



SPONSORSHIP OPPORTUNITIES at the ONTARIO TENNIS ASSOCIATION



Representing over **55,000** players, **210** clubs and organizations and over **750** TPA pros, the Ontario Tennis Association, (OTA), is the largest tennis association in Canada and the 5th largest in North America. The organization offers numerous ways to reach our **member clubs, pros and players.**

According to several recent studies, participation in tennis is on the rise, enjoying an increase in both general interest and player involvement. For those organizations wishing to reach tennis players and the tennis player demographic in Ontario, there is no better way than through an OTA sponsorship!

The Elements of an OTA Sponsorship

The OTA offers a wide range of sponsorship opportunities including several key “**Official**” and “**Presenting**” categories. As well, there is the opportunity to sponsor competitive teams, tournaments and tournament circuits, outreach events and programmes and tennis club and teaching pro initiatives. We connect with recreational and competitive players, our member clubs and teaching pros throughout the year through various communication channels including:



Tournaments and Events: Sampling, display, product representation and signage

OTA website, www.tennisontario.com: Rotating banner, sponsor icons and video capability

OT Magazine: Advertising, advertorial and editorial placement; on-line version with live links

enews and emagazine: Weekly member e-bulletin with sponsor icons and new classified ads

OTA TV via ScreenScape: Video and text messaging broadcast to member club screens

Customized Opportunities

As well as many standard delivery options, the OTA is willing to customize a sponsorship or advertising campaign to meet our client’s needs. Ask us how we can best serve your needs and deliver your message to a highly engaged, loyal audience in an impactful and dynamic fashion!

For more information please contact Peter Malcomson, Marketing Manager

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