



Service Offering Mercedes Jugend Cup



This tournament deserves your partnership

As sponsor you support one of the most attractive and important junior tennis tournament in Europe, awarded by the European Tennis Federation for best marketing and best organisation of the tour in 2006. We offer all participants and visitors an successful and interesting tournament week, a highlight of the Tennis Europe Junior Tour.

What is the Mercedes Jugend Cup making so particulary?



For example the service achievements: a professional catering trade for tournament participants and visitors, free accommodation for all main field players, free food supply and an according driving service for players and responsible persons between hotel, tournament sites, practise courts or also airport..



The possibility for participants of creating in one year the leap on the professional route: The winners of the boys U16 receive a wild card for the qualification of the MercedesCup in Stuttgart! That does not offer any other tournament of the Tennis Europe Junior Tour.



Sports and entertainment in a cosy atmosphere: To experience the development of future tennis stars live in a cosy atmosphere – that is the unique flair of the Mercedes Jugend Cup. Here you can already see some of the players who will soon play at the MercedesCup or the Porsche Tennis Grand Prix.

Our goal is to become the best tournament of the Tennis Europe Junior Tour. Not only concerning our marketing activities, a goal already accomplished through this award, but also concerning the quality of the draw. A kind of Grand Slam of junior tournaments, not shying away from comparisons with professional tournaments.

1 GAME
1 TOUR
1 CONTINENT
259 TOURNAMENTS
42 ORGANISING COUNTRIES
7320 VOLUNTEERS
6000 PLAYERS
25936 MATCHES
190000 TENNIS BALLS
354200 SPECTATORS

Mercedes Jugend CUP



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The world is guest in Renningen and Rutesheim

Every year in August between 400 and 500 players from age groups U14 and U16 will compete for European ranking points at the Mercedes Jugend Cup in Renningen and Rutesheim. In age group U16 the Mercedes Jugend Cup belongs to the best 5 junior tournaments in Europe, a tour which comprises tournaments in 48 nations. Top players such as Justine Henin-Hardenne, Roger Federer, Amelie Mauresmo, Marat Safin, Richard Gasquet and Maria Sharapova celebrated their first successes on this tour.

The Tennis Europe Junior Tour is divided into 3 age groups; under 16 (U16), U14 and U12 (since 2000). It is the counterpart of ATP and WTA in Europe for players aged 16 or younger – but players from other continents also participate on a regular basis. The tournaments, though, “only” count for the European ranking, since a world ranking only exists for age group U18. These tournaments are all centrally organised by the ITF.

3 different categories exist on the Tennis Europe Junior Tour, similar to the professional tournaments. The category decides how many points are awarded. The Junior Tour also has an award for “player of the year” (already won by Rafael Nadal and Kim Clijsters, for example). At the end of the season, the 8 best players of each age group compete in a Masters’ Tournament.

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Mercedes Jugend CUP

The banner features a list of statistics on the left, a central collage of tennis-related images, the 'Mercedes Jugend CUP' text in a large, stylized font, and the Tennis Europe Junior Tour logo on the right.



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Sponsors profit in several times

▶ You are in best company:

You present your company in an attractive and contemporary environments to an interested audience. Apart from our main sponsor Mercedes-Benz, well-known companies such as Bosch, Bürger, EnBW, Ensinger, Hewlett-Packard, Head, Kreissparkasse Böblingen, Voith and Wüstenrot have committed themselves to our tournament over the last years.



▶ You meet an interesting target group:

The tennis stars of tomorrow attract a young crowd – and of course their working parents and a lot of tennis fans from the Stuttgart region. The tournament participants spread your advertising messages all over Europe.

▶ You profit from high interest of the media:

Over the Internet we reach a broad audience: around 18.000 visitors per year with a total of 3 million hits. During the tournament week, webcams send a live broadcast to a worldwide audience and player profiles, results and press releases are updated on a daily basis.

In this week we reach an audience of around 50.000 readers (rising tendency), 420.000 via local radio stations and 1,5 million via TV.

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Service Offering Mercedes Jugend Cup



Sponsors profit in several times

► You show presence:

Mercedes Jugend Cup is organized annually changing In Renningen and Rutesheim as respective main court and in Warmbronn or Weissach-Flacht as respective additional site. The neighbored clubs of Perouse, Gebersheim, Eltingen and Leonberg offer additionally training places. The hotels in Leonberg and environment are completely written off by the participants in the tournament week.



You are represented also supra-regional by co-operation of Mercedes Jugend Cup and MercedesCup at the Weissenhof in Stuttgart: Your logo appears on the one-sided advertisement in the tournament magazine, an advertising spot of Mercedes Jugend Cup runs in the play breaks on the video board of the centrecourt and the winner of Mercedes Jugend Cup participate in the qualification of the MercedesCup since 2009.

