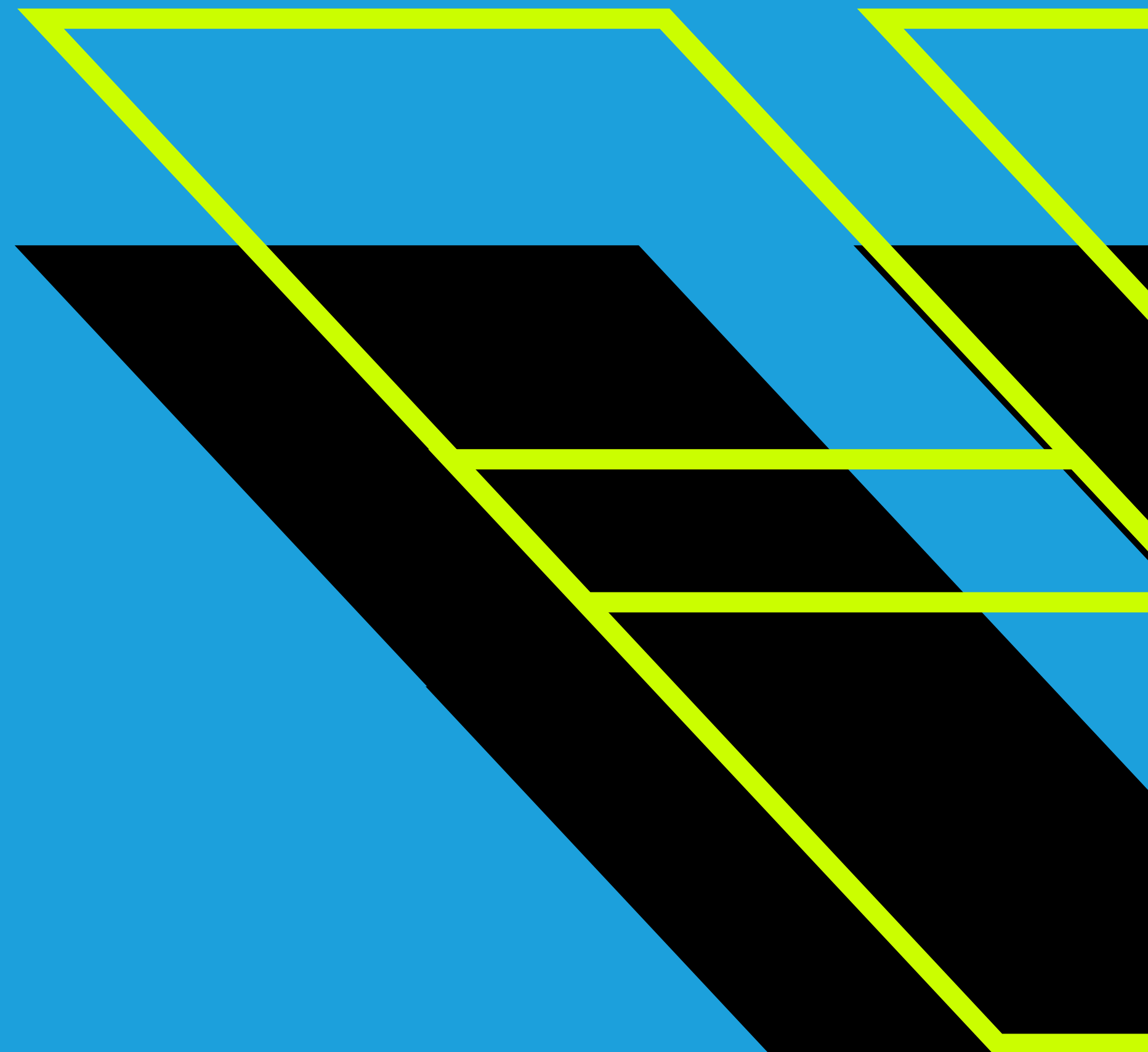




SPORT WATCHERS

TENNIS EVENTS



MISSION

SportWatchers is a sports event organization company created to put young talents and local territories at the heart of the game.

