



## Sponsorship and advertising opportunities



### 2024 SPONSORSHIP INFORMATION

40 CENTENNIAL PARK RD  
MONCTON, NB,  
E1E 0G4

Derek Quann  
President

Dianne Lavoie  
Tennis Moncton Executive Secretary and Sponsorship Coordinator  
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506-850-1174

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## TENNIS MONCTON

40 Centennial Park Rd., Moncton, NB – E1E 04G - (506) 853-7763

[tennisoncton@gmail.com](mailto:tennisoncton@gmail.com)

[www.tennisoncton.ca](http://www.tennisoncton.ca)

May 1, 2024

Dear Business Owners,

We at Tennis Moncton are now in the midst of preparation and are excited to begin our 2024 season! The last three seasons have seen participation numbers grow sharply at Tennis Moncton, along with similar increased use at Centennial Park.

We strive to provide opportunities for everyone in our community to participate in a healthy, safe, inclusive, fun and family-orientated environment. Our club is managed by dedicated volunteers and staff, all who tirelessly provide their skills, time and assistance to ensure the club can offer a variety of both structured programs and recreational play opportunities.

As a local community not-for-profit tennis club, our major sources of revenue are generated from membership and program fees, grants and sponsorships with community-minded individuals & businesses. These funds are then reinvested into the club for the benefit of all members.

This year, our goal is to increase community involvement in tennis by promoting more social, recreational and competitive play opportunities, especially for seniors and girls in 2024. We will enhance our junior tennis programs by providing youth players more opportunity to develop the skills necessary to pursue and accelerate in tennis, in a fun environment. The timing is perfect, with a recent Canada-wide surge in tennis popularity, thanks to several young female and male rising stars that are currently making an impact on the world stage.

Tennis Moncton understands that sponsor organizations expect good value for their sponsorship dollars. Thus, our committee has put together a basic sponsorship package for the 2024 season to provide our local businesses and organizations a flexible opportunity to support their community. Additionally, we would love to discuss with you some ideas on creative sponsorship alternatives that target specific demographics or activity types.

Please take some time to review the enclosed information. We sincerely hope to count you among our sponsors and look forward to seeing you on our tennis courts this season!

Should you have any questions or wish to set up a discussion, please do not hesitate to contact our Sponsorship Coordinator and Board Secretary, **Dianne Lavoie** at **506-850-1174** or [sponsors.tennisoncton@gmail.com](mailto:sponsors.tennisoncton@gmail.com).

Warmest Regards,

Derek Quann – President, Tennis Moncton

## About us...



Tennis Moncton is located in Moncton's beautiful Centennial Park, just off St. George Boulevard. It is one of the most modern tennis facilities in Atlantic Canada with court lights and full washroom, shower, kitchen and meeting room facilities.

As a non-profit community organization, Tennis Moncton provides the opportunity for all abilities and age groups, starting at the age of 4, to learn and play tennis for fun and fitness. For those already involved with the sport and seeking to improve their tennis skills, lessons and coaching are offered by the club at very reasonable rates.

Tennis Moncton also provides the opportunity for non-members to play. Whether a member, non-member or out of town guest vacationing or doing business in the area, a player can come visit us and meet our friendly, bilingual staff to discuss a program, schedule or lesson that fits their personal and family needs.

## Our mission

*"To foster a healthy lifestyle of fun and social interaction for all age groups through the play of tennis at an affordable price satisfactory to all. We want to create a welcoming, open and social atmosphere for seasoned members, new members and non-members. Creating a family oriented and diverse community at our club remains important to us. We want to make everyone feel comfortable at our club!"*

# SPONSORSHIP PROGRAM 2024

## Why Sponsor Tennis Moncton?

- High visibility from vehicle and pedestrian traffic within or immediately adjacent to the courts
  - We are located along the main entrance to the very busy Centennial Park
  - City of Moncton estimates (2019) – 2000 cars and 150 pedestrians daily
  - More than 800 people, plus their families, come to the courts each season
  - High-profile tennis tournaments bring in visitors from all across the maritime provinces
  - Centennial Park hosts several annual events that attract thousands of locals and visitors
    - One example: *The Atlantic Nationals* (Car show), with 50,000+ attendees annually
- Enhanced brand exposure in a different and eye-catching way
- Association with the social values and community focus of Tennis Moncton

