

Dear Tournament Director,

Tournament sponsorship guidelines are crucial to manage sponsorships effectively. By implementing these strategies, tournaments can maximize sponsor exposure, providing value for sponsors while contributing to the overall visual appeal of the event.

While specific guidelines may vary based on the tournament's grade, here are some general considerations that you should keep in mind:

1. Logo Placement and Branding - Logo placement and branding are essential components of a successful sponsorship, ensuring that sponsors receive the visibility they expect:

- Please ensure that UNIQLO and ITF are all correctly represented at your tournament. From 2024 NEC is no longer an international tour sponsor, thus NEC logos not required to be featured in tournaments.
- Court branding: Place UNIQLO, ITF and other sponsors' logos prominently on the main playing court(s) (e.g., show court 1/show court 2 banners; logo decals on the court surface; backdrop displays behind players during interviews or trophy presentations).
- Net branding*: display UNIQLO logos on or near the net, ensuring visibility during close-up shots and televised coverage when available.
- Trophy ceremony branding: ensure trophy presentation prominently features sponsor branding (e.g., use of backdrop, position finalists at the net in show court 1 to ensure pictures capture sponsor logos, etc.).
- Event promotion: include UNIQLO, ITF and other sponsor logos on all printed materials, such as event programs, brochures, or promotional banners; ensure that promotional material is distributed widely for maximum exposure.
- Official Website: display UNIQLO, ITF and other sponsor logos prominently on the official tournament website, create dedicated sponsor pages or sections to highlight their contributions.
- Event Uniforms: if the tournament is producing event uniforms, include UNIQLO, ITF and other sponsor logos on the uniforms worn by tournament officials, staff, volunteers, and ball persons.
- Transportation branding: apply sponsor logos to transportation vehicles used during tournament.

2. We will directly contact tournaments selected for net branding

2. Digital and Social Media Presence - Enhancing digital and social media presence is crucial to reach a wider audience, engage fans, and attract sponsors:

- Utilize popular social media platforms such as Facebook, Twitter, Instagram, and YouTube.
- Feature sponsors' logos in social media posts, especially in visual content such as photos and videos.

- 3. Other Media** - Capitalizing on media presence and coverage is important to expand the tournament reach, attract a larger audience, and generate increased interest:
 - Contact local/national media (e.g., TV, radio, newspapers) to negotiate for additional tournament coverage: tournament highlights, interviews, etc.
- 4. Live Streaming** - We encourage tournaments to incorporate live streaming whenever feasible.
 - **Optimal Display Setup:** For tournaments engaged in live streaming, it's important to note that a more compact display featuring 1-3 cameras is adequate for showcasing Show Court 1 and/or Show Court 2. This ensures a focused and efficient streaming experience for viewers.
- 5. Live Scoring** - We encourage tournaments to integrate live scoring whenever feasible. As part of this initiative, the ITF is actively working to expand the availability of live scoring for tournaments. For additional details and assistance regarding live scoring, please do not hesitate to get in touch with us.
 - **ITF Support for Live Scoring Devices:** To facilitate this, the ITF is prepared to assist with live scoring devices. If your tournament incorporates live scoring, kindly inform us so that we can include the relevant link on the ITF website.

The ITF requires all the above to be completed in order to provide the athletes, sponsors and media with a professionally run tour and it is part of the tournament agreement to provide all the above by the designated deadlines.

We would appreciate your co-operation in helping to grow and enhance the UNIQLO Wheelchair Tennis Tour.

Please complete the tournament Media Report via the link:

<https://forms.office.com/e/rhmkCUC7xC>

ITF Wheelchair Tennis Team