

NSTA

Serving Tennis since 1921

Lets Play!

**NORTHERN SUBURBS
TENNIS ASSOCIATION**

**BUSINESS
PARTNERSHIPS**





CONNECT WITH NORTHERN SUBURBS TENNIS ASSOCIATION (NSTA)

Established in 1921, Northern Suburbs Tennis Association (NSTA) conducts tournaments, events and competitions, maintains 13 lit courts, 2 club facilities and works closely with tennis coaches, court operators and clubs in the area to promote tennis to the 11,000 registered players who play tennis at our facilities.

NSTA is one of the largest player based Associations in NSW and Australia.

Our patrons are: John Newcombe, AO, OBE; Evonne Goolagong, AO OBE; Gladys Berejiklian and Gail Giles-Gidney.

The Association is led by a volunteer based committee. Two of our past presidents have gone on to become Presidents of Tennis Australia – Geoff Pollard (1989-2010) and Steve Healy (current TA President).

We employ one full time tennis administrator, and outsource the management of our two tennis facilities to a professional and local court operator.

Our annual tennis calendar comprises:

- 39 competition formats each week
- 2 Australian Ranked junior tournaments per year
- 1 local area championship event per year
- 1 local area junior championship event per year
- 1 Australian Money Tournament - platinum status with prize-money of \$22,000+
- 4 primary school challenges per year
- 4 family challenges per year
- A range of junior round robins per year
- 21 junior development programs per year
- 21 adult participation programs and clinics per year
- 8 weeks of school holiday camps per year
- 2 Secondary School Challenges

We boast a 70%+ occupancy rate at both our facilities.

4 DECADES OF ACHIEVEMENTS **40 YEARS SERVICE & RETURNS**

TALUS ST

WHEATLEIGH ST

8 COURTS

5 COURTS

2,500+
VISITS
WEEKLY

75%
OCCUPANCY

1,160+
VISITS
WEEKLY

70%
OCCUPANCY

4 DECADES OF ACHIEVEMENTS 40 YEARS SERVICE & RETURNS

85%

pa member and
player retention

266%

player growth over 40 years,
3% compound pa growth

11,000 +

TA registered players through
NSTA & affiliates

6,795

TA registered players though Love'n Deuce

12

thriving member clubs

14

owner operated coaching enterprises in the area

4,200+

entrants in weekday and
weekend competitions

39

various formats of morning, day and
evening competitions held every week

500+

school pupils in programs
for schools

60+

staff
employed

\$4M+

invested in court and club
improvements over 33 years

PATRONS

John Newcombe, AO, OBE
Evonne Goolagong, AO, MBE

1

Tennis NSW President
from NSTA

6

players currently ranked in the
top 60 in Australia

70%+

average facility and court
occupancy per annum

4 DECADES OF ACHIEVEMENTS 40 YEARS SERVICE & RETURNS

8%

local population have used court and club facilities

2

Tennis Australia Presidents from NSTA

3

councils directly supporting NSTA and LnD programs

950+

customers per week at Talus St Legends Cafe

727

Entries in 2013 AR junior tournaments

800+

children aged 2-5 years registered in the Humpty program pa

\$23K^{+AMT}

North Shore Open, Platinum AMT

350+

registered Hot Shot players per week

500+

non-member court hirers per week

2

Australian Ranking junior tournaments held pa

1,600+

Primary School Challenge players

400

players in annual closed championship

1,470

players per week in NSTA & LnD Competitions

350+

juniors in squads per week - Top Gun, Hard Yards etc

196

Ladies per week in Ladies Clinics



TENNIS PROFILE

Tennis remains an integral part of the Australian culture and has so since Federation.

The sport continues to be one of the most spectated and participated sports in Australia, and is rated as one of the top sports for participation, elite level performance, accessibility and community interest.

Key statistics:

- 2.49 million people participate in a form of tennis game or activity each year
- 324,000 people regularly participate in competitions, tournaments and tennis events each year
- 1.27 million spectator attendances at tournaments around metropolitan and regional venues
- NSW has the largest number of participants who belong to a club; have club membership
- Tennis is the 8th most participated sport in Australia over the last 12 months among those aged 5 to 75 years.

