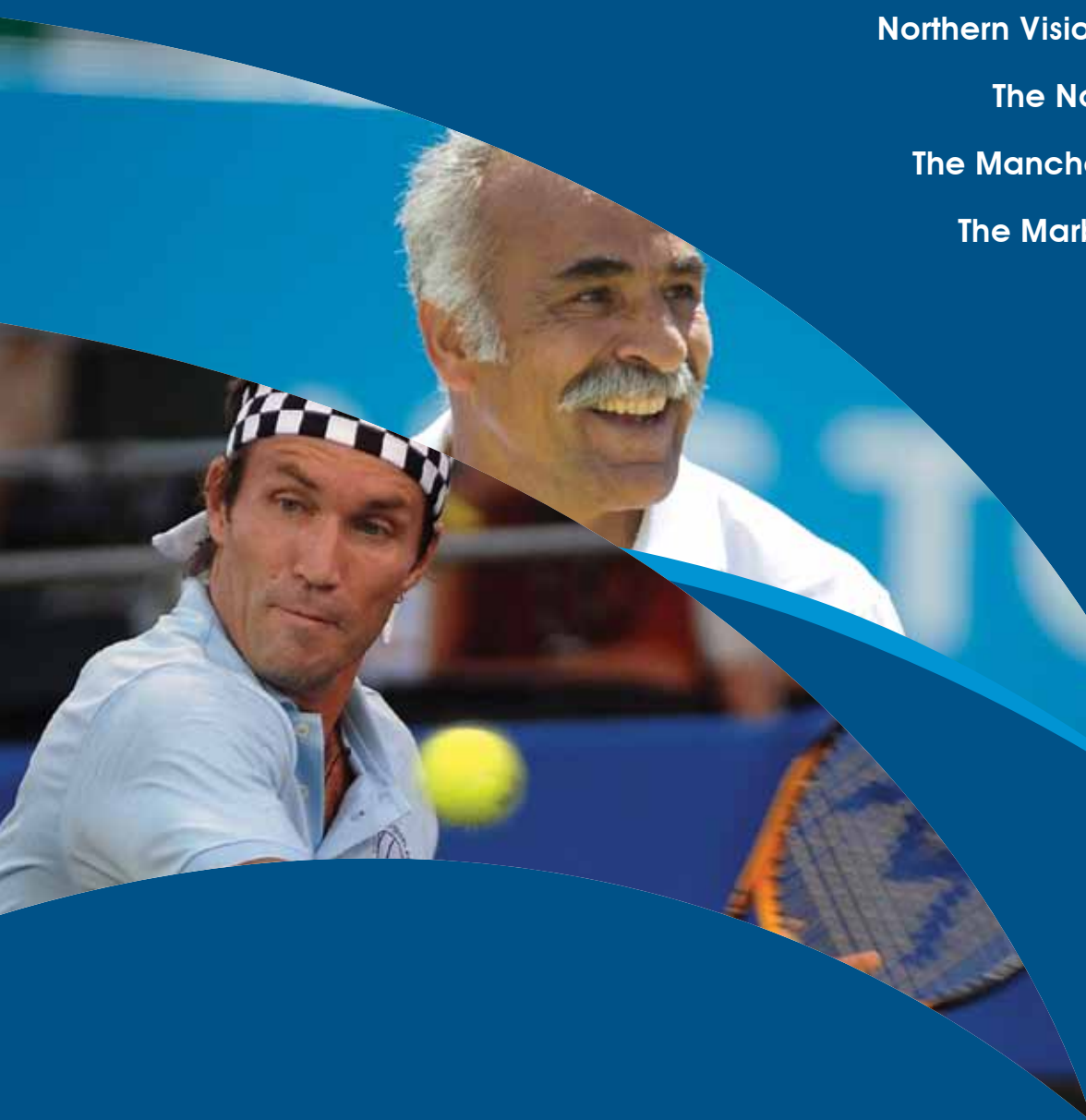
Northern Vision Tennis Academies ☉

Northern Vision Summer Camps ☉

The Nordic Masters 2011 ☉

The Manchester Masters 2012 ☉

The Marbella Masters 2012 ☉



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