



Hobart International

Partnership Prospectus



The Australian Summer of Tennis kickstarts the global sporting calendar each year.

Renowned for attracting the top womens tennis players in the world and for unearthing future stars of the game - ahead of the Australian Open - the Hobart International is reinvigorating the exhilarating Summer of Tennis here in Tasmania.

Held from **8 to 13 January 2024**, the tournament is an important lead-in event to the Australian Open.

There's never been a better time to partner with the Hobart International, benefit from powerful domestic exposure opportunities and forge genuine connections within the vibrant Hobart community.

We invite you to explore the unparalleled partnership options with us.



63
players from
26 nations



14,335
attendees across
8 days (2023)

Delivering Exposure through Broadcast

The courts of Hobart are beamed across Australia and even the globe, delivering thousands of hours of Tennis coverage and providing valuable exposure for our event and our partners.

Hobart International Broadcast



9K
Hours Viewed
in Australia



7.5M
total global
audience



1.8K
Global
Coverage Hours
44% growth since 2020
event



851K
Hours Viewed
Globally



Expansive Engagement

The Hobart International attracts a vast social and digital audience with fans from across Australia and even the world interacting with our digital properties.

Significant local and national media coverage is drawn to the event too, promoting our city, the event and all of our valued partners.

Social and Digital Reach

 **402**
Posts

 **342K+**
Impressions

 **17.8K**
Total Following

 **34.6K**
Website Sessions

 **127.7K**
Page Views

 **64.4%**
Local Traffic on Digital

 **3.3M**
Google Display Impressions

Media Coverage

 **379**
Unique media mentions

 **33.2M**
Potential media reach

 **\$814K**
Local media value

 **Key amplification across TV, Radio and Print (Channel 9, Triple M, The Mercury)**

Fan-First Experience

As a key Australian Summer of Tennis event, we are committed to crafting inclusive and engaging fan-first experiences.

This has helped us continually draw new fans to our sport and the Hobart International, with patrons to our event consistently indicating they want to return year after year and have a positive experience.

Hobart Fans



8.6/10
Customer Satisfaction



31% male
68% female
1% non-binary/chose not to answer



68
Net Promoter Score



50
Average age



95%
of fans are likely or very likely to attend the event in 2024



\$103K
Average Household Income



96%
of attendees had a positive experience in Hobart



37% Families
24% Sinks/Dinks
16% Adult Household
19% Empty Nesters

Local Community Impact

The Hobart International boasts a rich history and does not only showcase extraordinary talent, but also represents a celebration of the local community in Tasmania, particularly in the vibrant city of Hobart.

Through the event, there is significant local community and economic impact that translate into a truly captivating experience for both locals and visitors to our city.



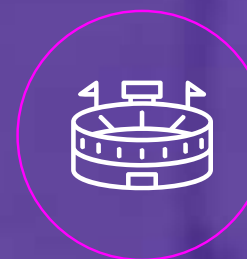
\$2.2M

total economic impact generated by ticketed patrons



99%

of Hobart locals believe it is important / very important to host large scale International sporting events



73%

local patrons, 27% travelling from outside of Hobart



76%

of non-locals would recommend Hobart City to others without being asked

Beyond the Court

Throughout the Hobart International, there are multiple initiatives beyond the court that demonstrate our commitment to community and cultural inclusion, with different events and moments during the tournament that signifies our impact.



First Nations

- Hold a traditional Smoking Ceremony and Welcome to Country
- Acknowledgement of traditional names, nipaluna and for lutruwita, displayed on Centre Court signage.
- Celebration of First Nations Day during the event



Pride

- Annual Hobart Out Tennis Tournament, sanctioned by the Gay and Lesbian Tennis Association (GLTA)
- Celebration of Pride Day where LGBTQIA+ community is celebrated



Women and Girls

- Hobart International is the only all women's professional tennis tournament that leads into the Australian Open
- 2023 saw the Inaugural Inspired Women's Event, with 50 women attending and welcomed at Government House

