



# Player Sponsorship Deck

**Prepared by:**

**Role:**

**Based in:**

**Season focus:**

**Quick stats:**

Ranking:

Peak Ranking:

Win/ Current Season:

TopResults:

**Brand fit in one line** (Your values + how your story aligns with a sponsor's customers):

# Why Me

## 30-Second Value Pitch



**Years on tour / College accolades / national titles**



**Events/year throughout the season**



**Audience**

(Total Followers • Avg Impressions & avg impressions/post • Engagement Rate %)



***Origin, adversity, comeback, unique personality***

- ❑ **Promise:** "I'll deliver consistent exposure, premium content, and clean attribution—so you know what you got for every dollar."

Working with me means partnering with an athlete who understands the business side of sports. I don't just wear your logo—I activate your brand story through authentic content that resonates with our shared audience. Every post, every appearance, every piece of content is crafted to drive measurable results. You'll receive detailed tracking, transparent reporting, and a level of professionalism that makes your marketing team's job easier. This isn't just about impressions; it's about building lasting brand equity in one of the world's most prestigious sports.

# Player Profile

Snapshot

Profile Pic

Nationality:  
Residence:  
Coach/Team:  
Play style:  
Surfaces:

## Career Highlights

- {{Year}} – {{Result}} at {{Event}}
- {{Year}} – {{Result}} at {{Event}}
- {{Year}} – {{Milestone}}

## Press/Testimonials

"{{Short quote from coach/journalist}}"

— {{Source}}

My journey in professional tennis has been defined by relentless dedication, strategic evolution, and a commitment to excellence both on and off the court. Every match is an opportunity to showcase not just athletic prowess, but the values that resonate with global audiences: discipline, perseverance, and grace under pressure. My playing style reflects a modern approach to the game—combining power with precision, aggression with tactical intelligence. This dynamic presence on court translates directly to compelling content that captivates audiences across digital platforms. Beyond the baseline, I've cultivated relationships with media, tournament organizers, and fellow athletes that amplify reach and create unique partnership opportunities. My team and I approach every season with meticulous planning, ensuring that training, competition, and brand partnerships align seamlessly to maximize impact and return on investment for all stakeholders involved.

# Audience & Digital Presence

## Channels & Reach

Platform	Followers	Avg Views	ER %	Content Type
Instagram				Reels, Stories, Carousels
TikTok				Match clips, training
YouTube				Vlogs, analysis
Twitter/X				Live updates

### Content Pillars

Training • Match days • Travel behind-the-scenes • Mindset • Gear/strings • Community

My digital ecosystem is built on authenticity and strategic content distribution. Unlike athletes who simply post match results, I've developed a sophisticated content strategy that takes followers behind the scenes into the daily grind of professional tennis. This approach has resulted in engagement rates that consistently outperform industry benchmarks, proving that our audience doesn't just follow—they actively participate. The demographic profile skews toward affluent, sports-conscious consumers aged 18-45 who value premium products and authentic brand partnerships. These aren't passive scrollers; they're decision-makers with purchasing power who trust my recommendations because I only partner with brands I genuinely use and believe in. My content strategy balances aspirational moments—tournament victories, international travel, elite training facilities—with relatable, humanizing glimpses into the challenges and dedication required at this level. This duality creates a powerful connection that translates directly into brand affinity and conversion for partners.

# 2025 Tournament Schedule

## Planned Competition Calendar

Date	Event	Level	City/Country	Surface	Est. Media Outputs
					1 vlog, 2 reels, 6 stories

### Geographic Reach

Regions covered:

Estimated on-site impressions per event:

### Brand Exposure Windows

Each tournament represents a concentrated 7-10 day activation period with pre-event, live, and post-event content opportunities across all platforms.