We design and deliver tournaments that combine sporting excellence, hospitality, local promotion, and human values.

We are committed to offering athletes a professional yet welcoming environment, families a safe and stimulating space, and territories a real opportunity for visibility and development.

Each event is an opportunity to showcase talent, foster meaningful connections, and create tangible impact.



VISION

We envision a sports world that is more conscious, inclusive, and deeply rooted in local communities.

A world where tournaments are not just competitions, but transformative experiences capable of inspiring, educating, and uniting.

We want every athlete who participates in our events to feel like they're part of something greater: a journey of personal growth, a moment of genuine recognition, and an opportunity to be seen.

We believe in a model of sport that builds bridges between people, cultures, and places.



WHAT WE DO

We are more than just event organizers — we are architects of unforgettable experiences.

Our passion for sport drives us to create unique occasions where athletes, spectators, and communities come together in meaningful ways.

With a strong focus on young talent and the enhancement of local resources, we strive for excellence in every event we deliver.

IDEATION AND PLANNING

From developing the concept to crafting the visual identity, we take care of every detail in line with the hosting context.

LOGISTICS AND SETUP

We transform sports facilities into immersive, dynamic spaces that enhance both the spectator and player experience — always with sustainability in mind.

COMMUNICATION & MEDIA COVERAGE

We partner with sports media to provide comprehensive press coverage, video content, interviews, and digital visibility.

WHAT WE DO

ATHLETE SUPPORT

- A dedicated *help desk*
- A fully *equipped gym*
- *Physiotherapy services*
- *Professional stringing services*
- Full *hospitality* (transport, accommodation, meals, laundry)

INSTITUTIONAL RELATIONS & SPONSORSHIP

We design tailored partnerships with both public and private entities, building visibility strategies and co-designed initiatives.

TERRITORIAL PROMOTION

Our events are tools for promoting the beauty and identity of local areas, generating cultural and touristic value.



OUR PHILOSOPHY

Our approach is based on four key pillars:

1

Talent: providing real opportunities for visibility and professional growth for young athletes.

2

Sustainability: minimizing environmental impact and promoting responsible practices.

3

Territorial Enhancement: strengthening community ties and promoting local stakeholders.

4

Service Quality: delivering top-level experiences for athletes, institutions, and audiences.

GALLERY



EVENTS

EVENTS

EVENTS

EVENTS

EVENTS

OUR
EVENTS





AVVENIRE

SUPER CATEGORY U14

One of the world's most prestigious youth tennis tournaments. Hosted at Tennis Club Ambrosiano in Milan, it has seen the rise of champions like Federer, Djokovic, Sharapova, Hingis, and Graf.

- Over 240 international players
- 12 competition courts and 300+ matches
- One week of tennis, networking, live music & sponsor activations
- 8,000+ in-person spectators
- International livestream coverage and millions of social impressions



GALLERY



LESA CUP



LESA CUP

ITF M25

An ITF World Tennis Tour event held in the breathtaking lakeside setting of Sporting Lesa. A growing international stopover for emerging male athletes.

- Over 70 players
- \$30.000 prize pool
- A clay court event with a strong focus on sustainability.
- Cultural happenings, live music, tastings, and local experiences
- National and international media coverage with 1.5M+ online views

GALLERY



MILANO 2



MILANO 2 CUP

ITF M25

A global gateway for young players to gain ATP points and reach the next level, hosted at the historic Sporting Club Milano 2.

- ITF M15 (singles & doubles)
- \$15,000 prize money
- 12 courts, gym, pools, and sports areas
- Competitive yet friendly atmosphere
- Launchpad for tomorrow's tennis stars

GALLERY



PARTNERSHIPS **& SPONSORSHIP**

We are always open to co-designing impactful partnerships. Supporting SportWatchers means contributing to high-value events with strong social and cultural returns.

