

# How to tailor-make a Corporate Event and have Tennis Fun!





**CELEBRITY TENNIS**  
Limited

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***Partners***

Jeremy Bates  
Pat Cash  
Andrew Castle  
Annabel Croft  
Jo Durie  
Peter Fleming  
Gordon Lazenbury  
John Lloyd  
Peter McNamara  
Peter Risdon  
Elvira Vazquez  
Virginia Wade  
Barbara Wancke

## **WELCOME**

**To The Easy Way To Make Tennis Dreams Come True**

Founded by a group of select personality players, Celebrity Tennis brings to the UK and Europe a concept that is already well proven in the USA - participant corporate entertainment as a means to promote product and services to clients in a relaxed and enjoyable environment.

Celebrity Tennis provides the easy way to organise events involving the legendary names of our game. Tailor-made to suit particular needs, arrangements range from individual player appearances to total event management, all on an efficient and cost-effective basis.

With extensive contacts worldwide, Celebrity Tennis can make sporting fantasies come true. We arrange special events around famous champions from start to finish, leaving clients free to do what they do best - run their own businesses.

Our partners are also available for endorsements, individually or collectively. They could be working for you now, placing your name, service or product at the forefront of your customer's minds.

We are pleased to provide further details about the Celebrity Tennis way in this pack and invite you to contact us soon to discuss the many possibilities further...

**Entertainment made to order.**



## **CORPORATE ENTERTAINMENT**

### **The Celebrity Tennis Way**

Celebrity Tennis Limited was formed to develop Corporate Entertainment on a participant basis as a means of promoting company products and/or services to customers in a relaxed and enjoyable environment.

- ◆ Corporate Entertainment is a well-proven marketing tool in the United States
- ◆ Reasonably priced and enjoyable, it can be a most successful method for companies to convey their sales message to a captive audience
- ◆ Celebrity Tennis provides an easy way to organise events involving the legendary names of lawn tennis to make sporting fantasies come true within a Corporate Entertainment framework
- ◆ Tailor-made to suit particular needs, arrangements range from individual player appearances to total event management
- ◆ Experts in their own fields, our staff arrange events around famous champions on an efficient and cost-effective basis, leaving clients free to do what they do best - run their own businesses

**The possibilities are limitless so call Celebrity Tennis today to find out more...**

## **MIXING BUSINESS WITH PLEASURE**

### **Uniquely Entertaining Special Clients**

Why not invite your best customers to a very special experience that will be great fun and highly memorable whilst placing your company's name at the forefront of their minds?

By using tennis as a backdrop you can enhance a particular company message and afford your sales team the opportunity to socialise with buyers at a unique occasion.

Celebrity Tennis designs the perfect function, matching your needs with an affordable budget. Our hands-on approach ensures you are in control while we do the required legwork.

We can make all the arrangements for you or simply provide the players for an event you organise yourself. Or we can work closely with your marketing team to create a participant event that your customers will want to attend year after year.

When we manage Corporate Entertainment events, you can rest assured we are taking care of all the details for you, ranging from the careful advance planning, co-ordinating the event itself to the wrap-up. Afterwards you will receive a single invoice to cover the agreed costs.

What better way to impart an important corporate message in a conducive and active environment?



## EVENTS TO SUIT YOUR NEEDS And Your Pocket

Corporate Entertainment takes a variety of different forms and Celebrity Tennis can arrange almost anything you want, or we will suggest formats to you that are proven and successful.

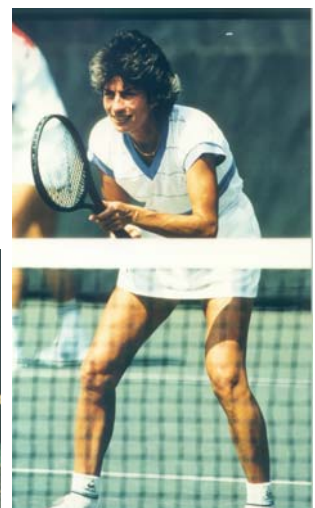
As an example, you could host a Celebrity Tennis Day for between 20 to 60 people at a premier leisure club in London at very reasonable cost. Start off with drinks and a light lunch, after which your party could play a Pro/Am tournament with a number of Celebrity Pros. A Teaching Clinic can run alongside so your guests can get individual help with their games from the best in the business. Top it all off with dinner with the Pros and an Award Ceremony to present prizes to the winners, making the event all the more memorable for all concerned.

We can run Tennis Days in conjunction with Business Conferences at attractive country house hotels with excellent sporting and entertainment facilities. Here golf and other activities can be combined into the programme to suit all tastes so delegates and their partners can relax enjoyably after their hard work.

