



St. George's Tennis Club

6 St George's Lane
Dartmouth, NS
(902) 469-4934

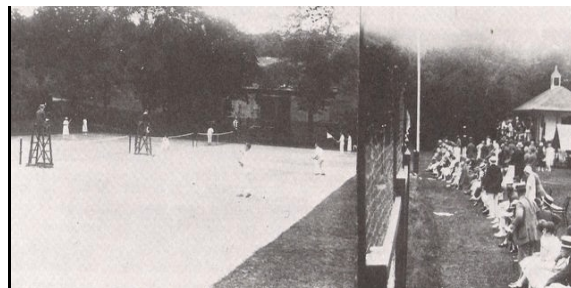
Established 1885
Anne Mathews, President
Ian MacInnis, Manager

2007 Tennis Sponsorship Campaign

Our Corporate and Club Profile

St. George's Tennis Club is a nonprofit community based organization with a membership approaching 500 individuals. It has been incorporated since 1904 and is dedicated to the promotion of the game of Tennis and to the physical improvement of its members. The Club is governed by a volunteer Board of Directors that is elected from its membership. A link to St. George's constitution can be found on the club's website at <http://www.stgeorgetennis.ca>.

The Club is nested in a heritage neighbourhood in central Dartmouth. The facility includes 5 artificially lit, synthetic clay courts, a clubhouse, patio, spectator seating and recreational space. Seasonal weather conditions determine the opening and closing dates each year, but the Club is normally operational from May through October.



During its operating season, St. George's employs staff to manage the facility, provide host services to members and tennis instruction to people of all ages. The Club is sustained by its membership revenues but also by the volunteer efforts from many of its members.

Tennis is a game for all ages and St. George's ensures this by supporting a junior tennis program that reaches out to young people who are the future of the sport. Junior players receive coaching from certified instructors but are also welcomed to relax and enjoy the social side of club atmosphere.

122 Years of Tennis

The history of St. George's Tennis Club is rich and distinguished. We are the oldest tennis club in Nova Scotia and the second oldest tennis club, in existence, in Canada. Potential sponsors should understand that to be affiliated with St. George's Tennis Club is be associated with the most honoured and best respected tennis club in Nova Scotia. You can trust your corporate identity with us because maintaining a solid, stable image within the community is what we have done successfully, spanning three centuries!



Competitive Spirit

The competitive spirit is alive and well at St. George's and club competitions take place all season long. The Club also plays host to major tournaments each year that attract the best competitors in Nova Scotia and from away, as well as the interest of spectators and sports media. The rewards of success in business can be as sweet as those on the tennis court. St. George's invites corporate sponsors to join us at centre court to share the limelight.



It's All About People

No part of St. George's is more dynamic than its members. The social side of the Club is its backbone. Each week, the courts are taken over for a great afternoon or evening of doubles or singles tennis that is mixed with great social interaction. Bridge has a steady following and continues throughout the year. A spring or fall yard cleanup becomes a social event at St. George's.

Tennis and Tea each Sunday along with other regular club get-togethers have created loyal friendships lasting decades. As a business, you know the importance of personal referrals and building brand loyalty. St. George Tennis Club sponsorship can give your business immediate exposure to new personal networks that would otherwise be unreachable.



Partnering with Excellence

St. George Tennis Club offers its members and visitors a first class facility. The playing courts at St. George's are the finest around. But don't just take our word for it. Court Contractors Ltd., from Mississauga, Ontario, constructs and maintains tennis courts across Canada and in the U.S. They won't hesitate to tell you that, *"we see hundreds of courts each year and St. George's courts are, without doubt, the best anywhere"*.



Sponsors know that this form of recognition and excellence can only be achieved through vision and a dedication toward maintaining the highest standards. Your corporate identity is one of your most valuable assets. As a sponsor, you can trust your visual identity with the people at St. George's who share your commitment to quality and service

Sponsorship Invitation

For many years, the corporate world has recognized that the huge popularity of the game of tennis provides an effective vehicle to communicate a sales message or establish a market brand. Tennis has great appeal not only because of its large following, but also because of the healthy, positive image it projects.

St. George's Tennis Club is pleased to be able to offer excellent promotional opportunities to potential corporate affiliates wishing to participate as Club or Event Sponsors. We are able to provide sponsors' visual identities, exposure through the club's website and on-site sign displays.

Web Page - www.stgeorgetennis.ca

St. George's Tennis Club maintains a popular website, updated at least weekly, with the latest club news, photos, competition results, player rankings, tennis links and other interesting content. Website statistics are available to sponsors upon request. Site activity grows steadily and we project up to 20,000 visits this year. Interest begins to build leading up major events and continues for several days after the event ends.

Temporary Signs

Temporary signs are able to be displayed for periods of 14- to 120-days. St. George's facility can provide sponsors with prime locations to display their corporate logos, images and trademarks. Expansive amounts of perimeter fencing and signage on buildings offer a suitable backdrop to deliver your message to spectators and participants. Catch some tournament excitement and display your corporate flag at one of our major events.

Permanent Signs

St. George's is also able provide sponsors with some opportunities for the permanent display of their company identity or message on-site, subject to local regulations.

Sponsor Categories

The Club's corporate associates can select from three categories which aim to meet each sponsor's promotional objectives:

- **Event Sponsor** - make a contribution to the Club in exchange for exposure on our website or around our facility in connection with any club event including a major tournament.
- **Club Sponsor** - make a contribution to the Club in exchange for exposure throughout the year on our website or around our facility.
- **Club Affiliate** - make defined contribution based on a referral through your company's web link on the Club's web page.

Note: Contributions may be in the form of cash, merchandise or redeemable certificates.

Meeting Sponsors' Requirements

If a sponsor has special needs or would like a campaign built around their own marketing style, we are flexible and would welcome any creative proposal. For example, here are a few other ideas you may wish us to consider:

- Naming rights for an event, award or trophy
- Naming rights to a special event website
- Exclusive promotional rights within your industry sector
- On-site product sampling or demonstrations
- Promotion or contest on the event website
- Provide inserts to electronic mailings
- Inclusion in all media releases
- Corporate logo on club clothing

2007 Event Calender

Early Bird Club Tournament: May 19
St. George Open: June 22, 23, 24
Strawberry Social: July 8
Blueberry Social: August 19
St. George Masters: July 13, 14, 15
St. George Closed Club Tournament: Sept 8, 9
Corn Boil/Clash of Champions: Sept 16
Wee Weekly Singles/Doubles: Every Saturday
Sunday Social: Every Sunday
Round Robin: Every Tuesday
Mixed Doubles: Every Wednesday



Contact Information

Sponsor Information:

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Club Information:

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