



# BURNIE INTERNATIONAL PARTNERSHIPS



# The Annual Burnie International is truly an iconic Burnie event...

The eyes of Tasmania, Australia & the World focus on the sports up and coming players during the week after the Australian Open and in the weeks prior to David Cup and Fed Cup ties around the world. The Burnie International, a US\$100,000 event and the largest tournament of its kind in Australia, starts on the finals weekend of the Australian Open, which is perfect to enable world-class players to travel across Bass Strait to play in our own backyard.

The Burnie International is a globally recognised award winning event, claiming multiple 'Most Outstanding Tournament in Australia' awards over the course of its history. The Burnie International is considered a leader in its field and is consistently lauded as one of the best run tournaments in the world.

The Burnie Tennis Club is extremely proud of the tournaments reputation and works tirelessly to ensure that it continuously improves the event year after year.

The Burnie International is actually two tournaments in one, a US\$50,000 Mens ATP Challenger and a US\$50,000 Womens ITF event. Both draw world class players who are at the start of their careers. Well known Australian players such as Bernard Tomic and Casey Dellacqua have played here as well high profile international players like Canada's Eugenie Bouchard.



An event like this cannot run without the support of the local community and it is with your support we are hoping to continue to bring this event to Tasmania for many years to come.

This is a true International Event with backing from Tennis Australia, Events Tasmania and the Burnie City Council. We need to ensure this event grows and continues to showcase Tasmania to the World.

**We would love your support to do just that!**

Anthony Johnstone  
Chairman, Burnie International

INTRO

MEDIA

PACKAGES

COMPARISON

PARTICIPATION

CONTACT US



# Media Coverage

The Burnie International has existing arrangements with our Media Partners which includes:

- + Full Editorial support from The Advocate Newspaper, which includes all pre and post event news and results, in addition to player features in the weeks leading up to the tournament.
- + SeaFM/7BU support the event with 30-second commercials promoting the tournament, talkback with elite players and event organizers, news coverage of games and live "outside broadcast" from the tournament during the week.
- + Southern Cross Television produce and run a 3 week advertising and awareness campaign leading up to the tournament comprising of a series of 30 second commercials.

Each year the commercial value of the support provided by our Media Partners is in excess of \$100,000.

Numerous media outlets in Tasmania, including the Examiner, the Mercury & WIN TV also cover the McDonald's Burnie International as it progresses.



MULTIMEDIA  
BRANDING

+



PROMOTIONAL  
SIGNAGE

+



LIVE  
STREAMING

## Website

Every year the tournaments website is visited by in excess of 30,000 people from 120+ countries speaking 100+ languages.

The website is where the world watches our tournament and it continues to be a showcase for the Burnie Tennis Club 365 days of the year as it continues to be visited by eager fans seeking additional information on players as the Tennis year progresses.

Advertisements on the Website now make up part of the Sponsorship Packages and as a result your business logo will appear on material year round.

## Live Streaming

Even though a small tournament on the worlds stage, the Burnie International attracts a huge volume of interest from a global audience hungry for live video content. Each year, every match on Center Court and Show Court 4 are live streamed and recorded for viewing on demand.

Collectively matches are watched over 100,000 times by people from Burnie, Tasmania, Australia and the World.

The live stream and post match interviews continue to be a major source of Internet traffic year round, particularly when players go on to do well in other events as the Tennis year progresses. Advertisements on the Live Stream now make up part of the Sponsorship Packages and as a result your business logo will appear on material year round.

INTRO

MEDIA

PACKAGES

COMPARISON

PARTICIPATION

CONTACT US



# \$5000 Platinum Partnership Package



## PROMOTIONAL SIGNAGE

BTC Sponsors board in the BTC main function room for 12 months

BTC Entrance sign (car park) for 12 months

Four (4) Centre court signs for 12 months

BTC Archway Entrance

Two centre court A frame "Toblerone"



