



**northernvision**

Events

Academies

Sports Travel

Player Representation



**Partnership Proposal for up to six  
\$10 000 ITF events for  
Oslo/Stavanger/Bergen 2014**



## Northern Vision initiative

Northern Vision in association with The Norwegian Tennis Federation is aiming to start up a series of up to 6 \$10 000 ITF events in 2014. This initiative will in addition to help the development of Norwegian tennis also will attract international tennis players from all over the world to come to Norway.

The events are scheduled to take place indoor in Oslo, Bergen and Stavanger during the fall of 2014.

The purpose of these events is to promote tennis to a wider audience in Norway and also to give our up-and-coming players wildcards and easier access onto the ATP and WTA rankings. Currently Norway has only two ranked male and three ranked female players on these rankings. We are hoping to help the stars of tomorrow to get a head start to their careers.

Northern Vision will also develop relationship with other national federations and event organizers to swap wildcards to gain entries to events around in Europe. We strongly believe there is enough talent in Norway to produce and make top ranked international tennis players but we need to ensure these players have access to tournaments in their own country.

The events proposed will form an excellent base for our players and also showcase the game to a wider audience and give sponsors and partners the opportunity to use the events for networking and business seminars as its being used around the world on a weekly basis. Northern Vision will work proactively with our partners to establish links with charities as part of a company's CSR profile.



## CSR Opportunities

Corporate social responsibility programmes are increasingly using sponsorship as a vehicle to deliver objectives for two key reasons. First, sport can really change people's lives. Whether as a participant or spectator, people engage with sport in such a manner that it can make a huge difference to their health and/or their lifestyle.

Second, sport is run at every level imaginable, from kids playing football in the street, to major global events such as the FIFA World Cup or the Olympic Games.

For companies seeking to develop successful CSR programmes, sport therefore offers a ready made and flexible platform that can be adapted to a wide variety of objectives.

Northern Vision has since it was established in 2002 worked towards engaging kids to play tennis and have over the years through help from their sponsors and partners introduced more than 70,000 kids to tennis and are looking for to do similar initiatives around the Norwegian grand prix circuit.

Northern Vision has previously worked with the well-known organizations such as Right to Play and Habitat of Humanity in addition to numerous local charities.

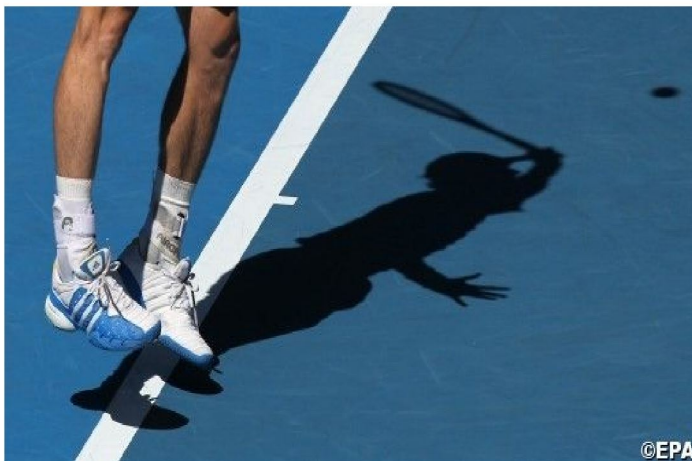
With your help we can together through a charity angle make a social difference through sport and participation.



# ITF Circuit

The International Tennis Federation (ITF) is the governing body of world tennis, made up of 210 national tennis associations or corresponding organizations of independent countries or territories.

The ITF Men's Circuit, consists of Futures tournaments prize funds start at USD 15,000. Medium level men's tournaments are run by the ATP through the ATP Challenger Tour. The ITF Women's Circuit incorporates both lower and mid-level tournaments, with prize funds ranging from USD 10,000 to USD 100,000. Virtually every ATP and WTA player started by playing on the ITF circuits.



## How can your company be involved?

There will be numerous partner packages available for a company or a private person to be involved forming what we believe is an important step to help develop Norwegian tennis. A package can also be tailor made to a certain budget.



## What will a partnership offer?

### TITLE SPONSOR: NKR 500,000

- ✓ Naming Rights on all international tennis events
- ✓ Name and logo on all marketing material
- ✓ Name and logo on 8 portable pop ups and 8 on site (centre court) boards.
- ✓ Name and logo on official website
- ✓ Name and logo on [www.tennis.no](http://www.tennis.no)
- ✓ Name and logo on official draw sheet.
- ✓ Scheduled PR throughout the whole year. (Social Media, Online advertising, E-campaigns and more.)
- ✓ Coin toss on centre court and pictures with the players.
- ✓ CSR opportunities with charities

### PRESENTING SPONSOR: NKR 200,000

- ✓ One of two Presenting sponsors
- ✓ Name and logo on all marketing material
- ✓ Name and logo on 2 portable pop ups and 2 on site (centre court) boards.
- ✓ Scheduled PR throughout the whole year. (Social Media, Online advertising, E-campaigns and more.)
- ✓ CSR opportunities with charities featured in the events (to be chosen by the partners)



# Become part of bringing world-class tennis in Norway!

"To have international tennis events in Norway available for up-and-coming players is a very important part of the overall development of Norwegian tennis and I fully support Northern Vision initiative."

Carl Maes (Head Coach for TEN4 and former coach of Kim Clijsters)



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