

**EXAMPLE TC Memmingen e.V.**  
Exchange your logo, photos and facts & figures of your club.



Sponsoring Konzept

**AdBroom**LINE



# Our Club

TC Memmingen e.V. is the oldest and largest tennis club in Memmingen. We have 10 outdoor clay courts and 3 indoor courts.

Our club was founded 1923 and is main part of the sports offering in our city.

## TC Memmingen e.V. facts & figures

-  423 active members
-  178 kids and teenagers
-  18 teams
-  900 visitors per year
-  4 tennis coaches



# Our Activities

We are active all year round with a wide range of offers for all age groups in order to promote tennis in our region for both amateur and professional sportsmen and women.

We especially support our children and young people to offer them tennis as a wonderful balance to the digital and complex world.

## Events in our club

- Schooltennis (cooperation with two primary schools)
- Ongoing camps during school holidays
- Ball-Training, Coordination-Training, Fitness-Training
- Open Championship of our city
- ITF-Tournaments
- Practicing groups for our seniors.





**TC Memmingen e.V.**

@tcmemmingen · Tennisplatz





 WhatsApp

## Our Marketing Activities

We showcase our sponsors on all digital and physical channels.

Our diverse events and social media presence ensure first-class opportunities for our sponsors.

### Examples

-  Facebook presence with 9000 Followers
-  Instagram presence with 500 Followers.
-  Webpage and booking platform with sponsorship presence.
-  Ongoing reports in local and regional print media.



# AdBroom<sub>LINE</sub> – focussed and subtle Marketing (1)

With the new **AdBroom<sub>LINE</sub>** we offer sponsors a new, innovative and sustainable marketing opportunity.

Put yourself and your company in the limelight and support our club.

## How it works



Each player must sweep the lines with the **AdBroom<sub>LINE</sub>** after playing, keeping his/her eyes fixed on your brand presence for about 2 minutes. (Fig. 1)



During the match the **AdBroom<sub>LINE</sub>** hangs clearly visible at the back of the court. Your market presence is always subtly perceived, by players, visitors and spectators alike. (Fig.2)



Fig. 1

Fig. 2



# AdBroom<sub>LINE</sub> – focussed and subtle Marketing (2)

By our presence on the major social media platforms, images and promotions showing the new **AdBroom<sub>LINE</sub>** with your brand presence are efficiently and effectively staged.

## How it works

- Photos during tournaments while sweeping the lines.
- Photos at the season opening and season closing, when the courts are prepared and made ready for winter.
- Images of your brand presence on the **AdBroom<sub>LINE</sub>**, on Facebook, Instagram and Twitter.
- Corporate Social-Responsibility through the AdBroom4Good campaign with the sponsoring of social tennis projects (1 Euro per **AdBroom<sub>LINE</sub>**).









# Sponsoring-Partnership Proposal




We at TC Memmingen e.V. focus on long-term and sustainable sponsoring partnerships in order to generate the greatest possible benefit for both sides.



## What we offer

-  Equipping the courts with the **AdBroom**<sub>LINE</sub> with the marketing message you want.
-  Ongoing publication of **AdBroom**<sub>LINE</sub> images on our social media channels.
-  Your logo presence on our website.
-  Your logo presence on public print media of our club.

## Your Support

-  You sponsor x-pieces of **AdBroom**<sub>LINE</sub> in the first year with your brand presence for our tennis club (cost per **AdBroom**<sub>LINE</sub>: 39 €)
-  In the following years you will support our club with an amount of 25 € - 75 € per **AdBroom**<sub>LINE</sub>.
-  You define the duration of our partnership.

# Many thanks for your attention!

*We would be happy to discuss further details in our next meeting to explore the best options for you with our new **AdBroom**<sub>LINE</sub>.*



**TC Memmingen e.V.**

Am Stadion 3  
87700 Memmingen

[www.tc-memmingen.de](http://www.tc-memmingen.de)  
[info@tc-memmingen.de](mailto:info@tc-memmingen.de)

Fon: 08331 3277