## MULTIMEDIA BRANDING

BTC Internal Televisions

BTC Website

Southern Cross Television Advertising

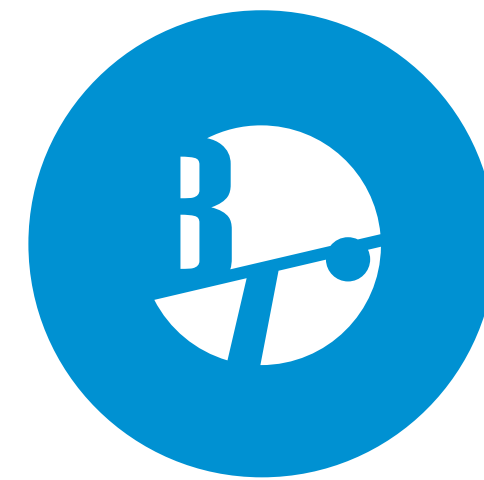
All Press Advertising



## THIRTY TWO (32) TWILIGHT MATCH HOSPITALITY TICKETS

For use on any nights from Monday through to Thursday of the International

**Please Note:** Tickets are for one visit only



## FOUR (4) FAMILY MEMBERSHIPS BURNIE TENNIS CLUB

Conditions Apply



## EIGHT (8) INVITES TO FRIDAY BUSINESS LUNCH

Fully Catered



## EIGHT (8) INVITES TO SATURDAY FINALS DAY FUNCTION

Fully Catered

**Please Note:** All packages are on offer, however, a package can be tailored to suit your individual requirements. All media campaigns will be coordinated to gain maximum exposure for all tournament partners.

INTRO

MEDIA

**PACKAGES**

COMPARISON

PARTICIPATION

CONTACT US



# \$3000 Gold Partnership Package



## PROMOTIONAL SIGNAGE

BTC Sponsors board in the BTC main function room for 12 months

BTC Entrance sign (car park) for 12 months

Two (2) Centre court signs for 12 months

BTC Archway Entrance

One centre court A frame "Toblerone"



## MULTIMEDIA BRANDING

BTC Internal Televisions

BTC Website

Southern Cross Television Advertising

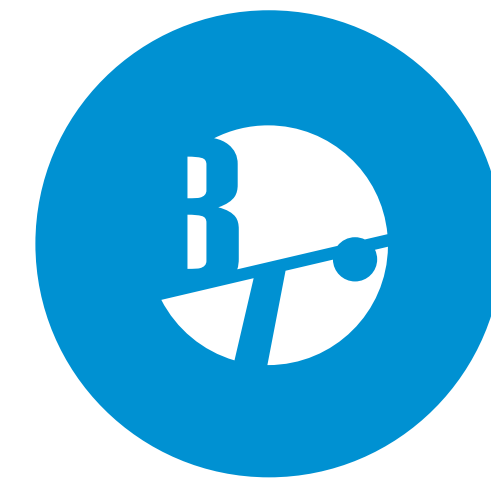
All Press Advertising



## SIXTEEN (16) TWILIGHT MATCH HOSPITALITY TICKETS

For use on any nights from Monday through to Thursday of the International

**Please Note:** Tickets are for one visit only



## FOUR (4) FAMILY MEMBERSHIPS BURNIE TENNIS CLUB

Conditions Apply



## FOUR (4) INVITES TO FRIDAY BUSINESS LUNCH

Fully Catered



## FOUR (4) INVITES TO SATURDAY FINALS DAY FUNCTION

Fully Catered

**Please Note:** All packages are on offer, however, a package can be tailored to suit your individual requirements. All media campaigns will be coordinated to gain maximum exposure for all tournament partners.

INTRO

MEDIA

PACKAGES

COMPARISON

PARTICIPATION

CONTACT US



# \$2000 Silver Partnership Package



## PROMOTIONAL SIGNAGE

BTC Sponsors board in the BTC main function room for 12 months

BTC Entrance sign (car park) for 12 months

Two general court signs for 12 months



## MULTIMEDIA BRANDING

BTC Internal Televisions

BTC Website

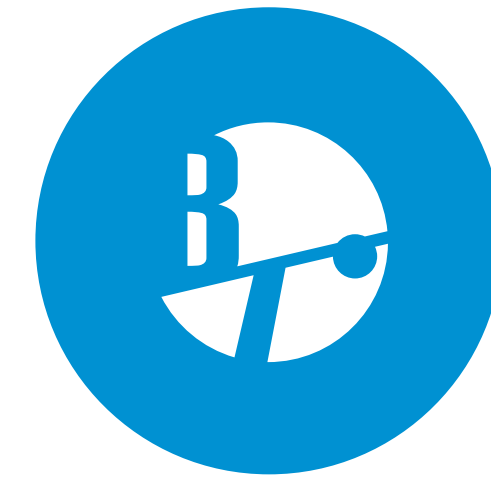
Southern Cross Television Advertising



## EIGHT (8) TWILIGHT MATCH HOSPITALITY TICKETS

For use on any nights from Monday through to Thursday of the International

**Please Note:** Tickets are for one visit only



## THREE (3) FAMILY MEMBERSHIPS BURNIE TENNIS CLUB

Conditions Apply



## FOUR (4) INVITES TO SATURDAY FINALS DAY FUNCTION

Fully Catered

**Please Note:** All packages are on offer, however, a package can be tailored to suit your individual requirements. All media campaigns will be coordinated to gain maximum exposure for all tournament partners.