WE OFFER:

- Co-design of event activities
- Local, national, and international visibility
- Institutional and community networking
- Direct involvement in events and outreach





+ 1K

FINAL SPECTATORS

+ 5K - 10K

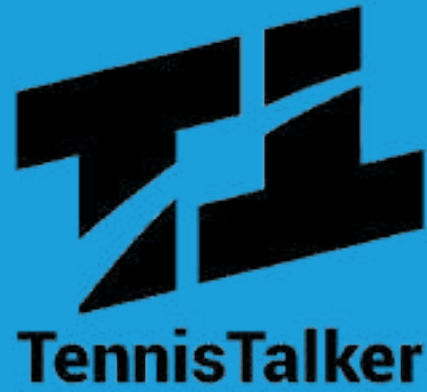
WEEKLY ATTENDANCE

+ 5K - 25K

ONLINE

***THE PARTNERS WHO HAVE
SUPPORTED US SO FAR***

MEDIA PARTNER



TECHNICAL SPONSOR



TECHNICAL SPONSOR



TECHNICAL SPONSOR



TECHNICAL SPONSOR



TECHNICAL SPONSOR



SPECIAL GUEST



OFFICIAL PARTNER



SPECIAL PARTNER



SPONSORSHIP LEVELS

We have structured four levels of sponsorship to meet the visibility and investment needs of every partner.



SPONSORSHIP

SPONS

SPONS

SPONS

SPONSORSHIP

SPONSORSHIP

MAIN

ONLINE

- Tournament Website
- Dedicated article in the TennisTalker magazine
- Pre-event articles in TennisTalker magazine
- Coverage articles during the event published in TennisTalker magazine
- Social media posts featuring sponsor logo on TennisTalker channels
- Sponsor interview for social media channels
- Live streaming: full brand visibility during the entire event on an international platform

ON COURT

- Short-side court banners (secondary size and streaming-visible placement)
- Long-side court banners
- Draw boards
- Press room board
- Official presentation folder
- Event communication materials
- Press conference materials
- Dedicated stand
- Possibility to distribute brochures and giveaways (materials provided by the sponsor)
- Reserved photo service
- Category exclusivity and service customization

GOLD

ONLINE

- Tournament website – second tier
- Dedicated article in TennisTalker magazine (second-tier logo)
- Articles in TennisTalker magazine presenting the event (second-tier logo)
- Articles published during the event in TennisTalker magazine (second-tier logo)
- Social media posts featuring sponsor logo on TennisTalker channels (second-tier logo)

ON COURT

- Short-side court banners (secondary size and position, TV visibility)
- Long-side court banners
- Draw boards – second tier
- Press room board – second tier
- Official presentation folder – second tier
- Event communication materials (e.g., posters, flyers, press pages)
- Press conference materials – second tier

SILVER

ONLINE

- Tournament website – third tier
- Articles in TennisTalker magazine presenting the event (third-tier logo)
- Articles during the event published in TennisTalker magazine (third-tier logo)
- Social media posts featuring sponsor logo on TennisTalker channels (third-tier logo)

ON COURT

- Long-side court banners
- Draw boards – third tier
- Press room board – third tier
- Official presentation folder – third tier
- Event communication materials (e.g., posters, flyers, press pages)
- Press conference materials – third tier

BRONZE

ONLINE

- Tournament website – fourth tier
- Articles in TennisTalker magazine presenting the event (fourth-tier logo)
- Articles during the event published in TennisTalker magazine (fourth-tier logo)
- Social media posts featuring sponsor logo on TennisTalker channels (fourth-tier logo)

ON COURT

- Official presentation folder – fourth tier

***THE SPONSORS WHO HAVE
SUPPORTED US SO FAR***

HERNO



La **tortenda**

AutoaronA

BANCA **mediolanum**



mirani
acqua piscine wellness

SUPERMERCATI Savoini

CUPRA
LOMBARDA MOTORI SPA
ECCellenza in movimento

Sella



String Project®



CRISTINA
RUBINETTERIE



BERWICH

hyamira®



TN Termoidraulica Nano
di Corbeglio e C. s.n.c.

