13 November 2025

Dear Tournament Director

Tournament sponsorship guidelines are essential for managing sponsorships effectively and ensuring maximum exposure for sponsors while enhancing the event's visual appeal. By adhering to these guidelines, tournaments can deliver value to sponsors and elevate the overall presentation of the event.

While specific guidelines may vary depending on the tournament's grade, please keep the following general considerations in mind:

LOGO PLACEMENT AND BRANDING

Proper logo placement and branding ensure sponsors receive the visibility they expect:

• UNIQLO and ITF Representation: Ensure UNIQLO and ITF logos are correctly displayed throughout your tournament. Please note that, starting in 2024, NEC is no longer an international tour sponsor, and NEC logos should not be used.

• Court Branding: Place UNIQLO, ITF, and other sponsors' logos prominently on main playing courts (e.g., banners for Show Courts 1 and 2, decals on court surfaces, backdrop displays for interviews, and trophy presentations).

• Net Branding*: Display UNIQLO logos on the net for visibility in close-up shots and televised coverage (if applicable). Selected tournaments will be contacted directly for net branding details.

• Trophy Ceremonies: Ensure sponsor branding is prominent during trophy presentations (e.g., backdrops, positioning finalists near the net on Show Court 1 for photo opportunities).

• Event Promotion: Include UNIQLO, ITF, and other sponsor logos in all printed materials (e.g., programs, brochures, and banners). Distribute promotional materials widely to maximize exposure.

• Official Website: Display UNIQLO, ITF, and other sponsor logos prominently, and consider creating a dedicated sponsor section to highlight their contributions.

• Event Uniforms: Incorporate sponsor logos on event uniforms worn by staff, volunteers, and ball persons.

• Transportation Branding: Apply sponsor logos to tournament transportation vehicles.

*We will contact tournaments selected for net branding.

DIGITAL AND SOCIAL MEDIA PRESENCE

Enhancing your digital and social media presence is key to reaching a wider audience, engaging fans, and attracting sponsors:

• Utilize platforms such as Facebook, Twitter, Instagram, and YouTube to promote the tournament.

• Feature sponsor logos prominently in social media posts, especially in visual content like photos and videos.

OTHER MEDIA

Leveraging traditional media is vital to expand tournament reach and generate greater interest:

• Engage local and national media (e.g., TV, radio, newspapers) to secure additional coverage, including tournament highlights and interviews.

LIVE STREAMING

Incorporating live streaming enhances audience engagement and increases visibility:

• Setup Recommendation: A compact setup with 1 (to 3) camera(s) is sufficient to cover Show Court 1 and/or Show Court 2, ensuring a focused and efficient viewing experience.

***Note**: for live streaming, please read the live stream letter and respond to ITF 4 weeks before your event.*

LIVE SCORING

Integrating live scoring improves the tournament experience for all stakeholders:

• The ITF is actively expanding live scoring availability and can assist with live scoring devices.

• If your tournament includes live scoring, please inform the ITF so the relevant link can be added to the ITF website.

The ITF requires all the above to be implemented to deliver a professional and engaging UNIQLO Wheelchair Tennis Tour experience for athletes, sponsors, spectators and media. These guidelines are part of the tournament agreement and must be completed by the designated deadlines.

We appreciate your cooperation in growing and enhancing the UNIQLO Wheelchair Tennis Tour.

Please complete the tournament Media Report via the link:

UNIQLO Tour 2026 Media Report – Fill out form

Kind regards

Mafalda Vicente