INTRO

MEDIA

**PACKAGES**

COMPARISON

PARTICIPATION

CONTACT US



# \$1000 Bronze Partnership Package



## PROMOTIONAL SIGNAGE

BTC Sponsors board in the BTC main function room for 12 months



## MULTIMEDIA BRANDING

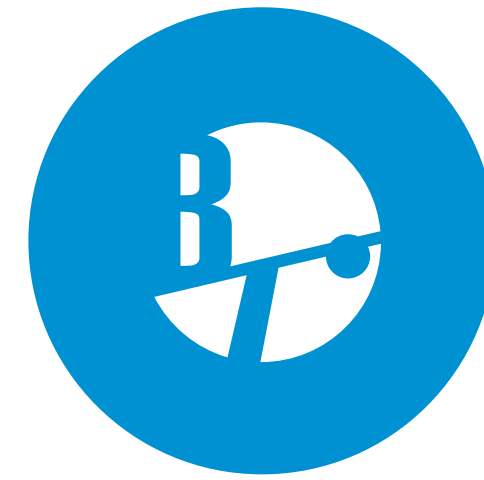
BTC Internal Televisions  
BTC Website



## FOUR (4) TWILIGHT MATCH HOSPITALITY TICKETS

For use on any nights from Monday through to Thursday of the International

**Please Note:** Tickets are for one visit only



## TWO (2) FAMILY MEMBERSHIPS BURNIE TENNIS CLUB

Conditions Apply



## TWO (2) INVITES TO SATURDAY FINALS DAY FUNCTION

Fully Catered

**Please Note:** All packages are on offer, however, a package can be tailored to suit your individual requirements. All media campaigns will be coordinated to gain maximum exposure for all tournament partners.

INTRO

MEDIA

PACKAGES

COMPARISON

PARTICIPATION

CONTACT US



# \$500 Business Lunch Package



## MULTIMEDIA BRANDING

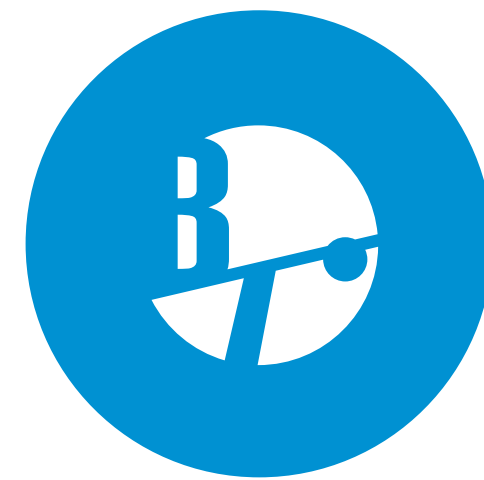
BTC Website



## TWO (2) TWILIGHT MATCH HOSPITALITY TICKETS

For use on any nights from Monday through to Thursday of the International

**Please Note:** Tickets are for one visit only



## ONE (1) FAMILY MEMBERSHIP BURNIE TENNIS CLUB

Conditions Apply



## TWO (2) INVITES TO FRIDAY BUSINESS LUNCH

Fully Catered

## Other Packages/Opportunities

- ✔ Many other opportunities exist to associate your organisation with the McDonalds Burnie International
- ✔ Naming of the annual Business Lunch
- ✔ Naming of Show Court 4
- ✔ Branding of the Speed Gun
- ✔ Branding of the FanZone (Junior Tennis Activities)
- ✔ Naming of Sporting Community Beep Test
- ✔ Scoreboard activation's (i.e. Every time an ACE is served your message is displayed)
- ✔ Association and support of Tournament Referees
- ✔ In house TV Commercials
- ✔ In house TV Scoreboard
- ✔ Ball kids tops

**Please Note:** All packages are on offer, however, a package can be tailored to suit your individual requirements. All media campaigns will be coordinated to gain maximum exposure for all tournament partners.

INTRO

MEDIA

**PACKAGES**

COMPARISON

PARTICIPATION

CONTACT US





# Package Comparison

**Please Note:** All packages are on offer, however, a package can be tailored to suit your individual requirements. All media campaigns will be coordinated to gain maximum exposure for all tournament partners.

