



CF TENNIS
ACADEMY
EST. 1997

CF TENNIS ACADEMY
PARTNERSHIP OPPORTUNITIES
2023-24

— www.cftennisacademy.com —



ABOUT US

CFTA player Stefi Bojica competing
in Dubai Duty Free Tennis Championships 2023

Founded in 1997, CF Tennis Academy has become synonymous with tennis in the UAE and has rapidly established itself as the #1 tennis academy in the region.

CF Tennis Academy is viewed as the benchmark across the tennis horizon through its unrivalled attention to detail and the highest levels of customer care and professionalism. The range of services on offer has expanded across the UAE in the last few years and can be found in Dubai and Abu Dhabi.

CF Tennis academy is proudly affiliated with Tennis Emirates, the governing body of tennis in the UAE. At our academy, the entire player development pyramid is explored; from complete beginner to fully evolved tennis player, from club player wishing to play competitive league matches to the seasoned pro.

CF Tennis Academy offers fantastic programs with a large variety of activities including adult-based programs such as leagues, Ladies Mornings, cardio tennis and social evenings, right through to junior programs and tournaments catering to Red, Orange, and Green tennis players.

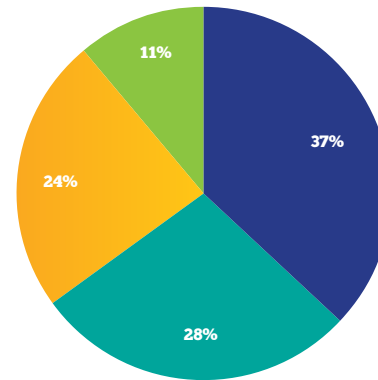
CFTA has achieved a remarkable feat by producing the only WTA ranked player in the UAE. Stefi Bojica, who began her tennis journey at CFTA at the age of 5, recently made history by winning her first WTA match and ranking points during the 2023 Dubai Duty Free Tennis Championships at the age of 17.

The achievement of producing a WTA ranked player is a testament to the high-quality coaching and training programs offered by CF Tennis Academy. The academy provides comprehensive and structured training programs for players of all ages and skill levels, enabling them to develop their skills and reach their full potential.

DEMOGRAPHICS

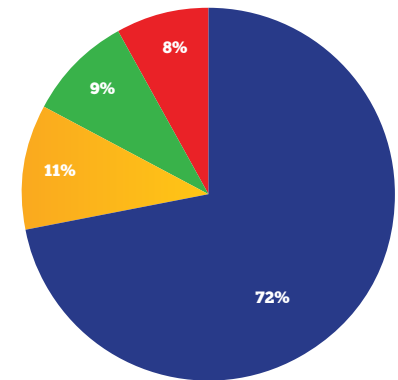
CF Tennis Academy has an active total database of more than 5,000 clients and will be generating significant footfall through frequent events and tournaments, providing numerous Marketing opportunities. CF Tennis Academy prides itself on keeping each and every customer up to date with every aspect of the company and ensuring they all feel part of the tennis family.

Nationality



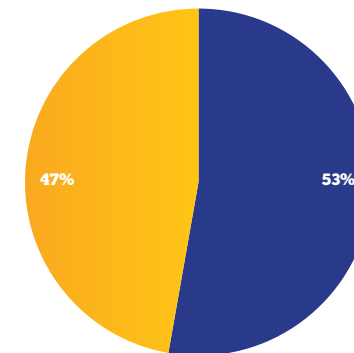
■ European ■ Middle Eastern ■ Asian ■ Other

Age



■ 12&U ■ 19-25 ■ 26-34 ■ 35+

Gender



















■ Male ■ Female



OUR VENUES & COACHING TEAM

DUBAI


46 PROFESSIONAL TENNIS COACHES

- Dubai Duty Free Tennis Stadium - Al Garhoud 
- Dubai British School - Jumeirah Park 
- Dubai British School - Springs 
- GEMS Al Barsha National School - Al Barsha 
- GEMS Founders School - Al Barsha 
- GEMS International School - Al Khail 
- GEMS Metropole School - Motor City 
- GEMS Modern Academy - Nad Al Sheba 
- GEMS Royal Dubai School - Al Mizhar 
- GEMS Wellington Academy - Silicon Oasis 
- GEMS Wellington International School - Al Sufouh 
- GEMS Wellington Academy - Al Khail 
- GEMS Winchester School - Jebel Ali 
- Jumeira Baccalaureate School - Jumeirah 1 
- Jumeirah College - Al Safa 
- Jumeirah Primary School - Al Safa 

ABU DHABI

8 PROFESSIONAL TENNIS COACHES

- Abu Dhabi Cricket & Sports Hub - khaflifa City 
- Raha International School - Gardens Campus 
- Raha International School - Khalifa City Campus 

 Coaches at multiple venues



ENGAGEMENT



4,000+
ACTIVE TENNIS PLAYERS



10,000+
EMAIL NEWSLETTER DATABASE



6,300+
FACEBOOK FOLLOWERS



5,100+
INSTAGRAM FOLLOWERS



8,000+
TIKTOK FOLLOWERS



GRAND SLAM

TITLE SPONSOR

GRAND SLAM - TITLE SPONSOR

Introducing our bespoke partnership model that is tailored to your company's unique values and objectives. Our approach is centred around creating interactive and captivating campaigns that effectively raise awareness and promote your brand to your target audience throughout the season.

