

# MIDLAND LAWN TENNIS CLUB



P O Box 208  
MIDLAND WA  
6936

45 Patterson Drive  
MIDDLE SWAN WA  
6056

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## 2023/24 Sponsorship Proposal

MLTC are happy to offer a number of sponsorship packages to our corporate partners.

### Why sponsor tennis?

Australians love tennis. Tennis is the third most popular sport for Australian adults to play, after aerobic fitness activities and golf. Western Australia has a higher rate for participation in tennis compared to most other sports.

- Tennis encapsulates a range of positive family values
- Tennis attracts both male and female participants
- Tennis appeals to a broad cross section of age groups from pre-school children, school age, young adults and through to mature age adults
- Tennis is a sport that can be played throughout one's life
- Tennis is a sport that is suitable for all levels of ability
- Tennis is a sport that can be enjoyed and played by an entire family and a community
- Tennis is played all year round

### Midland Lawn Tennis Club – overview

Imbued with a rich tradition and history dating back to 1901, MLTC is the Tennis Australia's Regional Centre for the East Metropolitan Region of Western Australia, one of only five select regional centres throughout the state. We take great pride in presenting ourselves as a friendly and welcoming tennis club, and are situated just a few minutes from the heart of Midland Town Centre. The club provides:

- A variety of competitive and social opportunities;
- A top class coaching team;
- Twelve superior grass courts and four lit hard-courts;
- Top class facilities catering for all competitive and social aspects of the club;
- A player development program from pee-wees to state league;
- A strong sense of belonging through social inclusion;
- Opportunities to become involved with corporate and local sponsorship.

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## Sponsorship Packages

Sponsor Benefit	Court Sponsor	Bronze	Silver	Gold	Platinum
<b>Current sponsorship value</b>	<b>\$500</b>	<b>\$750</b>	<b>\$1000</b>	<b>\$1500</b>	<b>\$2500</b>
Listed on the clubs website sponsors page, social media etc	X	X	X	X	X
VIP invites to club Open Day	X	X	X	X	X
Logo with link to your business website from the MLTC webpage	X	X	X	X	X
Naming right sponsorship for a single court for 12 months – includes 1 complementary court sign (artwork to be provided by sponsor)	X	X	X	X	X
<b>1 x complementary Full Playing Membership (value \$300)</b>		X			
Business card and brochures on display in club rooms		X	X	X	X
<b>2 x complementary Full Playing Memberships (value \$600)</b>			X	X	X
Promotional advertisement for your business on the MLTC website (ad/artwork to be provided by sponsor)			X	X	X
Naming rights to one MLTC social tournament				X	
Naming rights to the annual Junior Club Championships					X
Naming rights to the annual Senior Club Championships					X
Naming rights to the annual MLTC presentation night					X
Naming rights to all other annual MLTC social events					X
Logo on all junior MLTC pennant team shirts					X

MLTC will consider any alternative sponsorship packages proposed by your business. There are limited opportunities available for each category.