## Use of Sponsor Funds

- To achieve greater inclusion in our offer of recreational and social events
- To launch player development initiatives, such as a junior progressive tennis program (ages 5-13), that are sensitive to the financial needs of the participants
- To purchase and maintain nets, balls and equipment that allow us to provide tennis opportunities to a wider variety of participants

## Core Sponsorship Package

- Maximum 4x7 ft banner placed on fence facing either Centennial Park Rd (STREET option) or inside the courts (COURT option)
- Company logo on Tennis Moncton website.

## Pricing

### **STREET Option** (*Max 4x7 ft Banner faces Centennial Park Road*)

- Annual - \$ 500/season (May- October)
- Two Seasons - \$ 450/season for 2 consecutive seasons (May – October)
- Three Seasons - \$ 400/season for 3 consecutive seasons (May – October)

### **COURT Option** (*Max 4x7 ft Banner faces inward toward courts*)

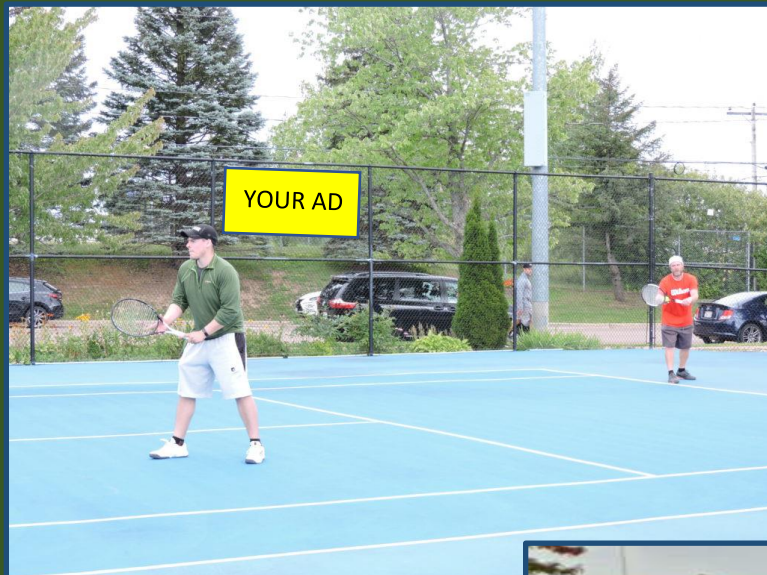
- Annual - \$ 300/season (May- October)
- Two Seasons - \$ 250/season for 2 consecutive seasons (May – October)
- Three Seasons - \$ 200/season for 3 consecutive seasons (May – October)

### **COMBO Option**

- Combine a STREET banner and a COURT banner for the same duration and receive additional discounts (see pricing grid below)

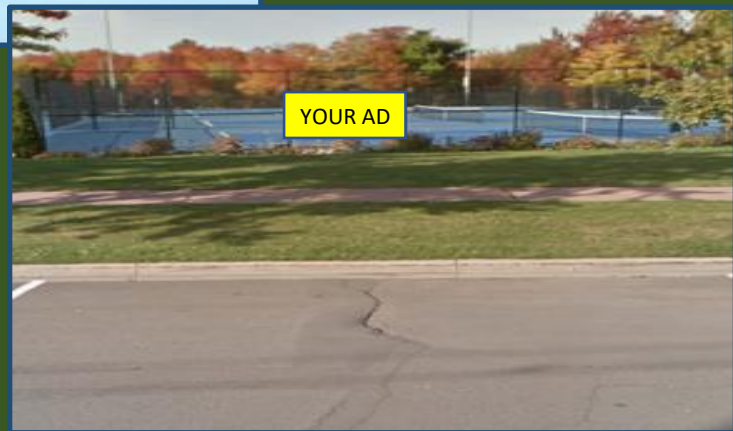
## Sponsorship Details

- Your company will provide the logo and information for the banner, we will forward it to our printers and purchase the banner.
- A final sign-off on an electronic version of the banner will be required by your company and Tennis Moncton
- 2-3 season package
  - The original banner will be used during the 2 or 3 years. If the banner is damaged, Tennis Moncton will replace the damaged banner at no extra cost.
  - Full payment for the 2 or 3 season package must be made in advance at the time of purchase.