► You support a tournament with an increasing name recognition:

In 1998, we started with 64 participants in three age groups, in 1999 105 young players competed in Renningen and Rutesheim. In 2000, we had 127 participants and in 2001/2002 already 129 and 126 participants only in age group U16. By adding age group U14 in 2003 we had more than 300 participants from 36 nations, in 2005 already 360 and in 2009 the Mercedes Jugend Cup could already register over 500 entries for the first time.

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Service Offering Mercedes Jugend Cup



Tailored sponsoring and advertising possibilities for your company

Module-1: CO - SPONSOR (Package for 5.000 EUR + VAT)

► Tournament Magazine:

You receive a page in our tournament magazine (published in English and German) for advertising (DIN A4, 4 colours), as well as another page for either advertising or editorial contributions. The minimum print run of the tournament magazine is 2.500. Before the tournament start, the magazine is distributed to all European tennis federations, German tournaments hosts of the Tennis Europe Tour and regional newspapers. The magazine is also available at the clubs in Renningen and Rutesheim and in many shops in the two cities. A printable version can be downloaded on our homepage.

As sponsor you receive 20 issues (upon request).



► Logo Advertising:

Your logo will be presented:

- on the dresses of ballchildren and umpires
- on all correspondence referring to the tournament





Service Offering Mercedes Jugend Cup



Sponsoring/Advertising (Module-1: CO - Sponsor)

▶ WEB-Link:

Your logo appears on our tournament homepage with a direct link to your company's homepage



▶ Advertising on hoardings:

For one year, you receive a hoarding (Forex-/PVC or Truck/lattice tarpaulins, 3 x 0.6 metres) or a screen (green, 12 x 2 metres) on the facilities of the hosting club TSC Renningen or TC Rutesheim.



▶ Product Advertising:

During the tournament week you have the possibility to market your products on an area of 3 x 6 metres on the facilities of TSC Renningen or TC Rutesheim.



▶ Your contribution:

For advertising and correspondence you deliver masters in digital form.

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Service Offering Mercedes Jugend Cup



Sponsoring/Advertising

Module-2: SIDE SPONSOR

(Package for 2.500 EUR + VAT)

▶ **Tournament Magazine:**

You receive a page in our tournament magazine (published in English and German) for advertising (DIN A4, 4 colours), as well as a half page for either advertising or editorial contributions. The minimum print run of the tournament magazine is 2.500. Before the tournament start, the magazine is distributed to all European tennis federations, German tournaments hosts of the Tennis Europe Tour and regional newspapers. The magazine is also available at the clubs in Renningen and Rutesheim and in many shops in the two cities. A printable version can be downloaded on our homepage.

As sponsor you receive 10 issues (upon request).

▶ **Logo Advertising:**

Your logo will be presented on all correspondence referring to the tournament.

▶ **WEB-Link:**

Your logo appears on our tournament homepage with a direct link to your company's homepage

▶ **Advertising on hoardings:**

For one year, you receive a hoarding (Forex-/PVC or Truck/lattice tarpaulins, 3 x 0.6 metres) or a screen (green, 12 x 2 metres) on the facilities of the hosting club TSC Renningen or TC Rutesheim.

▶ **Product Advertising:**

During the tournament week you have the possibility to market your products on an area of 3 x 3 metres on the facilities of TSC Renningen or TC Rutesheim.

▶ **Your contribution:**

For advertising and correspondence you deliver masters in digital form.





Service Offering Mercedes Jugend Cup



Sponsoring/Advertising

Module-3: Tournament and Press Magazine, Series Journal, Homepage (individual packages from 100 EUR to 600 EUR + VAT)

▶ Advertising in Tournament Magazine

Advertising in the tournament magazine of the Mercedes Jugend Cup (published in English and German, DIN A4, 4 colours, 48 to 56 pages). Minimum print run 2.500. Delivery beginning of August. Distribution to European tennis federations, German tournament hosts of the Tennis Europe Junior Tour and regional newspapers. Also available on court and in many shops in Renningen and Rutesheim. Printable publication on the tournament homepage.

Business Card size (8,5 x 5,0 cm)	100,00 + VAT
¼ page	200,00 + VAT
½ page	350,00 + VAT
1 page	600,00 + VAT

▶ Advertising in Press Magazin (DIN A4, 4 colours)

Advertising in the **press magazine** (36 to 44 pages). Print run 1.000 issues, distribution in last quarter. Distribution to tournament sponsors and regional companies and on the facilities and in many shops in Renningen and Rutesheim.

¼ page	150,00 +VAT
½ page	250,00 + VAT
1 page	400,00 + VAT





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Sponsoring/Advertising (Module-3)

▶ Advertising on tournament homepage

Your company with logo and a direct link to your homepage appears under the heading "Sponsors". Your logo appears in a rolling ad together with the other sponsors on the main page.

Set-up / year

150,00 + VAT

▶ Discount for advertising combinations with tournament magazine / press magazine / series journal / homepage

For combinations of advertising you receive a discount of 20% on listed prices.

▶ Your contact

Please feel free to contact us for further information. If you wish we can also discuss alternative possibilities of advertising or sponsoring for the Mercedes Jugend Cup (alternative product sponsoring, etc.).

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