Source: Gemba 2013



THE PEOPLE WHO VISIT AND PLAY



**BUSINESS MEN
& WOMEN**



**MUMS WITH KIDS
5-18 YEARS**



**HEALTH
CONSCIOUS
WOMEN**



**TEENAGERS &
SCHOOL GROUPS**





PRIMARY SCHOOL STUDENTS

MEN
21-65 YEARS



**YOUNG FAMILIES
& WOMEN
21–65 YEARS**



TENNIS COACHES & ADMINISTRATORS





**PAST &
PRESENT
TENNIS
GREATS**



PARTNERSHIP WITH NSTA

Partnering with NSTA offers you the opportunity to engage with your clients, customers, staff, business networks, and potential clients and customers.

BUSINESS BENEFITS

Over 3,600 people play tennis at our facilities each week. Most reside on the lower North Shore, yet there are many who come from outside the area – Eastern Suburbs, Inner West, Northern Beaches, the Hills and play the competitions and tournaments at our facilities.

Our facilities have a 70+% occupancy rate – far higher than any other tennis facility in Australia, and on par with many of the well trafficked gyms and multi-use sporting complexes in NSW.

Tennis at NSTA is played 365 days a year, morning, noon and night.

NSTA partners with a variety of large and small business who sponsor the sport of tennis. Their sponsorship – cash and value-in-kind – is invested into the sport of tennis on the lower North Shore.

We invite you to start a partnership with NSTA, showcase your brand, products and services via:

- Court signage
- Venue signage
- Event or tournament naming rights
- Product and service promotions and activations at facilities and during events
- Advertising in NSTA communications – newsletters, tennis programs, website, e-alerts, etc
- Sponsor events (ie launch events, presentations, etc)
- Our Facebook page

Other business benefits include:

- Access to Tennis NSW and Tennis Australia hosted events
- Introductions to other sponsors
- Staff or client coaching clinics and tennis events
- Use of facilities' meeting rooms
- Corporate hospitality at NSTA events

MIXING WITH OUR COMMUNITY OF SPONSORS

Businesses that have partnered with NSTA include:





PARTNERSHIP OPPORTUNITIES

Partnership opportunities can be tailored to a range of cash and VIK investment levels.

PLATINUM - \$10,000 PA

- Full and exclusive court signage (back fence and dividing fences) on a tier one level court at Talus Street, 12 months
- Court signage Wheatleagh Street (one fence), 12 months
- Event or competition naming rights
- Acknowledged as principal sponsor of an NSTA event
- Acknowledged as a sponsor of tennis on the Lower North Shore – through NSTA communication channels
- Acknowledged as supporting sponsor of NSTA's money tournament – North Shore Open
- Acknowledged as supporting sponsor of NSTA's Grade Open and Junior tournaments
- Venue signage – posters, flags
- Full page display advertisement in Court Talk, 2 issues per year
- Logo presence on electronic communications to players and spectators
- Website tile or banner advertising
- Logo presence on NSTA website
- Invitation to President's Reserve at the Apia Sydney International
- Access to Tennis Australia events
- Product or service activation or promotions at agreed NSTA events, tournaments

GOLD - \$5,000 PA

- Full and exclusive court signage (back fence and dividing fences) on a tier two level court at Talus Street, 12 months
- Venue signage – posters, flags
- Acknowledged as a supporting sponsor of an NSTA event
- Acknowledged as a sponsor of tennis on the Lower North Shore – through NSTA communication channels
- Acknowledged as supporting sponsor of NSTA money tournament – North Shore Open
- Acknowledged as supporting sponsor of NSTA's Grade Open and Junior tournaments
- Half page display advertisement in Court Talk, 2 issues per year
- Logo presence on electronic communications to players and spectators
- Website tile or banner advertising
- Logo presence on NSTA website
- Access to Tennis Australia events

PARTNERSHIP OPPORTUNITIES

SILVER - \$2,500 PA

- Court signage at Wheatleagh Street or dividing court signage at Talus Street, 12 months
- Internal venue signage
- Acknowledged as a supporting sponsor of an NSTA event
- Acknowledged as a sponsor of tennis on the Lower North Shore – through NSTA communication channels
- Quarter page display advertisement in Court Talk, 2 issues per year
- Logo presence on electronic communications to players and spectators
- Logo presence on NSTA website
- Access to Tennis Australia events

BRONZE - \$1,000 PA

- Venue signage at Wheatleagh Street or Talus Street (court or club facility)
- Acknowledged as a sponsor of tennis on the Lower North Shore – through NSTA communication channels
- Quarter page display advertisement in Court Talk, 2 issues per year
- Logo presence on electronic communications to players and spectators
- Logo presence on NSTA website





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