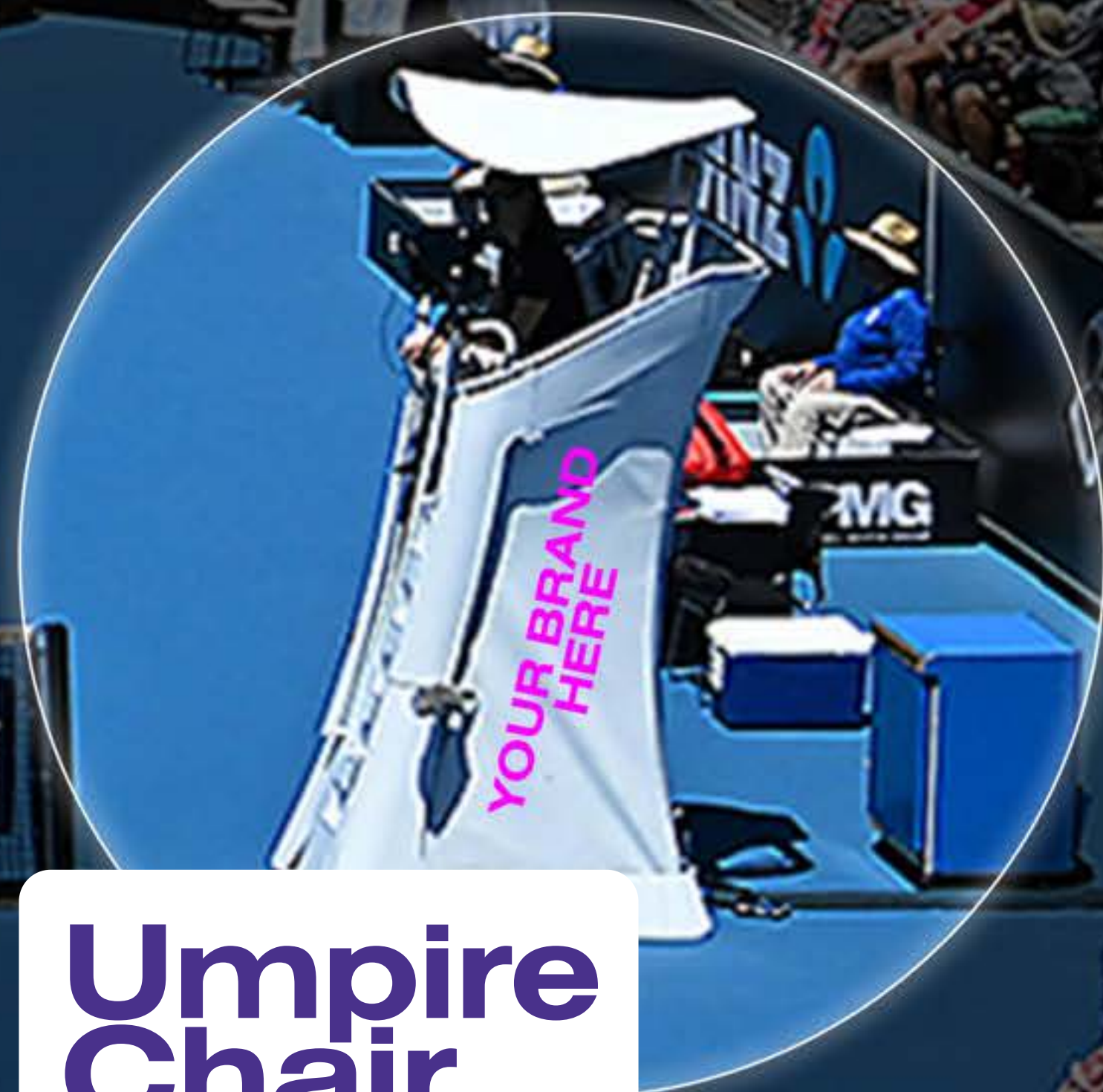


Community

- 140+ local volunteers including individuals, tennis clubs, Hobart Tigers Football Club and Olympia Soccer Club
- 40+ local Ballkids, 35+ local suppliers
- Free Family Weekend, thanks to City of Hobart



Partnership Opportunities



Umpire Chair

\$200K
media value



YOUR
BRAND
HERE

East / West Signage

- Powerful visibility play - expanding your reach across Tasmania and Australia
- Position your logo alongside the world's most-celebrated athletes

\$150K
media value



Corporate Lounge Naming Rights

This summer's event offers an unparalleled opportunity, as we introduce our exclusive corporate lounge—an extraordinary space for corporate ticket holders and tournament partners to network, dine, sip, and dance in style.

This isn't just another sponsorship opportunity; it's a chance for you to become the naming rights partner, shaping the lounge's identity as it comes to life in the lead-up to the event and beyond. Imagine the possibilities as we co-create one of Hobart's most sought-after summer destinations, tailored to your brand's vision and values.

This partnership is your canvas, limited only by your imagination. Connect with your target audience in an unforgettable setting and become a part of Hobart's most buzz-worthy summer event. Don't miss this ground-floor opportunity to make a lasting impact.





Activation

- Build activations in the Hobart International precinct, establishing a strong brand presence on-site
- Direct engagement with the tens of thousands of fans that attend the Hobart International
- Perfect for hosting media launches, influencer and stakeholder events or PR opportunities
- Bring your brand to life via tactile experiences that leave a lasting impression on prospective customers

Social and Website

- Receive dedicated social media posts and exposure on our event website
- Build your digital footprint across the digital channels that hold the most value for your business, including web, and social





Ticketing and Hospitality

- Treat your most important guests to premium dining, behind-the-scenes tours, meet and greets with players, court clinics and more
- Extract the most value from our partnership by using the Hobart International as an impactful business hosting tool
- Customisable ticketing and hospitality packages including premium boxes and Sky Suites
- Unlock access the exclusive Hobart International Lounge, Hobarts new summer destination to network, dine, sip, and dance in style.

Supporting Tennis in Tasmania

As a partner of the Hobart International, you will have the opportunity to align yourself with our grassroots programs and growing tennis participation across Tasmania.

In partnership, you are invited to meaningfully integrate into Tennis Tasmania's grassroots strategy and support our range of programs.

At Tennis Tasmania, we strive to create a playful world through tennis and believe that playing tennis makes life better.



Tennis Participation in Tasmania

- 46 affiliated tennis clubs and association members
- 29.7K tennis participants in Tasmania
- Tennis delivered in 149 schools for more than 25K students
- Open and Junior leagues and events across all three regions
- 4.4K Members of Tennis Clubs across the state



Leagues and Development Squads

- Over 570 active players in Leagues and Match play across Tasmania's major cities.
- 35 events across the state; open to juniors, adults, seniors and inclusive events
- Events like the Pizzey Cup and Bruce Cup draw 50+ players to compete for state team representation in National competitions.



Ballkids and Officials Supporter Programs

- Over 50 Ballkids at the Hobart International
- Over 20 at the Burnie International
- 160+ staff, officials and local volunteers including individuals at Hobart International
- 50+ at the Burnie International



GET IN TOUCH

We are thrilled to develop a tailored proposal that aligns with your marketing and partnership objectives. At the Hobart International, we are committed to establishing meaningful partnerships with organisations that share our brand values. Together, we can make a real difference in our community's health outcomes, potentially changing lives and even saving them in some cases.

If you would like to learn more or discuss a partnership with the Hobart International, please contact:

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