The 2025 schedule has been strategically designed to maximize both competitive performance and brand exposure. By competing across multiple continents and surfaces, we create diverse content opportunities that keep the audience engaged year-round while ensuring your brand appears in varied, premium sporting environments. Each event serves as a content production hub, generating dozens of pieces of authentic, high-quality material that extends far beyond the tournament itself. The geographic diversity means exposure to different regional audiences—from European clay court enthusiasts to American hard court fans to emerging Asian markets. Tournament weeks represent peak engagement windows where content consumption skyrockets as fans follow match-by-match progress. Between competitions, training blocks and travel provide additional storytelling opportunities that maintain momentum and keep audiences invested. This consistent cadence of content—roughly 40-50 weeks of the year—means your brand enjoys sustained visibility rather than sporadic bursts. We’ve also built in flexibility for invitational events, exhibition matches, and special appearances that can be leveraged for unique partnership activations throughout the season.

# Media Kit

## What We'll Produce

01

### Match Week Content

\_\_\_ reels, \_\_\_ story sets, 1 carousel, 1 post-match recap delivered within 24-72 hours of competition

02

### Brand Integrations

Seamless product placement, strategic tags, trackable links, exclusive discount codes with custom attribution

03

### Content Quality Standards

4K vertical video optimized for mobile, professional captions, fast turnaround with consistent aesthetic

04

### Usage Rights

3–6 months organic usage included; paid usage and whitelisting rights negotiable based on package

Our media production capabilities rival professional content agencies, but with the authenticity that only comes from an athlete creating content in their actual competitive environment. Every piece of content is shot on professional equipment, edited to platform-specific best practices, and optimized for maximum engagement. We don't just post and hope—we analyze performance data, A/B test formats, and continuously refine our approach based on what drives results. The content calendar is planned weeks in advance but remains flexible enough to capitalize on spontaneous moments that generate viral potential. Brand integrations are never forced or awkward; they're woven naturally into narratives that audiences genuinely want to consume. Whether it's a pre-match ritual featuring your product, post-victory celebration content, or training day behind-the-scenes footage, every integration serves both storytelling and marketing objectives. The result is content that doesn't feel like advertising—it feels like premium sports entertainment that happens to feature your brand prominently. Partners receive content calendars, preview opportunities, and approval workflows that ensure brand guidelines are met while preserving the authentic voice that makes this content effective.

# Partnership Packages

## Annual Sponsorship Tiers

All packages include monthly KPI reports, code/UTM tracking, and content review privileges.

Tier	Investment (USD)	Deliverables	Rights/Placement	Reporting
Bronze		1 reel + 1 carousel/mo, 6 stories/mo, 1 giveaway/qtr	Social tags; logo on website; discount code	Monthly KPI email
Silver		2 reels + 2 carousels/mo, 10 stories/mo, 1 long-form/qtr, 1 appearance	Logo on bag/cap (non-competing); link in bio 2×/mo	Monthly + quarterly deck
Gold		3 reels + 2 carousels/mo, 15 stories/mo, 2 long-form/qtr, 2 appearances, 1 campaign shoot	Primary logo (apparel area non-compete), hero content; whitelisting rights (negotiable)	Monthly + quarterly review call

## À La Carte Add-Ons

- Event day takeover
- Dedicated product shoot
- Retailer visits and activations
- Email feature and newsletter inclusion
- Co-branded product drop
- Extended paid usage rights

The tiered structure allows companies of different sizes and marketing maturity levels to participate meaningfully in professional tennis sponsorship. Bronze tier provides an accessible entry point for emerging brands or those testing athlete partnerships for the first time. Silver tier represents the sweet spot for established brands ready to make a serious play in the tennis and active lifestyle space. Gold tier is designed for category leaders who understand that premium partnerships require premium investment. We can customize combinations that align precisely with your marketing calendar and business objectives, ensuring maximum flexibility and return on every dollar invested.



