For the players.

moneytennis.com

ALEXSTUART

87 Windsor Road
Padstow NSW 2211
alexstuart283@gmail.com
0402 167 228

Sponsorship Request

To the Marketing/PR representative,

Firstly, thank you for your time in reading this letter. I'm sure that you receive a lot of correspondence of this nature and I apologise in advance for the length of this letter.

I am the co-creator and organiser of www.moneytennis.com and I am writing to seek the support of a sport or tennis related organisation in helping our project grow.

I personally have played tennis since I was 10 years old (24 years) and I have been ranked as high as 6 in NSW and 32 in Australia. I have played Premier League Badge and I have been part of a Division 1 victorious Blackwell Cup Interdistrict team. I have spent many years on tennis committees and coaching juniors and adults. Evidently, I am extremely passionate about tennis and I have a good understanding of the game and what players want.

Before explaining what Money Tennis is and how it works, it's important to firstly describe the current tennis scene and why I believe a format like Money Tennis is necessary to see tennis thrive once more. Many associations around NSW are run by volunteers, comprised mostly of the parents of junior players. Many of these volunteers lack the practical knowledge, sporting experience and/or business acumen to make good decisions regarding junior development, competition growth, tournament promotion and financial stability. Many tennis associations around NSW are quite literally dying as a result and complexes all around the state have empty tennis courts for much of the time. The very best and most enthusiastic players are funnelled into Tennis NSW AMT's (Australian Money Tournaments). These tournaments are highly competitive and offer state/national ranking points, but on average cost players around $70 to enter. At the risk of sounding like an elderly man, sitting in a rocking chair on his porch, I have to say that back in my day it cost $20 to enter an open singles tournament.

So on one hand, we have tennis competitions (juniors, seniors, social, singles, doubles, mixed etc) that are losing players at an alarming rate due to mismanagement, disinterest, a lack of higher support or simply a loss of players to other sports and hobbies, yet on the other hand we have AMT's that are running almost every weekend around the state and placing huge pressure on players who want to stay in touch with the best, and parents who must drive their youngsters around to far-reaching locations and fork out exorbitant amounts on entry fees.

A typical AMT will host both open mens and ladies singles as well as open mens and ladies doubles. Singles draws are anywhere between 64 - 128 players and can have qualifying rounds of 32 - 128 players. Doubles draws are generally 32 - 64 pairs and have qualifying rounds of 16 - 64.

For the players.

moneytennis.com

ALEXSTUART

87 Windsor Road
Padstow NSW 2211
alexstuart283@gmail.com
0402 167 228

To save you doing the maths, these AMT's can generate up to $50,000 for Tennis NSW with precious little money returning to the association hosting the tournament.

Tennis is dying. A player must either jump onto the AMT bandwagon and spend like a drunken sailor or search endlessly for a quality competition that gives variety in opposition, social experience and the opportunity to win something back.

This is where Money Tennis comes in. Founded just over one year ago, it is currently solely based in South Western Sydney but preparations are being made to spread to other areas of Sydney. The neighbouring tennis association's most recent major annual tournament yielded the following: four entries into open mens singles, two entries into open ladies singles, six entries into junior boys singles, zero entries into junior girls singles and four entries into veterans doubles.

Money Tennis is a non-profit organisation (in no debt) that achieves the following outcomes:

1. Supports a local tennis complex that was previously struggling to get players on court;
2. Provides players with a singles competition that has ranked players;
3. Offers a fair entry fee of $12 for three full sets of singles across eight courts;
4. Gives away $300 every round to successful players;
5. Hosts social events and doubles tournaments ($20 entry, $500 for the win).

