



**THE HILLS DISTRICT
TENNIS ASSOCIATION INC.**

SPONSORSHIP PROPOSAL



www.hdta.org.au



Title Sponsorship - \$10,000

- Exclusive naming rights
- Prominent logo placement on all marketing materials, including banners, flyers, and court signs as well HDTA's website, social media channels and in emails
- Product or service showcasing during tournaments
- Speaking opportunities at tournaments
- Include the title sponsor's logo on competition and squad T-shirts

Court Sponsorship - \$7,000

- Sponsorship of individual tennis courts with permanent signage displaying the sponsor's logo
- Promotion of the sponsor as the official court sponsor in all our communications
- Public acknowledgment of the sponsor's support during matches and events held on sponsored courts

Innovative Tennis Technology - \$5,000

- Be associated with innovative technology and sponsor HDTA with tennis training apps such as SwingVision or ball machine
- Digital promotion on HDTA's social media channels, website and emails showcasing your involvement and contributions to the tennis community
- Court signs

Tournament Sponsorship and Prize Sponsorship - \$3,500

- Logo placement on all event marketing materials, including banners, flyers, registration form, and the tournament's official website
- Prize presentation to winners during the award ceremony
- Digital promotion in the lead up to the tournament in social media, website, and emails
- Opportunity to interact with players
- Product or service showcase during the tournament
- Naming rights for specific prizes: for example, "XY Company Player of the Tournament" award





Junior Development Sponsorship - \$2,500

- Sponsorship of junior tennis development programs including junior competitions, junior rep and development squad
- Logo placement on HDTA's website
- Social media mentions
- Recognition as a supporter of youth sports and development in the community

Competition Sponsorship - Price on Application

- Sponsor one of our competitions for a season (16 weeks)
- Naming rights for a competition of your choice, for example "XY Company Tuesday Night Doubles"

Build-Your-Own Sponsorship

- Choose your sponsorship tier based on your budget and marketing goals
- Select from a variety of branding opportunities
- Tailor your online visibility and events to align with your goals and budget



MESSAGE TO SPONSORS



Welcome from the President

As the President of the Hills District Tennis Association (HDTA), I am delighted to extend a warm and heartfelt welcome to you. Your interest in sponsoring our association is both appreciated and highly valued.

HDTA is not just a tennis association; it is a vibrant, close-knit community built on a foundation of shared passion for the sport. We are more than players on the court; we are friends and families united by our love for tennis.

Established in 1933 at Dural Memorial Hall, the HDTA has a rich history marked by milestones. From its inaugural tennis competition in 1933, featuring ten teams competing for the Hills District Cup, to the introduction of junior tennis in 1955 and the Hills Ladies midweek competition in 1974, which grew to include around 900 ladies by 1983.

The commitment to community expanded with the addition of Tuesday night mixed and Thursday night men's competitions in 1978. In 2003, we introduced the "open unisex singles" competition, paving the way for modern tennis, and subsequent innovations like Wednesday night doubles in 2008 and the popular MyChoice singles in 2015.

Today HDTA offers seven diverse competitions across our two centres in Dural and Castle Hill, along with opportunities for social tennis, as well as three specialised squad training programs for juniors and elite players during each season. Our two centres provide 17 well maintained synthetic grass courts with lighting and our courts are available for hire night and day, seven days a week.

With a strong and consistent membership base of over 1000 players, which includes over 250 kids and their families, we take pride in having nurtured a thriving tennis community in the Hills area.

By sponsoring HDTA, you are not just supporting a non-for-profit sports organisation; you are contributing to the growth of a vibrant and connected community. Tennis brings people together, and your sponsorship can be a vital part of this unity. Your brand will receive significant exposure within our community and beyond. We offer various sponsorship packages that provide opportunities for branding, promotion, and engagement.

Thank you for considering a partnership with HDTA. Together, we can create a brighter future for tennis and our community.

Warm regards,

Trish Sanford

Trish Sanford
President

Hills District Tennis Association



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www.hdta.org.au