

8-16/10/2016

VICTORIA PARK TENNIS STADIUM
 維多利亞公園網球主場

TOURNAMENT DIRECTOR NEWSLETTER JUL 2016

COUNTDOWN
TIMER

61
DAYS
TO GO

WTA players are battling hard over the summer to boost standings ahead of the fall season climax... and we've been working just as hard behind the scenes to deliver a spectacular tournament in October!

This month, the Prudential Hong Kong Tennis Open (PHKTO) has welcomed two new blue-chip supporters - Lee Gardens and Leica - to our growing roster of top tier corporate sponsors. Lee Gardens will add a new social dimension to the tournament, expanding the geographical footprint from our base in Victoria Park across to Lee Garden's fabulous retail centres in the heart of Causeway Bay. Meanwhile Leica will set a new standard in tournament photography, and will sure to be a hit with the thousands of photography enthusiasts who queue up to snap their favourite international players.

While expressing our thanks to Lee Gardens and Leica, I would also like to thank three cornerstone sponsors from 2015 who have confirmed their commitment to 2016: BMW, NEC and Kowloon Dairy. As our work with these companies, and our title sponsor Prudential, has shown, sports sponsorship is a win-win for the tournament, for the city and for the companies themselves. From all of us at the Hong Kong Tennis Association (HKTA) and PHKTO, a hearty thank-you: we truly appreciate the support!

Media plays a huge role in ensuring our tournament has local depth and international breadth, creating value for sponsors and helping put this vibrant tennis event on the world map. We're delighted to announce our Official Host Broadcaster as *TVB* and our media partners as *South China Morning Post* and *Oriental Daily News*.

I am delighted to report strong ticket sales in July, with thousands taking advantage of the early bird discount to snag some excellent seats at great prices. Please encourage your friends and family to take advantage of the offer, it's the last chance to save on tickets!

Better yet, if you or your associates are interested in an exclusive corporate entertainment package, consider a VIP Box. A corporate box package is truly a great way to thank and entertain friends, colleagues, staff or clients in a very unique and exclusive setting. Most of the Diamond and Gold packages are already reserved but we have some great boxes left. Please contact Zoie Leung on **2504 8272** or email at hktennisopen@tennishk.org to find out more and book your box.

While the tournament is less than 80 days away, our Let's Serve community programme is running at full speed, following a successful press event with PHKTO Ambassador Zhang Ling and three entertainment celebrities on June 30. The event attracted mass media coverage, while 100 students from the Let's Serve programme are now selected for the second phase "Future Stars Training". As our Ambassadors can attest, getting discovered and nurtured can transform lives and help build up Hong Kong's pipeline of talent to compete on the world stage.

We are also recruiting Ball Persons to support the tournament. The first round of training has already begun, in partnership with The American Club, and we are now recruiting for the second round. Being a Ball Boy or Ball Girl is a terrific and challenging once-in-a-lifetime experience which elevates local youngsters to share a tennis court with international stars! It's a lot of fun and very rewarding - if you know any youngsters who might be interested, please pass along the link to the recruitment form here. Recruitment closes soon so please act quickly.

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That's all for now... the Steering Committee will be spending the next few weeks putting the finishing touches on the Tournament Village production designs, and I will have some exciting tournament news next month. Stay tuned!

In the meantime, keep in touch, and don't forget to look at the VIP boxes and pass the word about the Ball Person recruitment.

Best wishes

Christopher Lai
 Tournament Director
 Prudential Hong Kong Tennis Open 2016



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