COURT option

STREET option



## Reach and marketing information

<i>Typical Facility Use 2023</i>	Total	Adult	Junior	Senior
<b>Members</b>	<b>260</b>	150	80	30
<b>Day passes &amp; Programs</b>	<b>370</b>	185	150	35
<b>Tournament registrations</b>	<b>150</b>	50	70	30

### Exposure to traffic

- 2,000 cars and 150 pedestrians per day (City of Moncton data)
- Tens of thousands of locals and visitors attend special events at Centennial Park

## Major Events

### *The National Bank East Coast Open*

The largest tournament in New-Brunswick, and one of the largest in the Maritimes, the Tennis N.B. sanctioned East Coast Open attracts hundreds of players and their families from near and far every June. The junior draws are played at Tennis Moncton and make for three tennis filled days featuring approximately 40 players.

### *The National Bank Moncton Open*

Another three-day event sanctioned by Tennis N.B., held at our club in August. This tournament is open to all major categories (Junior, Masters, and Open). Approximately 50 players make their way on to our courts to battle it out in what proves to be a fun filled weekend every time.

### *The Atlantic National Automobile Extravaqanza*

Even though the famed car show doesn't happen directly on our courts, banners facing the street benefit largely from high visibility on this weekend in July. Hundreds of cars are on display in Centennial Park and around our club. People come from all over Canada to see these beautiful cars, and perhaps also stumble upon your equally beautiful banner while they're here!

## Specialized and product sponsorships

Do you have a product you think we could use? Or perhaps an idea for a specialized sponsorship aimed at reaching a particular sector of our community? We have a few ideas to suggest below and would love to hear your ideas as well! Please contact us to discuss specialized and product sponsorship options.

### Event or Activity sponsorships

Sponsor a particular event or regular activity and have your name associated with it on our website and booking platform. Examples would be our team tennis leagues where players play weekly matchups to accumulate points throughout the year or our weekly social mixed doubles events or special family tennis days.

### Lesson program sponsorships

Every year, our elite team of friendly instructors lead multiple lesson programs for anyone age 5 and up. Our wide range of introductory-to-advanced programs seek to make tennis accessible and fun for all, regardless of age, gender, special needs or financial situation. By sponsoring a specific program or the overall suite of programs, you could help provide quality learning equipment, active wear and fee assistance for needy players. Your name would be associated with the program on our website and on any branded group active wear.

***THANK YOU FOR YOUR SUPPORT!***





## TENNIS MONCTON Sponsorship Program

40 Centennial Park Rd., Moncton, NB. E1E 0G4

**Dianne Lavoie**, Sponsorship Coordinator

(506) 850-1174 e-mail : [sponsors.tennisoncton@gmail.com](mailto:sponsors.tennisoncton@gmail.com)

### ORDER FORM

Name of sponsor: \_\_\_\_\_

Address: \_\_\_\_\_

Contact person: \_\_\_\_\_

Phone number: \_\_\_\_\_

Email address: \_\_\_\_\_

#### Sponsorship Program 2024 – Please select one of the following

	<input type="checkbox"/> Street Option	<input type="checkbox"/> Court Option	<input type="checkbox"/> Combo Option
<input type="checkbox"/> Annual (1 season)	\$ 500 per season	\$ 300 per season	\$ 700 per season
<input type="checkbox"/> Multi-year (2 seasons)	\$ 450 per season	\$ 250 per season	\$ 600 per season
<input type="checkbox"/> Multi-year (3 seasons)	\$ 400 per season	\$ 200 per season	\$ 500 per season

**Please make the cheque payable to “Tennis Moncton”**

**We also accept Visa and online payments**

Authorized signature: \_\_\_\_\_

Date: \_\_\_\_\_