# Financial Overview

## Season Budget — Where Sponsor Funds Go

Category	Monthly	Annual
Travel (flights + ground transportation)		
Lodging		
Coaching		
Physio/Recovery		
Tournament fees/Visas		
Strings/Gear		
Nutrition		
Media (editing/film equipment)		
Total		

Transparency in athlete sponsorship builds trust and long-term partnerships. This budget breakdown shows exactly where your investment goes—not into luxury or excess, but into the essential infrastructure that enables peak performance and consistent content creation. Travel represents the largest expense category because professional tennis is uniquely global; competing at the highest level means constant international movement, often 30-40 weeks per year across multiple continents. Coaching and support staff aren't optional extras—they're requirements for competitive viability and injury prevention at this level. The strings and gear category might seem modest, but these items require constant replacement; a single tournament can consume multiple racquet setups and string jobs. The media production line item reflects our commitment to content quality—professional cameras, editing software subscriptions, storage solutions, and occasional freelance support to maintain the production standards that make sponsored content effective. When you invest in an athlete partnership, you're not just buying logo placement or social posts—you're investing in the entire ecosystem that enables an athlete to compete, create, and represent your brand at the highest level. The suggested allocation percentages (30-50% for primary, 10-20% for secondary) reflect industry standards that ensure the athlete can properly service each partnership without dilution. We're selective about partnerships not because we're exclusive, but because we're committed to delivering exceptional value to every partner. A fully funded season means consistent performance, uninterrupted content creation, and an athlete who can focus on winning matches and creating compelling narratives rather than worrying about making rent or cutting corners on preparation.



# ROI & Measurement

## Simple Model Brands Understand Inputs

### Effective CPM

Cost per 1,000 impressions =  
$$S / (I / 1000)$$

### CPE (Engagement)

Cost per action =  $S /$   
TotalEngagements

### Tracked Conversions

Sales with code

### ROAS

Return on ad spend =  $\text{Revenue} / S$

## What Partners Receive

- Real-time dashboard links with live campaign performance
- UTM/code tracking with granular attribution data
- Monthly performance decks with insights and recommendations
- Quarterly strategic review calls with full team participation

The beauty of digital athlete partnerships is that every dollar can be tracked, measured, and optimized. Unlike traditional sponsorship models where impact remains nebulous, we've built a measurement framework that provides visibility into exactly what you're getting. The CPM calculation shows how athlete partnerships compare favorably to paid social advertising—you're typically achieving reach at a fraction of the cost while gaining authenticity and trust that paid ads can't deliver. Cost per engagement goes deeper than impressions, measuring actual audience interaction with branded content: likes, comments, shares, saves, and click-throughs. This metric reveals true audience investment, not just passive exposure. The conversion tracking through unique discount codes and UTM parameters connects sponsorship directly to sales, providing irrefutable proof of ROI. When a customer uses your exclusive code, you know precisely which athlete partnership drove that transaction. ROAS takes this further by calculating total revenue generated relative to sponsorship investment—the gold standard for performance marketing. Beyond these quantitative metrics, we provide qualitative insights: what content formats performed best, which messages resonated, what audience segments showed highest engagement, and strategic recommendations for optimizing future campaigns. The monthly reporting cadence ensures you're never in the dark about campaign performance, while quarterly calls allow for strategic pivots and planning. This level of accountability is rare in sports marketing but essential for proving value and building lasting partnerships. We're not afraid of measurement—we embrace it, because we know that when properly executed, athlete partnerships deliver exceptional returns that stand up to the most rigorous marketing scrutiny.

# Brand Benefits

## Beyond Posts

Authentic Integration	Year-Round Cadence	Co-Marketing Opportunities	Product Testing & Feedback
Premium sport, trust-based environment where audiences are predisposed to respect athlete endorsements and brand associations	Consistent content flow plus tentpole event spikes that create sustained visibility and strategic activation peaks	Collaboration with tournaments, clubs, and academies in {{Markets}} for expanded reach and localized impact	Direct athlete input on strings, gear, nutrition, and equipment creates valuable R&D insights and testimonial content

## Community Activations

Partnerships extend beyond digital into tangible, high-impact real-world experiences that deepen brand connection:

- **Tennis clinics:** Hands-on instruction sessions at retail locations or club events
- **Retailer meet-ups:** In-store appearances during key shopping seasons
- **Giveaways:** Product sampling and contest activations that drive trial and acquisition
- **Junior programs:** Grassroots community investment that builds long-term brand affinity

