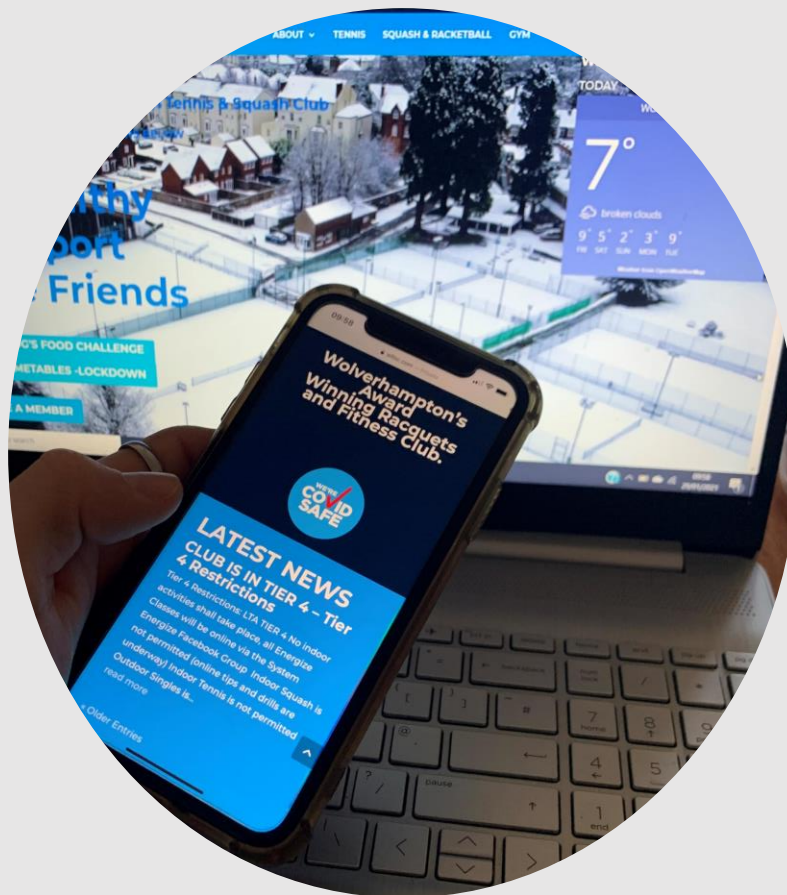


# WLTSC Online Advertising



@wltsc



@wltsc



@Wolverhampton Lawn Tennis and Squash Club

# Benefits of Media Sponsorship/ Advertising

- The extent of benefits you enjoy will vary depending on your level of involvement. Based on market research, we can ensure you the following possibilities:
- Interaction (daily, weekly) with potential customers and target market of a highly networkable members club of over 1000 members.
- Increased brand awareness and brand exposure – Your brand will be seen by hundreds of members with the majority all around the Midlands
- Great ROI – You can tailor your package dependant on price and exposure
- Demographic breakdown on each platform to tailor it to your target market.

## Impact of Social Media:

24% of the worlds population now use Facebook

200% increase in LinkedIn accounts from 2019-2021

88% increase in Instagram and Twitter accounts since 2015

# WLTSC Breakdown

12,000 annual users and 50,000 annual website views

Access to Drone (advertising - regular monthly usage)

Weekly Newsletter inclusion (emailed to 1100+ member database)



Facebook group of 1000+ members

Facebook Page with 1100+ likes & 1200+ following

Fitness Facebook group with 250 active members

12 weekly videos going out to members



Instagram with 450 followers

(3 weekly posts)



Twitter with 1000+ followers

(3 weekly tweets)



Professional LinkedIn Account

# Packages

## Silver

- ✓ Name and Logo on the website
- ✓ Name and Logo on the Weekly Newsletter (Small 40 word ad – size 12 font)
- ✓ Logo on all Instagram/Twitter and Facebook Posts in bottom right hand corner (10+ weekly posts)
- ✓ Association and Endorsement on LinkedIn

# Gold

- ✓ Name and Logo on Website (Small Advert and Sponsorship article)
- ✓ Name and Logo on Weekly Newsletter (Small 40 word ad – size 12 font)
- ✓ Logo and Branding on the Fitness Page for 11 weekly videos (reach of over 300 members weekly)
- ✓ Branded post and logo on Facebook Page & Members group (2000+ individuals) 2 per month 6,000+ reach
- ✓ Logo on all Instagram/Twitter and Facebook Posts (Bottom Right hand corner) 10+ weekly posts.
- ✓ Association and Endorsement on LinkedIn

## Silver

Now  
Available

£22 per month  
(Should be £50)



## Gold

Now  
Available

£28 per month  
(should be £62)

## Summary

If you are interested in these packages or for more  
information please contact our marketing Co-ordinator  
Taylor Penny

[marketing@wtsc.com](mailto:marketing@wtsc.com)

07426032936

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 @Wolverhampton Lawn Tennis and Squash Club