



[tabletennisengland.co.uk](http://tabletennisengland.co.uk)



# CENTENARY PROGRAMME



# FOREWORD



**I am very pleased to introduce this sponsorship guide to our Centenary season.**

**There is no doubt this is a momentous year as we celebrate 100 years since our beloved sport came under the umbrella of a governing body – first as the English Table Tennis Association and latterly as Table Tennis England.**

The date of the Association's formation was 7th November 1921, but we plan to mark not just the big day but to enjoy a season-long celebration which aims to bring the whole table tennis community together.

Our plans include a gala dinner and a commemorative book, as well as a participation campaign to encourage more people to get involved in the sport.

We have recruited a Centenary Project Manager, Steve Joel, and we have consulted with our members to find out any other ways in which they would like to mark the 100-year milestone.

It is a time for reflection and celebration of our history, for remembering the major events and honouring the important personalities of the past, but also for building on that legacy and taking the opportunity to reinvigorate our sport. This has never been more important than now, as we slowly emerge from the worst effects of the pandemic, during which the importance of sport

to physical and mental wellbeing has been in sharp focus.

We are determined to use this opportunity to build a better future for the sport in a post-covid landscape and we very much hope you will decide to partner with us celebrating our Centenary, to deliver a memorable year for everyone.

A handwritten signature in black ink that reads "S Deaton".

**Sandra Deaton**  
**Chairman**



# WHO ARE WE?

Table Tennis England is the governing body of table tennis in England, responsible for representing, co-ordinating, administering, marketing and developing the sport in close co-operation with related bodies such as British Para Table Tennis (BPTT).

## OUR PURPOSE

Table Tennis England exists to create and support opportunities for everyone to enjoy and achieve in table tennis.

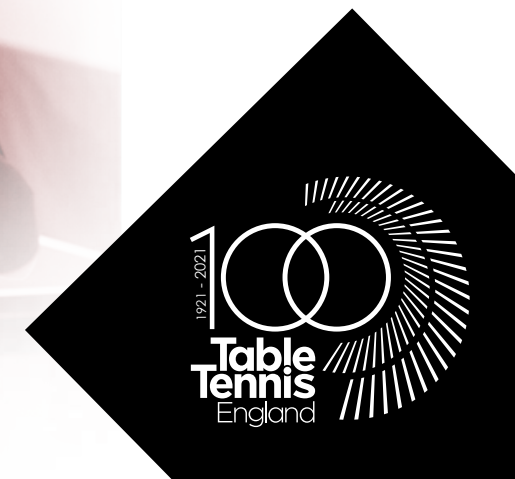
## OUR MISSION

Working in partnership to create an increasing number of outstanding and exciting opportunities for everyone to enjoy and achieve in table tennis.

## OUR VISION

*Everyone is talking about table tennis.*

Table Tennis England aspires to be recognised as a world leading National Governing Body, delivering a diverse and dynamic sport that transforms lives, connects communities, achieves excellence and inspires medal-winning performances.