	Money Tennis	**Tennis NSW AMT**
Duration	2-3 hours for competition rounds and tournaments	2-3 days for tournaments
Entry fee	Anywhere between $12 - $22	Anywhere between $55 - $75
Prize money	Anywhere between $100 - $500	A Bronze AMT gives $300 to the winner
Opportunity	To win money, one must win 3-4 sets only	To win money, one must win at least 6 full length matches against the best players in the state across three days and often after 3-4 rounds of qualifying.
Commitment	Players can opt in and out whenever they like	Players must be fee-paying members of Tennis NSW

For the players.

moneytennis.com

ALEXSTUART

87 Windsor Road
Padstow NSW 2211
alexstuart283@gmail.com
0402 167 228

Price Breakdown - MT competitions	
Entry fee $12 (social entry)	**Entry fee $22 (competitive entry)**
$2.50 to tennis balls	$2.50 to tennis balls
$6.50 to court hire	$6.50 to court hire
$3 to prize pool	$13 to prize pool

Price Breakdown - MT tournaments	
Entry fee $22	**Losses to organiser/s**
$6.50 to court hire	$60 social media marketing
$13 to prize pool	$90 to tennis balls

At this point in time, Money Tennis supports itself and continues to grow. It is our goal, however, to begin to compete with the (subjectively) unfair AMT environment that places various pressures on players and also supporters of players. We have formulated the following goals that we wish to achieve by the end of 2018.

1. Attract one major and two minor sponsors, a ball sponsor and a support sponsor;
2. Hold one doubles tournament per month that attracts a minimum of 32 pairs;
3. Grow our singles competition to be played at four additional venues at least;
4. Attract more state and nationally ranked players to our competitions and tournaments.

Our current main obstacle is geography. Attracting players to our competitions and tournaments is limited by location, yet we currently have participants from as far North as Dee Why, as far South as Wollongong, as far East as Coogee and as far West as Blacktown. These players play every Monday night. I do believe that in order to attract the better calibre players and begin to truly be a fair alternative to the Tennis NSW AMT's, we need to offer more money. At the moment, the prize pool is comprised of whatever is leftover after balls and court hire is paid for.

So, if you've made it this far, thank you. I am writing to you to request, no, invite you to come onboard and help grow this competition. We have over 100 registered players and these players have consistently provided us with exceptionally positive feedback and as described, many are willing to travel over an hour each week to play our competitions and tournaments. Additionally, myself and those who regularly help out put in many hours of voluntary work to make it happen.

For the players.

moneytennis.com

ALEXSTUART

87 Windsor Road
Padstow NSW 2211
alexstuart283@gmail.com
0402 167 228

I have outlined our sponsorship requests below. Obviously, if these options do not suit your budget, we would be keen to hear any alternative offers. We are willing to devote as much of our time as it takes to grow this concept. Donated funds will go towards court hire, purchase of tennis balls, organisation of exhibition matches and events, marketing and player development. Money Tennis will remain a non-profit organisation. In return, your organisation would be supporting grassroots non-profit tennis which is growing rapidly and supporting players first and foremost.

MAJOR SPONSOR	$6,000	* Money Tennis to be known as '(Sponsor Name) Money Tennis'; * Major branding on website and social media; * Affiliation offers exclusively available to players via our data; * Any merchandise or marketing material to be branded accordingly; * Advertising and links via our website and social media; * Open invitations to open pop-ups or send representatives to all of our events
MINOR SPONSOR 1	$2,500	* Minor branding on website and social media; * Affiliation offers exclusively available to players via our data; * Advertising and links via our website and social media; * Open invitations to open pop-ups or send representatives to all of our events
MINOR SPONSOR 2	$1,500	* Minor branding on website and social media; * Affiliation offers exclusively available to players via our data; * Open invitations to open pop-ups or send representatives to all of our events
BALL SPONSOR	Supply tennis balls to competitions and tournaments	* Minor branding on website and social media; * Affiliation offers exclusively available to players via our data; * Advertising and links via our website and social media; * Open invitations to open pop-ups or send representatives to all of our events * Balls used exclusively in our competitions and tournaments
SUPPORT SPONSOR	Offers to our players - discounts, gift certificates etc.	* Minor branding on website and social media; * Affiliation offers exclusively available to players via our data; * Open invitations to open pop-ups or send representatives to all of our events

My contact details are at the top of the page and I would love to hear from you, even if it is to decline. Our website is www.moneytennis.com and we are open to further suggestions or ideas that you may have to help us guide our concept in the right direction. As mentioned, we are not-for-profit and not affiliated with any court complexes or tennis associations. We do this for the love of the game.

Alex