You may prefer an event held during an afternoon or evening, or perhaps invite clients to a dinner featuring a Celebrity Pro as guest speaker.

Call Celebrity Tennis now on 020 8249 3366 for a free consultation and see how we can help your marketing efforts.

You will be amazed at how cost-effective Corporate Entertainment is, and what fun it will be for your best customers.



## A TOP CLASS TEAM

### Player Partners Promoting Your Corporate Image



**JEREMY BATES** - The former No 1 and Davis Cup player credited with kick-starting the current revival Britain is experiencing in the men's game. He is now Manager of National Men's Training at the Lawn Tennis Association.



**PAT CASH** - The charismatic Australian who won British hearts with his Wimbledon triumph in 1987 and continues to enjoy success on the Senior Tour after injuries. He is also an accomplished television commentator for the BBC and other networks.



**ANDREW CASTLE** - Another top-ranked Briton who has remained at the forefront of the game and is now a popular television presenter on the GMTV Breakfast Show covering current affairs.

**ANNABEL CROFT** - With a Wimbledon junior title to her credit, this former British No 1 is now pursuing an expanding show business career in television and on the stage. She is also appears regularly on Eurosport and On Sport, anchoring their tennis transmissions.



**JO DURIE** - A former Mixed Doubles champion at Wimbledon (with Jeremy Bates) and one of Britain's most charming players who is now part of the LTA team developing the women's game. She provides colour commentary for the BBC, Eurosport, and Sky Sports.



**PETER FLEMING** - The steady influence in one of the best doubles combinations of all time, he partnered John McEnroe to 7 Grand Slam and 7 year-ending Masters titles. He is now an accomplished coach and television commentator.

**JOHN LLOYD** – with three Grand Slam mixed titles to his credit, John also lead the British team to the 1978 Davis Cup final and was a runner-up in singles at the Australian Open. He is now a BBC television commentator, continues to play regularly on the Senior Tour and was recently appointed Davis Cup Captain for Britain.



**PETER McNAMARA** - This popular Australian teamed with Paul McNamee to win 3 Grand Slam doubles titles, attaining a ranking of 4 in doubles and 10 in singles. He now runs Australia's National Tennis Centre in Melbourne and competes on the Senior Tour.

**VIRGINIA WADE** - Her Wimbledon triumph in the Queen's Jubilee year made her one of Britain's most popular and best know sports personalities. She now features regularly in the BBC's television coverage of The Championships and remains active through personal appearances throughout the world.



## The Business Team



**PETER RISDON** - A former stockbroker and director of BZW UK Equities Limited, Peter has been involved with tennis for many years as a player, umpire and volunteer club official and now serves as Chairman of Celebrity Tennis Limited, the company he was the driving force behind forming. He took a two-year break from the City to manage Lew Hoad's Campo de Tenis in Spain and took early retirement in 1997. Peter currently also serves as Treasurer of the Tennis Industry Association -UK.

**GORDON LAZENBURY** – An accomplished marketing consultant, Gordon has been working on the commercial side of tennis and other sports for 30 years. A former Vice President Consulting, Europe of Mark McCormack's International Management Group, he has since worked with Quantum Communications, ISL, Breckland Communications and Prisma Sports & Media Ltd on such events as the US Open, the ATP Tour, World Cup Soccer, Formula One and the Olympic Games marketing programme. He now runs his own company, SportSense Limited and is the Marketing Director of Celebrity Tennis Limited.



**ELVIRA VAZQUEZ** (*pictured second left with Maria Bueno, Conchita Martinez and Martina Navratilova*) – A qualified lawyer, Elvira founded Grupo 10 in 1967, a business consultancy she continues to run to this day, and, later, BMP, the management company dealing with sports, music and the arts based in Barcelona.

**BARBARA WANCKE** - The International Tennis Federation's former Director of Women's Tennis, Barbara now handles the day-to-day administration of Celebrity Tennis as the company's Managing Director. Her track record in the game is well proven, having set up and run the PR Department at Dunlop Sports Company and worked for two years with IMG before joining the ITF for ten years, becoming responsible for the running of the Federation Cup, the ITF Futures Circuit and liaison with the WTA Tour. In 1988 she was the Technical Delegate to the Olympic Games in Seoul, running both the men's and women's events there. Alongside Celebrity Tennis, she also runs a consultancy business, Tennis Interlink, and serves on the board of the Tennis Industry Association – UK as Executive Administrator.



## LEGENDS AT YOUR FINGERTIPS

### To Meet The Best In The Game

Our own Celebrity Pros are available to make your clients' day a success, whether it be in a Corporate Hospitality Tent at The Wimbledon Championships or at your Tennis Day at The Queen's Club, when we can arrange for any of the great tennis legends of the past to join your party.

