



burnie

INTERNATIONAL

PARTNERSHIPS



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

The eyes of Tasmania, Australia & the World focus on the sports emerging players at the Health Care Insurance Burnie International, which will commence on Sunday 28th January 2024, the final day of the Australian Open. This US\$140,000 combined Women's and Men's event is the largest tournament of its kind in Australia, and is timed perfectly to enable world-class players to travel across Bass Strait to play in our own backyard. ***But even better for 2024, the Burnie Tennis Club have accepted the opportunity to host 2 of these International Tournaments back to back, an offer too good to refuse!***

The Health Care Insurance Burnie International is a globally recognised award winning event, claiming multiple 'Most Outstanding Tournament in Australia' awards over the course of its history. This event is also 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 Health Care Insurance Burnie International attracts world class players who are at the start of their careers. Well known Australian players such as Ash Barty, 2023 Aus Open Doubles Winners Rinky Hijikata and Jason Kubler, John Millman and Storm Hunter have played here along with high profile international players such as Paula Badodsa and Stefanos Tsitsipas.



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

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burnie INTERNATIONAL

Media Coverage

The Health Care Insurance 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 Health Care Insurance Burnie International as it progresses.



**MULTIMEDIA
BRANDING**



**PROMOTIONAL
SIGNAGE**



**LIVE
STREAMING**

Website

Every year the tournaments website is visited by in excess of 40,000 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 Health Care Insurance 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 Courts 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.

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\$5000 Platinum Partnership Package



PROMOTIONAL SIGNAGE

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

BTC Entrance sign for 12 months

Two (2) Centre court signs

Two (2) general court signs



MULTIMEDIA BRANDING

BTC Internal Televisions

BTC Website

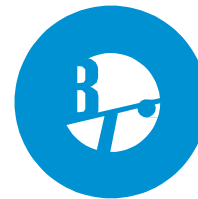
Southern Cross Television Advertising

All Press Coverage



SIX (6) TWILIGHT MATCH HOSPITALITY TICKETS

For use on the Thursday and Friday evenings of both weeks of the two events.



SIX (6) FAMILY MEMBERSHIPS BURNIE TENNIS CLUB

Conditions Apply



EIGHT (8) INVITES TO THE FRIDAY BUSINESS LUNCH

Fully Catered. To be held during the first event.



TEN (10) INVITES TO SUNDAY FINALS DAY FUNCTION

Fully Catered. For use during the first event.

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.

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\$3500 Gold Partnership Package



PROMOTIONAL SIGNAGE

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

BTC Entrance sign for 12 months

Two (2) Centre court signs



MULTIMEDIA BRANDING

BTC Internal Televisions

BTC Website

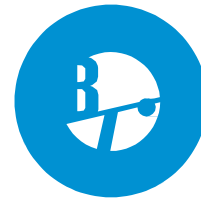
Southern Cross Television Advertising

All Press Coverage



FOUR (4) TWILIGHT MATCH HOSPITALITY TICKETS

For use on the Thursday and Friday evenings of both weeks of the two events.



FOUR (4) FAMILY MEMBERSHIPS BURNIE TENNIS CLUB

Conditions Apply



FOUR (4) INVITES TO FRIDAY BUSINESS LUNCH

Fully Catered. To be held during the first event.



FOUR (4) INVITES TO SUNDAY FINALS DAY FUNCTION

Fully Catered. For use during the first event.

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.

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\$2500 Silver Partnership Package



PROMOTIONAL SIGNAGE

BTC Sponsors board in the BTC main function room for 12 months
 BTC Entrance sign for 12 months
 Two (2) general court signs



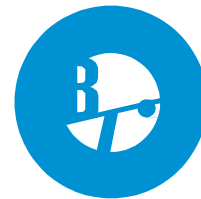
MULTIMEDIA BRANDING

BTC Internal Televisions
 BTC Website
 Southern Cross Television Advertising
 All Press Coverage



THREE (3) TWILIGHT MATCH HOSPITALITY TICKETS

For use on the Thursday and Friday evenings of both weeks of the two events.



THREE (3) FAMILY MEMBERSHIPS BURNIE TENNIS CLUB

Conditions Apply



FOUR (4) INVITES TO SUNDAY FINALS DAY FUNCTION

Fully Catered. For use during the first event.

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.

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\$1500 Bronze Partnership Package



PROMOTIONAL SIGNAGE

BTC Sponsors board in the BTC main function room



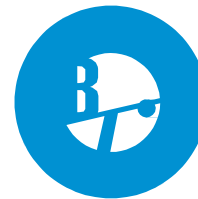
MULTIMEDIA BRANDING

BTC Internal Televisions
BTC Website
All Press Coverage



TWO (2) TWILIGHT MATCH HOSPITALITY TICKETS

For use on the Thursday and Friday evenings of both weeks of the two events.



TWO (2) FAMILY MEMBERSHIPS BURNIE TENNIS CLUB

Conditions Apply



TWO (2) INVITES TO SUNDAY FINALS DAY FUNCTION

Fully Catered. For use during the first event.

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.

