



Corporate Partnership Proposal

ABOUT THE FED CUP FOUNDATION

The Fed Cup Foundation is a non-profit organisation that supports and promotes women's tennis in Australia.

The Fed Cup Foundation Board, led by 9-time grand slam champion, President Judy Dalton, brings together a highly experienced team.

We are committed to helping women in tennis achieve their potential, including players, coaches, officials, administrators and executives.

The Fed Cup Foundation invites you to support our community today. Together, we can enable the next generation of Australian tennis champions achieve their best both on and off the court.



FCF Executive Director Brigette McGuire, Fed Cup Captain Alicia Molik and FCF President Judy Dalton

"The work of the Fed Cup Foundation is really important. By being a member, I'm supporting women to support others."
- Nicole Pratt, Australian Fed Cup Coach and Head of Women's Tennis



WHAT YOUR SUPPORT MEANS



Scholarship Program

For athletes who have the potential to represent Australia in Fed Cup competition.

14 year old Olivia Gadecki was the inaugural 2017 scholarship winner.



Foundation Cup

Each year the Fed Cup Foundation hosts a national teams competition providing opportunities for talented young tennis players from rural and regional Australia.



Events

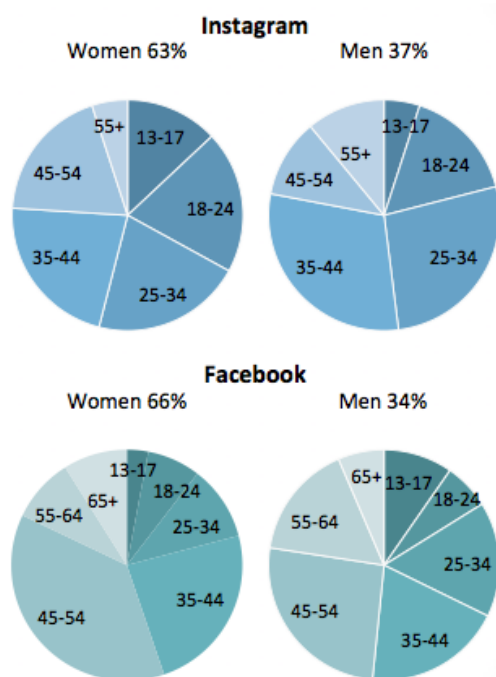
Celebrating the contribution of women through various high profile social events including annual Breakfast with the Stars.



Fed Cup Foundation Tournaments

Tennis tournaments designed to provide a social and fun environment to encourage an active and healthy lifestyle for females.

FED CUP FOUNDATION COMMUNITY



As a **partner** you will have access to a dynamic predominately female market who are engaged in a **health and wellbeing lifestyle** through tennis.

The Fed Cup Foundation community includes a diverse audience with wide ranging global reach. Our community includes:

1. Tennis players aspiring to represent or have represented Australia in the Fed Cup Competition
2. Tennis coaches
3. Women and men who are heavily involved in the tennis community promoting the development of the sport including administrators, officials and media
4. Parents of tennis players
5. Women and men who love being active and have an interest in the fun, fashion and fitness elements of tennis and tennis events
6. Loyal members and supporters of the Fed Cup Foundation; attend events and engage through our social media channels



PARTNER ENTITLEMENTS

In return for your support, the Fed Cup Foundation can deliver entitlements including:

- Event naming rights opportunities
- Category exclusivity
- Hospitality at events including Breakfast with the Stars
- Access to tennis brand ambassadors
- Sampling opportunities
- Branding opportunities
- Acknowledgement on Fed Cup Foundation website, social media channels and newsletters

If you are interested in partnering with the Fed Cup Foundation we would be delighted to discuss your business objectives. For further information please contact Fed Cup Foundation Executive Director Brigette McGuire at **brigette@fedcupfoundation.com.au**

www.fedcupfoundation.com.au
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