Celebrity Tennis also works closely with two similar player groups in the USA, namely the Women's Sports Legends and Grand Slam Sports, which gives us quick access to most of the other great senior names in the game.

The shareholders of WSL include Chris Evert, Martina Navratilova, Billie Jean King, Pam Shriver, Betty Stove, Wendy Turnbull and Rosie Casals as well as our own Virginia Wade, while the GSS partners include such names as Ken Rosewall, Roy Emerson, Fred Stolle, Cliff Drysdale and John Lloyd.

As can be seen, your tennis fantasies could really come true!

Obviously the availability of all players for new events depends on the time of year and their schedule of commitments but just imagine meeting the likes of, say, Maria Bueno, Christine Janes, Ilie Nastase or Tom Okker to name but a few others...

Or perhaps even Bjorn Borg, John McEnroe, Stefan Edberg or Yannick Noah? The possibilities are limitless.

We are happy to offer advice about costs and availability of such great names to enhance your enjoyment of a particular tennis event.

**Just give us a call on 020 8249 3366.**



## THE ULTIMATE CELEBRITY TENNIS CORPORATE DAY

1.00 pm	Arrival and Check-in Change into Tennis Clothes Light finger buffet Lunch and refreshments a private room
2.00 pm	Exhibition Match between the Celebrity Pros: Say, Pat Cash and Virginia Wade versus Peter Fleming and Annabel Croft
2.30 am	Pro/Am Round Robin Competition starts Teaching Clinic with, say, Maria Bueno running alongside
5.15 pm approx	The Pro/Am Finals – Others may enjoy the Spa (if available)
6.00 pm	Conclusion of On-Court Activities / Shower and Change
6.30 pm	Cocktails and Presentation of Prizes to the Winners
7.00 pm	Barbecue on the Terrace
8.00pm	Departure of the Celebrity Pros
9.00pm	Departure of the guests (approximately)



### BALLPARK WORKING BUDGET

(Subject to VAT @ 17.5%)	GROUP OF 12	GROUP OF 30
<b><u>CLUB CHARGES</u></b>		
Court Fees @ £10 per hour	160	200
Guest Fees @ £17.50 per person	210	525
Private Room	200 <b>570</b>	200 <b>925</b>
<b><u>FOOD AND BEVERAGE</u></b>		
Buffet lunch @ £12 per head	192	432
Dinner @ £20 per head	320 <b>512</b>	720 <b>1,152</b>
<b><u>PROFESSIONAL FEES</u></b>		
4 or 5 Celebrity Pros (say, out of Cash, Wade, Fleming, Croft and Bueno)	15,000	17,500
1 Teaching Pro to assist	100	100
CTL Management Fee	1,250 <b>16,350</b>	1,250 <b>18,850</b>
<b><u>EXTRA ITEMS TO BE BILLED ON CONSUMPTION</u></b> <i>(figures shown estimated only)</i>		
Tennis balls (6 dozen or 1 gross)	54	108
Prizes for the Pro/Am	100	100
Photography (if required)	500	500
Promotional Shirts (if required)	350	750
Hire of 16-seat minibus to and from the City of London (or 2)	500	800
Drinks: on-court sodas, beer and wine for lunch, open bar and wine for dinner *	Consumption	Consumption
Flowers	75	100
Contingencies	171     [1,750*]	142     [2,500*]
<b>BALLPARK BUDGET (plus optional extras listed *)</b>	<b>£20,000</b>	<b>18,250</b>

## For Further Information on:

- Sales Outings
- Business Conferences
- Product Endorsements
- Media and Photo-calls
- Tennis Days
- Opening Functions
- Speaking Engagements
- Personal Appearances
- TV and Radio Commentaries
- Exhibition Matches
- Teaching Clinics
- After-Dinner Speeches
- Party Attendances
- Tournament Hosts
- Club Events



## Contact:

**Barbara Wancke, Managing Director**

**Celebrity Tennis Limited**

48 Braeside, Beckenham, Kent BR3 1SU  
Phone 020 8249 3366 Fax 020 8249 5669  
Email [celebten@celebritytennis.co.uk](mailto:celebten@celebritytennis.co.uk)

or

Visit our website at [www.celebritytennis.co.uk](http://www.celebritytennis.co.uk)

### Terms and Conditions

Please note that Celebrity Tennis requires an advance deposit of 35% of the total player appearance and any management fees due to the company in order to secure the booking of the player(s) concerned.

Once confirmed by way of receipt of the said deposit, each booking becomes subject to a cancellation fee of 35% should the event not proceed for any reason.

The balance of fees due is invoiced on completion of the event and payment is required within 7 days of receipt of said invoice.

Special arrangements can be made for charities, for which Celebrity Tennis discounts all fees by 25%.

21 October 2006