## **EXAMPLE TC Memmingen e.V.**

Exchange your logo, photos and facts & figures of your club.





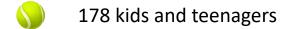
## Our Club

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





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.

# AdBroomLINE – focussed and subtile Marketing (1)

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

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

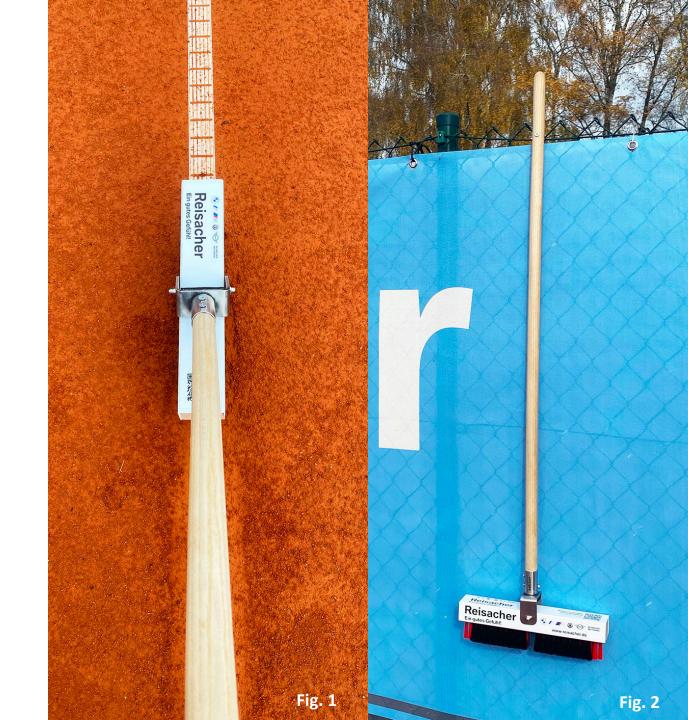
#### How it works



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



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

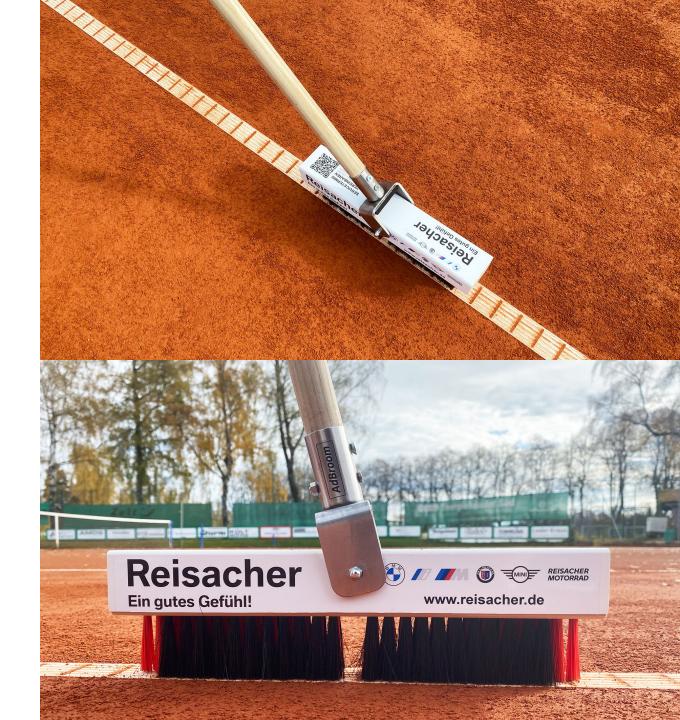


## AdBroomLINE – focussed and subtile Marketing (2)

By our presence on the major social media platforms, images and promotions showing the new *AdBroom*LINE 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*LINE, on Facebook, Instagram and Twitter.
- Corporate Social-Responsibility through the AdBroom4Good campaign with the sponsoring of social tennis projects (1 Euro per *AdBroomLINE*).



## 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*LINE with the marketing message you want.
- Ongoing publication of *AdBroom*LINE 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*LINE in the first year with your brand presence for our tennis club (cost per *AdBroom*LINE: 39 €)
- In the following years you will support our club with an amount of 25 € 75 € per *AdBroom*LINE.
- 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**LINE.



#### TC Memmingen e.V.

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