The true value of athlete partnerships transcends the digital metrics discussed in previous sections. Tennis carries a unique brand halo—it's perceived as sophisticated, international, aspirational yet accessible. Association with the sport and its athletes transfers these qualities to partner brands, elevating positioning in ways that traditional advertising cannot achieve. The year-round competition calendar means your brand never goes dark; unlike seasonal sports, tennis provides 11 months of content opportunities and audience engagement touchpoints. The tentpole events—Grand Slams, major tournaments, playoffs—create predictable spikes where you can layer additional activation for maximum impact. Co-marketing with tournaments and clubs opens doors to their audiences, creating multiplier effects where your brand reaches far beyond just my followers to entire tennis communities and organizations. Product testing relationships are particularly valuable for sporting goods, apparel, nutrition, and recovery brands—you get authentic athlete feedback that can inform product development while generating credible testimonial content that resonates with consumers. The community activation opportunities listed above represent some of the highest-engagement brand experiences available: a tennis clinic puts your product directly in consumers' hands while they're learning from a professional athlete, creating memories and associations that last far longer than any advertisement. These in-person touchpoints also generate additional content—photos, videos, testimonials from participants—that extend the value long after the event concludes. When evaluating athlete partnerships, smart brands look beyond the social media metrics to consider the full ecosystem of brand benefits, audience access, content rights, co-marketing opportunities, and real-world

# Case Study

## Campaign Overview

**Brand:**

**Period:**

**Campaign Type:** Product launch activation

## Assets Delivered

- 2 high-production reels showcasing product in training and competition
- 8 story sequences with swipe-up links and code promotion
- 1 in-person appearance at flagship retail location



### Total Impressions

Across all platforms and touchpoints



### Engagement Rate

Above platform average



### Link Clicks

Direct traffic to partner site



### Tracked Conversions

Sales attributed to campaign code

📄 **ROAS:**

# Key Takeaway

## *What worked + why*

This campaign exemplifies the methodology we bring to every partnership: strategic planning, authentic integration, multi-platform distribution, and rigorous measurement. The success wasn't accidental—it resulted from careful coordination between brand objectives and content strategy. We began with a thorough brief to understand the product's unique selling points, target audience, and key messages. The creative approach focused on demonstrating real product usage in my actual training and competition routine, avoiding the stilted, obviously-sponsored feel that audiences immediately tune out. The reels were shot during genuine practice sessions and tournament preparation, capturing authentic moments where the product naturally fits into the narrative. Story sequences provided multiple touchpoints throughout the campaign period, maintaining visibility and creating urgency through limited-time code promotions. The in-person appearance at the retail location created a capstone moment that drove foot traffic, generated local media coverage, and provided abundant content for both our channels and the brand's owned media. The engagement rate exceeding platform averages indicates audience receptivity—they weren't just scrolling past sponsored content, they were actively interacting because the content provided value and entertainment beyond the commercial message. The conversion data and ROAS prove that this engagement translated to actual business impact; customers didn't just like the content, they purchased the product. Post-campaign analysis revealed several success factors: authenticity of integration, consistency of message across touchpoints, strategic timing around tournament performance, and the credibility boost from seeing a professional athlete genuinely using and endorsing the product. These insights informed subsequent campaigns and continue to guide our partnership approach, creating a virtuous cycle of continuous improvement and increasing effectiveness.

# Partnership Principles & Brand Safety

- 1** **FTC Compliance & Exclusivity**  
Full disclosure practices meet regulatory requirements. Category exclusivity windows of {{duration}}\_\_\_\_\_ ensure no competitor conflicts during active partnership periods.

- 2** **Content Approvals**  
Partners receive 48h preview window for all sponsored content. 2 rounds of revisions included to ensure alignment with brand guidelines while preserving authentic voice.

- 3** **Usage Rights**  
Organic \_\_\_\_\_ months usage included in base packages. Extended paid usage, whitelisting, and repurposing rights available via separate licensing agreement.