Inclusions	\$5000 Platinum	\$3000 Gold	\$2000 Silver	\$1000 Bronze	\$500 Business Lunch
General Court Signage	-	-	x2 for 12 Months	-	-
Centre Court A Frame (Toblerone)	x2	x1	-	-	-
Centre Court Sign	x4 for 12 Months	x2 for 12 Months	-	-	-
BTC Function Room Sponsors Board	12 Months	12 Months	12 Months	12 Months	-
BTC Entrance Sign Car Park	12 Months	12 Months	12 Months	-	-
BTC Archway Entrance	✓	✓	-	-	-
BTC Website	✓	✓	✓	✓	✓
BTC Internal TV's	✓	✓	✓	✓	-
Southern Cross Television	✓	✓	✓	-	-
All Press Advertising	✓	✓	-	-	-
Hospitality Tickets (Mon to Thur evenings)	x32	x16	x8	x4	x2
Friday Business Lunch Invites*	x8	x4	-	-	x2
Saturday Finals Day Function Invites*	x8	x4	x4	x2	-
Burnie Tennis Family Memberships	x4	x4	x3	x2	x1
*Fully Catered					

INTRO

MEDIA

PACKAGES

COMPARISON

PARTICIPATION

CONTACT US



# Participation Form

Business Name:	
Postal Address:	
Email:	
Contact Person:	Phone Number:
Mobile Number:	Fax Number:

**PAYMENT OPTIONS:** No payment is required with contract - Invoices will be forwarded on receipt of the contract and with a second invoice forwarded January 31, 2014

**AUTHORISATION:** Please sign and date before submitting participation request.

Authorised by:	Date:
----------------	-------

I wish to participate in the Burnie International Partnership Program and choose the following:-

- \$5000 PLATINUM PARTNERSHIP PACKAGE
- \$3000 GOLD PARTNERSHIP PACKAGE
- \$2000 SILVER PARTNERSHIP PACKAGE
- \$1000 BRONZE PARTNERSHIP PACKAGE
- \$500 BUSINESS LUNCH PACKAGE
- PLEASE CONTACT ME...  
I would like to discuss other partnership options



# Hospitality on show

## Twilight Match Hospitality

Bring your staff and friends to watch international quality tennis in the comfort of the Burnie Tennis Club lounge. Refreshments and snacks are provided every evening.

## Wednesday Ladies Luncheon

The Wednesday Ladies lunch offers a full afternoon of fun, food and wine as well as the opportunity to mix with many of the international quality tennis players at the event. The luncheon includes many giveaway gifts and prizes and always books out early, a sure sign of its popularity.

## Friday Business Lunch

The Friday Business Lunch has become a highlight of the McDonalds Burnie International featuring quality guest speakers such as John Fitzgerald, Mark Woodford and last year Roger Rasheed. The function offers the opportunity to experience fine dining prepared by our event sponsor Bayviews Restaurant, superb wines such as the Josef Chromy range while viewing international quality tennis on Semi finals day.

## Saturday Finals Day

Saturday Finals Day is a fully catered afternoon and evening where you, your staff and friends can watch international quality tennis in world class facilities. A light meal and refreshments are provided with exclusive use of the Burnie Tennis Club facilities.



INTRO

MEDIA

PACKAGES

COMPARISON

PARTICIPATION

CONTACT US



# Get in contact with us...

For additional information about the Burnie International, please feel free to get in contact with any of the following people...

- **International Chairman**  
Anthony Johnstone  
natashajohnstone1@bigpond.com
- **Burnie Tennis Club President**  
Danny Clark  
dcla6959@bigpond.net.au
- **Ladies Luncheon**  
Donna Abell  
abelldonna@gmail.com
- **Business Luncheon**  
Alan Berechree  
asberech@southcom.com.au
- **Hospitality & Finals**  
John Abell  
john@cityrural.com.au
- **Media & IT**  
Rob Vernon  
rob.vernon@41stdegree.com.au
- **General Enquiries**  
Burnie Tennis  
btc@burnietennis.com.au

Burnie Tennis is proud to host the Burnie International.  
Join us in January at the Burnie Tennis Club, Eastwood Drive Burnie.



INTRO

MEDIA

PACKAGES

COMPARISON

PARTICIPATION

CONTACT US



# burnie INTERNATIONAL

[burnieinternational.com.au](http://burnieinternational.com.au)

