



CLIFF RICHARD
TENNIS FOUNDATION

CLIFF RICHARD TENNIS FOUNDATION

A unique opportunity for a major company to partner with the largest independent grass-roots children's sports charity in the UK

“ Our idea is to use tennis as a way to gain and hold attention of young people so that we can teach them about matters more important than tennis... Through tennis, lives can be changed and spirits reclaimed ”

Arthur Ashe – Wimbledon Champion and former tennis ambassador



CLIFF RICHARD TENNIS FOUNDATION

Contents

The Charity

Track Record

What People Say

Charity Programmes

The Partnership Opportunity

The Partnership Package

THE CHARITY

Cliff's love of tennis is no secret. He became passionate about the game in the 1980's when he was introduced to the sport by Sue Barker and immediately felt that others could benefit from taking up the sport. He wanted to do something to encourage children and their families to get involved in tennis, which to this day he still enjoys and finds hugely beneficial. Many years of tennis development activities eventually led to the Cliff Richard Tennis Foundation being established in 1991, when charitable status was granted.

We believe passionately that discovering sport at an early age can literally transform children's lives. Apart from the obvious benefits associated with stretching the mind and body, a healthy sport such as tennis can help develop self-esteem, providing focus and an opportunity to succeed.



“



photo by Tara Sgroi

As a mother, I think it is important to encourage children to lead more active lives. The increased incidence of obesity is a sad reflection on today's sedentary lifestyle, as children spend more and more time sitting in

front of the television and computer. Sport is a great way to make new friends, as reflected by the inspiring case studies of children who have embraced tennis through the Foundation's work. I therefore would like to wish the Cliff Richard Tennis Foundation continued success in its efforts to introduce tennis to children in inner city and rural schools across England, Scotland and Wales. ”

—Sarah, The Duchess of York



Cliff's association with tennis first started in the early 1980's and as a result of a conversation with Sue Barker and Sue Mappin the first Cliff Richard Pro-Celebrity Tennis Event was held at the Brighton Centre in December 1982, the proceeds of which went to a programme that introduced children to tennis through a series of fun days across the UK.

In 1991 following the success of previous work, the Cliff Richard Organisation asked Sue Mappin if she would help them establish the Cliff Richard Tennis Development Trust (which now uses the working title of the Cliff Richard Tennis Foundation).

In March 1992, at The All England Lawn Tennis & Croquet Club the charity held a major press conference and announced its first project – the Cliff Richard Tennis Trail. **The Tennis Trail takes tennis directly to children in state primary schools across the UK.** This was the first initiative of its kind in the UK and over subsequent years has maintained its standing as the leading independent grass-roots tennis initiative in the country.

Comprehensive on-going tennis coaching programmes are established in all schools visited by the Tennis Trail so that any child, whatever their ability, is able to continue playing.

Children who show a particular talent for the game following the Tennis Trail's visit are helped on an on-going basis and their tennis development is monitored throughout the year. These children are known as Trailblazers.

In 2000 the charity launched its 'Kids on Court' campaign – to raise more money to continue with its current work and to encourage new children to take up the game. **The campaign has been recognised by Sport England, The All England Lawn Tennis & Croquet Club, The Lawn Tennis Association as well as other major international tennis organisations.**

In July 2002 'The Bounceathon' was introduced during The Championships, Wimbledon. The Bounceathon is a joint fundraising campaign with Sargent Cancer Care For Children which, whilst raising funds for both charities, also helps introduce children at schools and clubs across the UK to tennis.

Along with many leading names in the tennis world, the charity has received patronage from many of Cliff's celebrity friends who help support fundraising events such as The Tennis Classic and, more recently a Christmas event held at Hampton Court Palace.

Support from private individuals and the corporate sector has enabled the charity to become the largest independent tennis charity in the UK.



TRACK RECORD

With recent media reports highlighting the dangers to children of an inactive lifestyle, the charity has shown that tennis can make a real difference to young people's lives. New statistics indicate that more children are suffering from anorexia, diabetes and obesity at younger ages. Experts claim that physical activity can help to offset these disorders.