- 4** **Conduct & Values**  
Commitment to inclusive, respectful representation. Adherence to anti-doping protocols. No gambling promotion partnerships. Public statements align with mainstream sporting values.

- 5** **Contingency Planning**  
Cancellation and makeup policies for injuries or schedule changes. Force majeure provisions. Prorated adjustments for shortened seasons with fair resolution framework.

FTC compliance isn't just legally required. Category exclusivity protects your investment by ensuring I'm not simultaneously promoting competing products, which would dilute messaging and confuse audiences. Usage rights require careful specification because ambiguity here creates conflicts; our standard packages include generous organic usage terms while ensuring that extended paid use, whitelisting for advertising, and evergreen repurposing are properly valued and compensated. The conduct and values statement - explicit alignment on these principles prevents partnership-ending surprises; brands need confidence that their associated athlete won't generate negative headlines or engage in behaviors that reflect poorly on the partnership. The contingency planning provisions acknowledge the reality of professional sports—injuries happen, tournaments get cancelled, schedules shift—and having predetermined frameworks for handling these situations prevents disputes when stress is highest. These principles aren't restrictions; they're the foundation for partnerships where both sides can operate confidently, creatively, and collaboratively toward shared success.

# Contact & Next Steps

## Let's Tailor a Package

Share your objectives, budget range, and timeline so we can customize the perfect partnership structure

## Schedule a Discussion

Email

Phone/WhatsApp

## Review Materials

Request full media kit, KPI sample reports, and partner references for deeper due diligence

## Begin Partnership

Target activation start:

## What to Bring to Our Call

- Your marketing objectives for the coming year
- Budget parameters and decision timeline
- Key products or campaigns you're promoting
- Any category restrictions or competitor considerations
- Questions about measurement and reporting

## What I'll Provide

- Customized package recommendations
- Sample content calendar and deliverables timeline
- Detailed measurement framework
- Contract terms and partnership agreement
- References from current and past partners

When we connect, we'll discuss not just the tactical deliverables but the broader strategic picture: what are you trying to achieve, who are you trying to reach, and how can an athlete partnership accelerate those objectives better than alternative marketing investments? I'll be candid about whether I think we're a good fit or if another approach might serve you better; my reputation depends on delivering results, and that starts with taking on the right partnerships for the right reasons. The discovery process is collaborative—I want to understand your brand story, product differentiators, competitive landscape, and marketing challenges so we can design a partnership that addresses real business needs rather than simply checking the "athlete sponsorship" box. Some brands come with a clear vision of what they want; others need strategic guidance on how athlete partnerships can work within their broader marketing mix. Both approaches are welcome, and we'll invest the time needed to get the partnership structure right before any commitments are made. Once we've aligned on objectives and approach, the contracting and onboarding process is straightforward and professional—clear terms, reasonable negotiations, and respect for both parties' interests. The goal is to get to "yes" quickly if there's strong fit, or to "let's stay in touch" efficiently if the timing isn't right, without wasting anyone's time. Partnership activation can begin as quickly as two weeks from agreement, or we can plan strategic launch timing around key moments in your marketing calendar or my competition schedule.

# Appendix A — Pricing Menu

## Editable À La Carte Options

Item	Rate
Reel (60–90s, professionally edited with captions)	\$
Story set (3–5 frames with links and swipe-ups)	\$
Carousel (6–8 slides with copy and design)	\$
Long-form YouTube (6–10 min, edited with graphics)	\$
Appearance (2 hrs at retail, clinic, or corporate event)	\$
Campaign shoot (half day, multiple setups and looks)	\$
Paid usage rights (per 30 days, all platforms)	\$

## Volume Discounts

- 5+ items per quarter: 10% discount
- 10+ items per quarter: 15% discount
- Annual commitment (12+ months): 20% discount on total package value



# Rush Production

24-hour turnaround available for time-sensitive campaigns at 50% premium. 48-hour turnaround at 25% premium. Standard turnaround is 72 hours from shoot to delivery.