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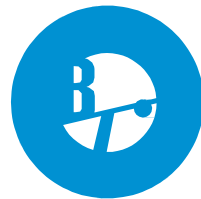


\$650 Business Lunch Package



MULTIMEDIA BRANDING

BTC Website



ONE (1) FAMILY MEMBERSHIP BURNIE TENNIS CLUB

Conditions Apply



TWO (2) INVITES TO FRIDAY BUSINESS LUNCH

Fully Catered.
To be held during the first event.

Other Packages/Opportunities

- Many other opportunities exist to associate your organisation with the Health Care Insurance Burnie International.
- Naming of the annual Business Lunch.
- Opportunity to host corporate functions during the event.
- Opportunity for sponsoring and presenting trophies on finals days.

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.

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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, 2023

AUTHORISATION: Please sign and date before submitting participation request.

Authorised by:

Date:

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

\$5000 PLATINUM PARTNERSHIP PACKAGE

\$3500 GOLD PARTNERSHIP PACKAGE

\$2500 SILVER PARTNERSHIP PACKAGE

\$1500 BRONZE PARTNERSHIP PACKAGE

\$650 BUSINESS LUNCH PACKAGE

PLEASE CONTACT ME...

I would like to discuss other partnership options

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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

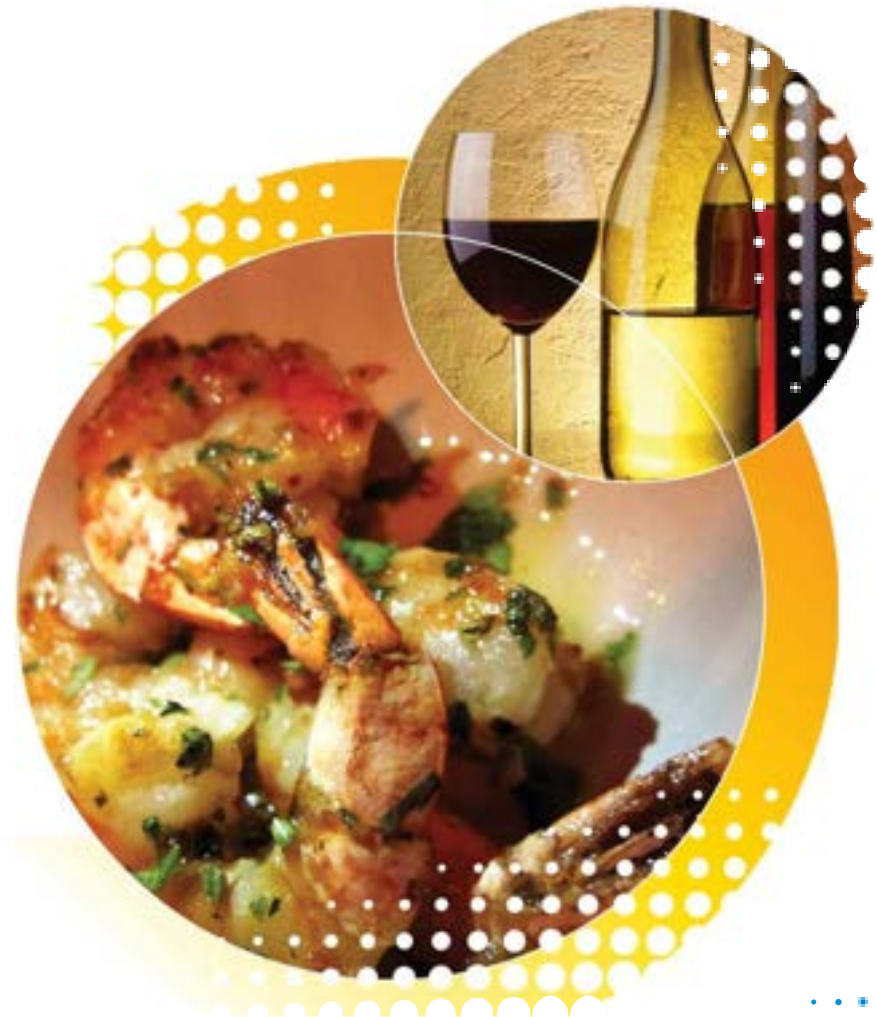
The Wednesday Ladies lunch offers a full afternoon of fun, food and wine as well as the opportunity to mix with many of the international quality tennis players at the event. The luncheon includes many giveaway gifts and prizes and always books out early, a sure sign of its popularity.

Friday Business Lunch

The Friday Business Lunch has become a highlight of the Health Care Insurance Burnie International featuring quality guest speakers such as Kerry O’Keefe, John Fitzgerald, Mark Woodford, Roger Rasheed, Rodney Hogg and Chris Anstey. This 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.

Sunday Finals Day

Sunday Finals Day is a fully catered afternoon 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.



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Get in contact with us...

For additional information about the Health Care Insurance 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
abell donna@gmail.com

Business Luncheon

Alan Berechree
alanberchree@gmail.com

Hospitality & Finals

John Abell
johnmabell@hotmail.com

General Enquiries

Burnie Tennis
btc@burnietennis.com.au



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

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burnieinternational.com.au