Some comments from Trailblazers

“ Tennis has helped me to keep out of trouble, to learn my responsibilities and to be proud of who I am. Tennis has also given me the opportunity to have a better education. ” – John-Paul Llano

“ Getting picked by the Cliff Richard Tennis Trail has been brilliant. Tennis is a major part of my life – I train at least 6 days a week and I'm always playing different tournaments at the weekends. It's hard to imagine life without my tennis racket. Before I started playing tennis, my asthma got in the way of me being able to enjoy sports. But after a few years of playing tennis my asthma has improved immensely. ”
– Melanie McKenzie

“ Tennis is a competitive sport where hard work is needed, but some fun. Training and competing in matches helps me to improve and winning matches boosts my confidence. Tennis has made a big difference to my life by encouraging me to join in with others. I have made lots more friends who like the same things I do. ” – Lucy Roze

TRACK RECORD

- Over **300,000** children and their families have been introduced to tennis by the Cliff Richard Tennis Foundation since 1992.
- **3000** State primary schools have been visited by the charity and have received equipment, resources and have been provided with a follow-on coaching programme.
- **90%** of schools visited by the charity now have tennis firmly in their timetable.
- **Over 100** children have benefited from more intensive specialist individual assistance in order to help them develop their tennis.
- **Trailblazers** have competed in all age groups in the National Championships.
- **A National Champion in all age groups.** One particular child, who had received assistance from the organisation in the 1980's, went on to become National Champion at Under 12, Under 14 and Under 16 and eventually travelled the world on the professional tour.
- **Hundreds** of children have been helped through the charity's 'Assessment Days'. These days were established to allow any child the opportunity of having their tennis independently assessed by experts. The days have been held every quarter – and some of the country's top juniors have benefited.
- The charity has many case studies of children who have benefited from their introduction to tennis in many more ways than simply on the court. For instance **a young boy who was being moved from children's home to children's home** had only one constant factor in his life and that was tennis. His sport eventually led him to obtaining a tennis scholarship at an American University. Recently he spoke at one of the charity's fundraising events, taking the time to thank Cliff for the difference that tennis had made to his life.

WHAT PEOPLE SAY

“ Initiatives to encourage children to take up tennis in this country are vital for the future of the game. The Cliff Richard Tennis Foundation is one such initiative that I am happy to support as each year it continues to introduce tens of thousands of children to the sport, improving our chances to create champions. ”

– Tim Henman, British No 1.



“ Sport England firmly believes that physical activity is an invaluable part of everyday life. We are determined to get as many children as possible, regardless of their background, playing and succeeding at sport. That is why we are delighted to support charities, such as the Cliff Richard Tennis Foundation, who share this vision and are helping to make it happen. The Cliff Richard Tennis Foundation is doing some fantastic work in taking tennis into state primary schools, ensuring kids have access to the sport and encouraging them to realise their talent. Simply, it's an initiative that is delivering and we welcome and support it. ”

– Roger Draper, Chief Executive Sport England

“ As I move around the world I sometimes get the feeling that the opportunities for youngsters are greater elsewhere than here in the UK and that's a shame because children are the future of the sport. That's why I believe so much in the work that Cliff and his team do and why I am happy to continue being the Trust's Ambassador. Keep up the good work! ”

Greg Rusedski, British No 2. and Cliff Richard Tennis Foundation Ambassador



“ I was interested to learn that two young players in our National Futures Programme, originally began their tennis thanks to the Cliff Richard Tennis Foundation, visiting their primary school in Leeds. This is grass-roots development at it's best, but more importantly the charity is offering the experience of tennis to hundreds of thousands of children across the UK each year. I hope that this valuable work can continue for many years to come. ”