IMPIANTI CIVILI, INDUSTRIALI E CONDIZIONAMENTO



san martino
CENTRO COMMERCIALE



SPORT WATCHERS



FINANZA.TECHI



RISING STARS

RISING

RISING

RISING

RISING STARS

RISING STARS
PROGRAM

PROGRAM

RISING STARS

We support talented young athletes on their path to success.

Currently, we proudly sponsor Ylenia Zocco, one of Italy's top female tennis prospects, class of 2008.

We are seeking sponsors who want to join us on this journey — nurturing Italian excellence in sport.



YLENIA ZOCCO



WHO IS YLENIA ZOCCO

- Italian Doubles Champion and Singles Runner-Up (U16, Formia 2025)
- Winner of the Italian Internationals U16 at Foro Italico (Doubles, 2024)
- Silver medalist with Team Italy at IC Rod Laver Junior Challenge (San Diego 2023)
- She has defeated top-ranked players such as Vlada Razina (Europe U16 No.1), Carla Giambelli (European U16 Champion), Dora Miskovic, and Irem Kurt (both in the ITF U18 Top 100).
- **Best Ranking FITP: 2.3**
- **Best International Ranking: 611**



ITF RESULTS:

- ITF J100 Wolfsberg – Runner-up in doubles (2024)
- ITF J30 Cuneo – Winner in singles, runner-up in doubles (2023)
- ITF J60 Bari – Winner in doubles (2023)
- ITF J200 Salsomaggiore quarter final (2025)
- ITF J60 San Marino semifinal (2025)

NATIONAL TITLES:

- **Italian U16 Doubles Champion – Formia 2025**
- **Italian U16 Singles Runner-up – Formia 2025**
- Italian Doubles Champion – 2022
- 3rd place in singles – Italian Championships 2022
- 3rd place in doubles – Torneo Avvenire 2023
- Winner in singles – Absolute Regional Championships, Naples 2022
- Promotion to Serie A2 with CT San Giorgio del Sannio, with 8 out of 8 victories in singles and 6 out of 6 in doubles

CAREER WINS

- **Vlada Razina (Russia), current No. 1 in the Tennis Europe Under 16 ranking**
- **Carla Giambelli (Italy), recent U16 European Champion in singles and doubles (defeated twice)**
- **Dora Miskovic (Croatia), currently ranked in the ITF Under 18 Top 100**
- **Irem Kurt (Turkey), ITF Under 18 Top 100 player, participant in the 2025 Australian Open**



Why Believe in Ylenia Zocco

Supporting Ylenia means believing in a young Italian athlete with a promising future in international tennis. Each sponsor becomes an integral part of her growth journey, gaining visibility in high-profile sporting contexts and strengthening their image as a promoter of values such as commitment, dedication, and inclusion.

Growth Prospects

Ylenia has already demonstrated exceptional potential by defeating some of the best young tennis players in Europe. Her career is on a steady rise: the coming years will be crucial for her breakthrough into the professional circuit, offering sponsors increasing returns in terms of visibility and association with an emerging talent.



Key Benefits for Sponsors:

- **Brand exposure** during national and international tournaments.
- **Presence on Ylenia's and Sport Watchers' official social channels and communications.**
- Association with a project dedicated to the promotion of young talent.
- **Storytelling opportunities and marketing activations** linked to the athlete's achievements.

Results & Visibility

- Media coverage through articles in industry magazines.
- Growing social media presence with dedicated tournament content.
- Sporting achievements that strengthen public and media interest.



Current Sponsor

These partners have already chosen to invest in her talent, helping support her athletic growth while gaining visibility across tournaments, communications, and digital media.

- Sport Watchers
- MinervaS
- Fratelli Vitale
- Kairos
- Infosfera

Technical Sponsor

- Joma
- Babolat

Institutional Partner

- FITP – Italian Tennis and Padel Federation



***“WE SHAPE A SPORT THAT CREATES
CONNECTION, VALUE, AND A BETTER FUTURE.”***

SPORT WATCHERS



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www.sportwatchers.eu



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[SportWatchers](https://www.linkedin.com/company/SportWatchers)

