



KEARSNEY COLLEGE

Founded in 1921

Invitation to sponsor the Kearsney College Tennis Festival 24 – 26 April 2020

We invite you to sponsor this special occasion of the **25th anniversary** of the Kearsney College Tennis Festival which takes place annually in the month of April. There will be 56 players representing eight top tennis-playing schools from around the country.

The Saturday of this festival will draw a large crowd of players and supporters to the campus as Kearsney College will play rugby and hockey against Westville Boys' High School.

We appreciate your consideration to support this special event.



ANNUAL KEARSNEY TENNIS FESTIVAL

OPPORTUNITY TO SPONSOR

We are looking for a sponsor for our 25th Anniversary Kearsney Tennis Festival to be held the weekend 24–26 April 2020

There are eight schools involved in this tournament

- Afrikaanse Hoër Seunskool (Affies), Pretoria
- Clifton College, Durban
- Grey College, Bloemfontein
- Kearsney College, Durban
- Paul Roos Gymnasium, Stellenbosch
- Pretoria Boys High School, Pretoria
- Rondebosch Boys High School, Cape Town
- Selborne College, East London

For sponsorship information and queries, please contact the Foundation Office on gserfontein@kearsney.com or 031 7659650



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Programme for the Festival

Matches: Teams arrive on Thursday evening and play on three days - from Friday to Sunday. Each of the eight schools plays against five other schools and each tie consists of six singles and three doubles matches.

Format: The Festival is played in a round robin format that will yield a semi-final, final, play-off matches and an eventual winner.

Functions: Reception and managers' meeting on Thursday 23 April 2020 and Prize-giving on Sunday 26 April 2020.

Festival dates

Day 1: Teams arrive	Thursday 23 April 2020
Day 2: Play	Friday 24 April 2020
Day 3: Play	Saturday 25 April 2020
Day 4 Play and prize-giving:	Sunday 26 April 2020 - Prize-giving at 13h00

Participating schools

- Afrikaanse Höer Seunskool (Affies) (Pretoria)
- Clifton College (Durban)
- Greys College (Bloemfontein)
- Kearsney College (Durban)
- Paul Roos Gymnasium (Stellenbosch)
- Pretoria Boys High School (Pretoria)
- Rondebosch Boys High School (Cape Town)
- Selbourne College (East London)

PR Plans

The festival will be promoted on the Kearsney website and social media platforms - Facebook, and Twitter.

Press releases and photographs will be provided to the print and digital media to generate publicity before, during and after the event.

The festival will also receive coverage in the College's printed publications: the quarterly *News & Views* which is distributed to all Kearsney parents, boys, prospective families and the wider Kearsney community; the quarterly eNews which is sent to Kearsney Old Boys and the annual Chronicle magazine.

We aim to give maximum exposure to our supporters through the following:

Website: A web page will be hosted on www.kearsney.com with links to participating schools to promote interaction and excitement in the build up to the event. Sponsors will feature on the web page.

On site: Sponsors have the opportunity to advertise and promote their brand at the tennis facilities for the duration of the event.

Media: *External and internal:* Pre- and post-media announcements will acknowledge sponsors. Internal communications to parents from all participating schools and Kearsney's over 6 000 strong. Old Boy community offers a wide exposure to sponsors.

Apparel: Sponsor's logo on t-shirts for coaches, managers and players.

Branding Specifics:

Activation site: to be confirmed, activation can be set up 2 days before the Festival

PVC banners: tied to fences around the courts

Stand/Gazebo: space on field next to the court: tbc

Wedges: on courts - number to be confirmed

Pull up banners: (4) for prize-giving event

General:

Sunday 13h00: Prize-giving – Sponsor representative to hand out prizes