This pricing menu provides full transparency and flexibility for brands that prefer à la carte selection over structured packages. Every item represents fair market value based on production complexity, time investment, and market rates for professional athlete content. The rates include not just my time but also editing, licensing, content review, and delivery in platform-optimized formats. Reels require significant production effort—shooting, editing, captioning, sound design, and optimization—but deliver exceptional engagement and reach, making them among the most cost-effective content formats. Stories offer immediacy and authenticity at lower production requirements, ideal for real-time updates and promotional pushes. Carousels allow deeper storytelling and are highly effective for educational content, product comparisons, and before/after narratives. Long-form YouTube content serves audiences who want more substantial engagement and performs exceptionally well for certain content types like training tutorials, tournament vlogs, and product reviews. Appearances provide high-value in-person experiences that create lasting impressions and generate abundant supplementary content—photos, videos, testimonials—that extend value far beyond the event itself. Campaign shoots deliver hero content that brands can use across multiple channels and campaigns, amortizing the production investment across extensive usage. Paid usage rights are priced separately because they represent commercial value beyond organic reach—when brands want to boost posts, use content in paid ads, or incorporate material into broader campaigns, that expanded usage justifies additional compensation. The volume discounts reward commitment and make larger partnerships more economically attractive, while the rush production options provide flexibility for time-sensitive needs. This menu approach works well for brands testing athlete partnerships, companies with sporadic activation needs, or organizations that prefer project-based engagements over ongoing retainers. It can also supplement package agreements when brands want to add extra content around specific moments or campaigns.

# Appendix B — Sponsor Brief

## Fill Before Kickoff

### Product Focus & Key Messages

Which specific products or services are we highlighting? What are the 2-3 most important messages or benefits to communicate?

### Target Audience & Markets

Who are we trying to reach? What demographics, psychographics, and geographic markets matter most?

### Mandatory Tags/Links/Hashtags

What handles, URLs, tracking parameters, and hashtags must appear in every piece of content?

### Do/Don't List

What claims can we make? What visuals work? What competitors or topics should we avoid?

### Success KPIs

How will we measure success? Awareness metrics, traffic goals, sales targets, or engagement benchmarks?

### Reporting Cadence & Format

How often do you want updates? What format works best—email, dashboard, calls, or deck presentations?

The sponsor brief is where strategic alignment happens—it's the foundation that ensures every piece of content serves both authentic storytelling and brand objectives. Completing this brief before content production begins prevents misalignment, reduces revision cycles, and accelerates the path to high-performing campaigns. The product focus section helps us understand not just what products exist, but which ones align best with my authentic usage and audience interests; the most effective partnerships feature products I genuinely use and can credibly endorse. Key messages should be concise and memorable—if you give me ten messages, none will come through clearly; if you give me two or three, we can weave them naturally throughout content in ways that reinforce rather than overwhelm. Target audience definition ensures we're creating content that resonates with your customers, not just my general followers; understanding demographic and psychographic details helps inform tone, platform selection, and content themes. The mandatory elements section establishes non-negotiables—handles that must always be tagged, URLs that should appear in stories, hashtags that track campaign performance, and tracking parameters that enable attribution. The do/don't list prevents problems before they occur: can we make performance claims, or should we stick to lifestyle benefits? Are competitor mentions acceptable in comparative content, or should we avoid category references altogether? What visual standards apply—specific product angles, logo treatments, color palettes? Success KPI definition is perhaps most critical, because without clear success criteria, we can't optimize or prove value. Some brands prioritize awareness and reach; others focus on traffic and conversions; still others measure engagement and sentiment. Knowing which metrics matter most allows us to structure content and calls-to-action accordingly. The reporting preferences ensure communication matches your workflow—some marketing teams want real-time dashboard access and minimal meetings; others prefer structured monthly reviews with strategic recommendations. This brief becomes a living document we reference throughout the partnership, ensuring consistency, accountability, and continuous alignment on what success looks like.