– David Felgate, LTA Performance Director

WHAT PEOPLE SAY

“ Tony and I are delighted to give our support to Sir Cliff's Tennis Foundation. The work the charity is continuing through the 'Kids on Court' Campaign shows exactly what a difference sport can make to children's lives—in many different ways. Tennis not only provides children with a healthy physical activity which they can continue playing all through their lives, but also helps them develop socially and mentally. ”

— **Cherie Blair QC**

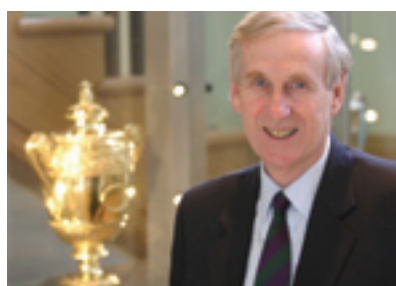


“ Tennis has been part of my life since I was at junior school. The opportunities it has afforded me are countless and have been life forming. I'm convinced introducing primary school children to the sport is a perfect way of offering them an opportunity to sample tennis when very young. Cliff's charity has been doing a wonderful job for over a decade, and I hope that it is able to continue to make a difference to children's lives by introducing them to the great game of tennis. ”

— **Virginia Wade, Former Wimbledon Champion**

“ 2012 seems a long way off, and the thousands of children introduced to tennis by Sir Cliff's Tennis Foundation will be teenagers by the time we hopefully host the Olympics in Britain. The introduction of any sport to our youth is vital if we are to prosper from the on-going facilities the Olympics will bring to this country, Cliff's contribution over the last twelve years has resulted in thousands of children enjoying and developing their tennis. Long may it continue. ”

— **Lord Coe, Chairman British Olympic Bid 2012**



“ The Cliff Richard Tennis Foundation continues to do a marvellous job in bringing the fun of tennis to children who otherwise would not have the opportunity to play this wonderful, healthy sport. ”

— **Tim Phillips, Chairman of the All England Lawn Tennis and Croquet Club & The Championships Wimbledon**



THE PARTNERSHIP OPPORTUNITY

Unique opportunity to support the Cliff Richard Tennis Foundation, the largest independent grass roots sports programme for children and their parents in Britain

Knowing that over 300,000 children and their families have benefited by participating in the charity's programmes

Being seen to support the 60,000 new children who will be taking part in the Cliff Richard Tennis programmes each year via UK State primary schools

Association with a charity which through sport introduces children to a healthier lifestyle which can help to solve the important social problems facing some areas of the UK particularly in urban areas – drug abuse, obesity, anorexia, and diabetes at a young age, plus the negative social effects of poverty such as street violence, petty crime and a lack of hope for the future

Helping children to become healthier, more competitive, confident and worthwhile young citizens, with greater self esteem both now and in the future

Association with the dynamic, high profile, fast growing and exciting sport of tennis

Association with a national programme reaching major cities, provincial towns and rural areas across the UK

THE PARTNERSHIP OPPORTUNITY

Association with the many high profile individuals

supporting the charity from the world of entertainment, sport, business and politics

Knowing that the charity is supported by all the relevant official bodies including The Lawn Tennis Association, Sport England, Education Authorities, Local and National Government

Knowing that the sponsorship will be used to facilitate each school with a comprehensive tennis programme, plus a package of equipment and resources for the school staff to continue with the sport. All of the Foundation coaching staff have been specifically trained to deliver tennis in the school environment to primary school children

A substantial opportunity to run both national and local promotions in conjunction with the charity and receive high levels of media coverage

The satisfaction of knowing that with this commercial partnership thousands of children will have been introduced to a sport which, if they pursue, may lead to a healthier lifestyle



A photograph of a man in a dark suit, light green shirt, and patterned tie, smiling. Next to him is a young boy in a white t-shirt with a blue tennis ball logo and the text 'KIDS ON COURT'. They are standing outdoors in front of a green hedge. The image is partially covered by a green diagonal striped overlay.