Our team will work closely with you to develop a comprehensive strategy that aligns with your business goals and values creating innovative marketing campaigns to build a truly immersive experience.

Our commitment to excellence and attention to detail ensures that every aspect of our partnership is executed flawlessly. From initial planning to final execution.

Game, Set and Match (on the following page) points will all apply to our Grand Slam partnerships along with our specially crafted bespoke partnership details.

Contact us to request for your bespoke price



GAME, SET & MATCH

SHOWCASE SPONSOR

GAME, SET & MATCH - SHOWCASE SPONSOR

- Prime location banner placement on show courts at Dubai Duty Free Tennis Stadium (3m x 1m)
- Naming rights to a show court at Dubai Duty Free Tennis Stadium (Court 3 reserved for Title Sponsor)
- Marketing in annual CFTA membership packs given to +5k players each season
- Logo branded on CFTA Players Kit worn by +3k junior tennis players in their lessons, at events as well as certain tournaments (Right sleeve reserved for Title Sponsor)
- Advertising through monthly Newsletter to 10k tennis enthusiasts. Including dedicated newsletter blasts
- Dedicated Social Media collaboration posts (6 per season)
- Website advertising
- Information shared through our coaching team to their players by WhatsApp
- Giveaway and online competition campaigns specifically to target your preferred audience (3 per season)
- Naming rights to an event or tournament each term (3 terms per season)
- Dedicated poster outside CFTA customer office at Dubai Duty Free Tennis Stadium (Reserved for Title Sponsor)
- Logo on CFTA digital and traditional marketing collateral
- Invitations to events and award ceremonies
- Activation opportunities at events throughout the season
- Team Building session for employees for 2.5 hours at Dubai Duty Free Tennis Stadium (1 per season for up to 50 people)
- 60 min VIP Center Court Experience with a top tier CFTA tennis coach (1 per season for up to 4 players)
- 2 x Prime A ticket invitations to attend Dubai Duty Free Tennis Championships (invitation will be sent out 2 weeks before event to RSVP)

Negotiable extras

AED 50,000



40 LOVE

ACADEMY SPONSOR

40 LOVE - ACADEMY SPONSOR

- Preferential location banner placement on showcase courts at Dubai Duty Free Tennis Stadium (2m x 1m)
- Advertising through Academy Sponsor section of CFTA monthly Newsletter
- Social Media, Website and WhatsApp advertising opportunities
- Online Competitions (2 per season)
- Naming rights to an event each term (2 per season)
- Logo on CFTA digital and traditional marketing collateral
- 60 min VIP Center Court Experience with a top tier CFTA tennis coach (1 per season for up to 4 players)
- Invitations to events and award ceremonies
- Activation opportunities at events
- Tickets to watch Dubai Duty Free Tennis Championships

Negotiable extras

AED 20,000



SUPER TIE-BREAK

LEAGUE & PROGRAM SPONSORS

SUPER TIE-BREAK - LEAGUE & PROGRAM SPONSORS

- Good banner placement on League & Program Sponsors section on show courts at Dubai Duty Free Tennis Stadium (1m x 1m)
- Advertising through League & Program sponsors section of CFTA Monthly Newsletter (2 per season)
- Dedicated Social Media Post (1 per season)
- Online competition (1 per season)
- Logo on League & Program partners section of website
- Logo on all promotional collateral of your sponsored League or Program
- Opportunity to advertise directly to players of your sponsored Program or League

Negotiable extras

AED 7,500

For League and Programs available to sponsor in Super Tiebreak partnerships please contact us.



PRICE CARD

PRICE CARD

- Logo branded on CFTA Players Kit worn by +3k junior tennis players in their lessons, at events and certain tournaments - **AED 15,000**
- Prime location banner placement on show courts at Dubai Duty Free Tennis Stadium (3m x 1m) - **AED 12,500**
- Preferential location banner placement on show courts at Dubai Duty Free Tennis Stadium (2m x 1m) **AED 9,000**
- Good banner placement on League & Program Sponsor section on show courts at Dubai Duty Free Tennis Stadium (1m x 1m) **AED 5,000**
- Naming right to show courts at Dubai Duty Free Tennis Stadium (Court 3 reserved for Title Sponsor) **AED 5,000**
- Dedicated poster outside CFTA customer office at Dubai Duty Free Tennis Stadium **AED 5,000**
- Marketing included in annual CFTA membership packs given to +5k players each season - **AED 5,000**
- Logo on CFTA digital and traditional marketing collateral - **AED 5,000**
- Giveaway and online competition campaigns specifically targeting your preferred audience (x3) **AED 4,500**
- Activation opportunities at events throughout the season **AED 3,000**
- Website advertising - **AED 2,500**
- 60min VIP Center Court Experience with a top tier CFTA tennis coach (1 per season for up to 4 players) - **AED 2,500**
- Team Building session for employees for 2.5 hours at Dubai Duty Free Tennis Stadium (1 per season for up to 50 people) - **AED 2,000**
- Dedicated newsletter blast to 10k tennis enthusiasts - **AED 2,000** per email
- Dedicated Social Media collaboration post - **AED 1,500** per post
- Online competition - **AED 1,500** per competition
- Advertising included in monthly Newsletter to 10k tennis enthusiasts - **AED 1,000** per email
- Naming rights to an event or tournament - **AED 1,000** per event



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