THE PARTNERSHIP PACKAGE

Events and Programme Included in the Partnership Package

- **The Tennis Trail** – the core schools programme across the UK in state primary schools
- **Beginner Squads** – for children from the Trail schools, who have not tried tennis before, demonstrating athletic ability
- **Trailblazers** – for children who have progressed successfully from the Beginner Squads
- **The Cliff Richard Tennis Classic** organised by Cliff Richard Star Search (Tennis) Ltd which gift-aids all profits to the Cliff Richard Tennis Foundation – high profile televised annual fund-raising tennis event including Cliff, celebrities and tennis professionals at the NIA, Birmingham with an audience of 10,000
- **A Christmas Celebration at Hampton Court Palace** organised by Cliff Richard Star Search (Tennis) Ltd which gift-aids all profits to the Cliff Richard Tennis Foundation – an annual, and highly prestigious VIP celebrity fund-raising event

Branding of Charity's Activities

- Dominant company or brand name title of all the above charity activities, example:

Company Name/Brand Tennis Trail

in association with
Cliff Richard Tennis Foundation

- Partner to feature in charity publicity material
 - Advertising
 - Charity literature
 - Charity newsletter
 - Press releases
 - Charity's publicity and fundraising programme
 - Clothing
 - Souvenirs associated with events
 - Partners name printed on all event tickets

Media Opportunities

- Partner would be free to explore the possibility of featuring their link with the Cliff Richard Tennis Foundation within their own media advertising and/or merchandising.
- Valuable television branding of the Cliff Richard Tennis Classic

THE PARTNERSHIP PACKAGE

Signage and Branding

- Dominant signage opportunity at all events, both local and national
- Company branding on tennis equipment donated to the Trail schools
- Opportunity for Tennis Trail coaching staff to have partner branding on clothing, equipment and Trail vehicles
- Company branding on the charity's DVD which describes the charity activities and includes interviews with Cliff, Sue Barker plus some of the children who have benefited from the charity's work

Special Events & Corporate Entertainment

- Opportunity for partner representatives to meet with Sir Cliff Richard during the sponsorship period
- Company entertainment opportunities at the charity's events, particularly the annual Cliff Richard Tennis Classic and the Christmas Celebration at Hampton Court Palace
- Product placement opportunities at the above events

Promotions

- Product promotion to children, their families and teaching staff
- Opportunity to carry out promotions at regional and national level
- Subject to negotiation, the ability to tailor make tennis clinics/competitions and promotions for company staff, their families or clients

Web Opportunities

- Company dedicated web site (recently ranked in the Top Ten Must See Wimbledon Tennis Websites) about the charity and the partner company's active involvement
- Dominant display of partner's company name or brand on the charity's web site
- Reciprocal links to the Cliff Richard Tennis Foundation website
- Email updates of charity's progress to company staff, customers and database
- Online selling opportunities for partner's products or services linked to the charity's web site

Long Term Commitment

- Whilst in the past the charity has maintained a low profile, it now intends to significantly raise awareness of its activities and achievements nationally
- The Cliff Richard Tennis Foundation is therefore seeking a partnership with a company who will make a long term commitment of a minimum of 3 years
- In this way both the partner and charity will be able to truly maximise the publicity potential of a unique partnership



“



I set up the Cliff Richard Tennis Foundation, for the simple reason that I wanted more of our kids to share my enjoyment of tennis and to get excited about an activity that could improve their lives – physically and socially. ”

– **Sir Cliff Richard OBE**

“



When I started helping Cliff with his tennis all those years ago who would have thought that one of the end results would have been the establishment of Cliff’s own tennis charity? Over the years I have kept a close eye on the charity’s work and I have even visited some

schools as part of the Cliff Richard Tennis Trail. Now I am delighted to be President of the charity’s Campaign ‘Kids on Court’ which helps promote the game to many more children and expand the charity’s current work, whilst introducing new and exciting projects. ”

– **Sue Barker MBE**

Please view our website on: **www.cliffrichardtennis.org**

For more details contact sue.mappin@cliffrichardtennis.org

T 01372 470 648