# TABLE TENNIS PARTICIPATION

30k  
members



440k  
played twice in last 28 days\*

2.8m  
played in the last year\*

\*Active lives survey



230  
local leagues

2.5k  
clubs

7k  
teams

462  
officials

750 children participated in  
**TT KIDZ** first year of  
delivery in clubs

1.5m  
visitors to Ping Pong  
Parlours nationwide

781k  
participants on Ping!  
outdoor tables



# TABLE TENNIS PERFORMANCE

World ranking #15  
Liam Pitchford



1x Bronze Team World Cup medal in 2018



6x Commonwealth Games medals (2018) – 2x gold, 2x silver, 2x bronze



2022 Commonwealth Games to be held in Birmingham

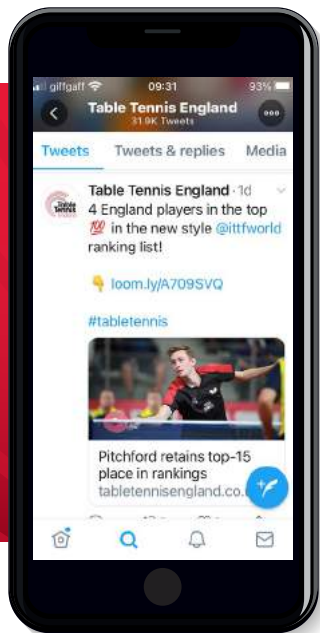
56m

people watched the Team World Cup, London 2018, live around the world



# DIGITAL REACH

**600k**  
impressions across all social platforms per month\*

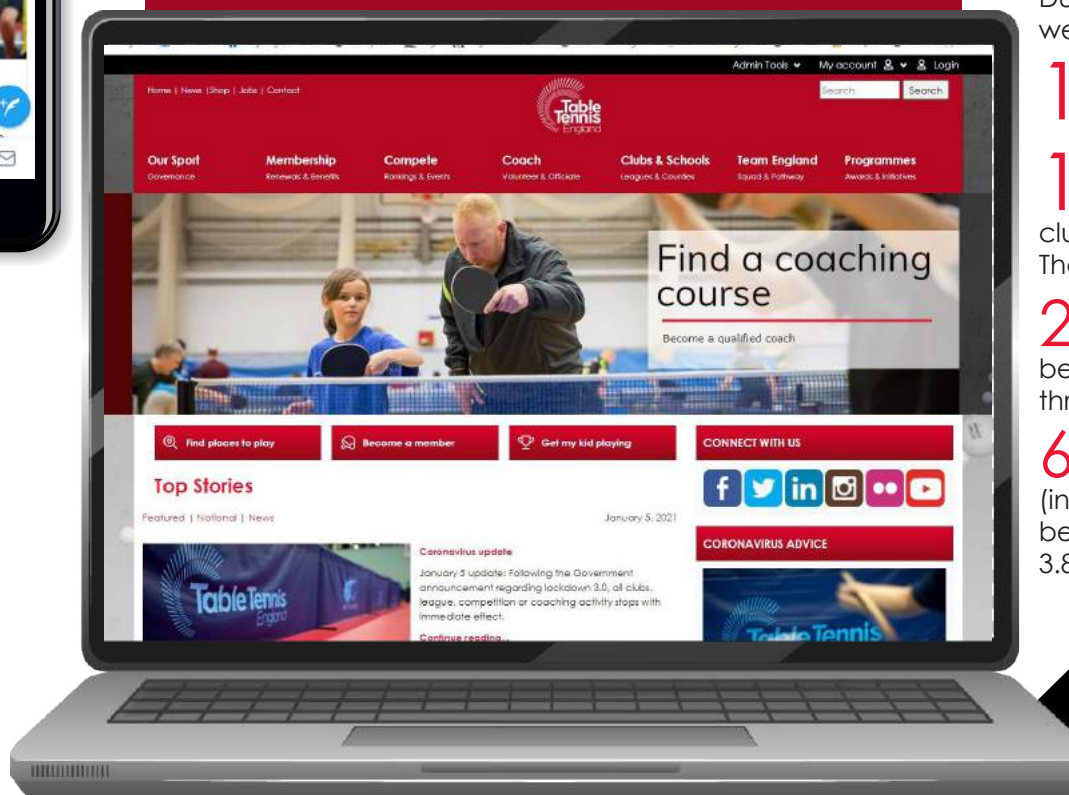


	Followers*	Impressions*
	18.5k	154k
	15.4k	195k
	9.5k	52.2k
	1.8k	8k
	10.5k	184.7k
	<b>55.5K</b>	<b>593.9k</b>



During 2020 ...

**815k** website visits  
**01:58** average time on page  
**1.8m** page views  
**350k** users



**40k**  
contacts in email marketing platform

During the 2019/20 season there were:

**1.4m** emails sent to  
**123k** recipients (players, clubs, coaches and schools)  
These yielded an open rate of **29%** (the industry benchmark is 19.6%) with a click-through rate of **6.7%** (industry benchmark 3.8%)



\*all based on the month of December 2020

# CENTENARY PARTNERSHIP OPPORTUNITIES

**The 2021/22 season heralds a major milestone, 100 years of the English Table Tennis Association and Table Tennis England.**



Will Bayley MBE  
Paralympic Gold 2016,  
Silver 2020  
World ranking: 3

We have devised a plan for celebrating our Centenary that both celebrates the past and looks to the future.

The plan includes eight Centenary projects specially designed to:

- Celebrate achievements and key moments in our history
- Reach new audiences through celebrating our sport
- Build a legacy
- Engage clubs and the table tennis community to get involved and celebrate our amazing sport
- Generate hype and excitement

Commencing on the 7th November 2021, we are seeking to bring presenting partners on board to maximise this opportunity to celebrate our Centenary. By partnering with us, you will benefit from unprecedented opportunities to showcase your support for our great sport, at this exciting and unique moment, benefiting from national and international exposure.

Key benefits include:

- Alignment of your brand with a well-recognised and regarded sport, with the opportunity for a tailored Centenary approach
- Reaching a large engaged audience and demographic through digital and non-digital channels
- Partnering with a sport that is accessible and encourages all to get involved, and get active
- Opportunities for promotional and sales activity to our membership
- Alignment with a sport with opportunities to access inspirational people and appearance opportunities along with great content creation potential

All support received will be invested back into making the Centenary as special as possible for all those involved across every level of the sport.



# 8 KEY CENTENARY PROJECTS

## CENTENARY CELEBRATION

Our project to capture and celebrate a Centenary of inspiring players, coaches, volunteers, officials, administrators, and events which left an indelible mark on the game.

## CENTENARY WEBINARS

Our project focusing on the future that lies ahead for our sport, delivered by leading international and domestic thought leaders, on the areas critical to future success.

## CENTENARY LEGACY

A series of projects focused on attracting past players back into the sport and supporting the recruitment of a new generation of younger players.

## CENTENARY DIGITAL

A project focused on developing interactive digital content to be shared across national and international global media.

## CENTENARY BOOK

Our pictorial book commemorating the key moments, performances, events, and people over our first 100 years.

## CENTENARY GALA DINNER

A glittering fundraising gala dinner to celebrate 100 years of the English Table Tennis Association and Table Tennis England.

## CENTENARY HERITAGE

Our project to transform the future collection, preservation, access, research and documentation of the sport's heritage.

## CENTENARY FUNDRAISING

Our range of exciting fundraising initiatives - including the development of a charitable foundation, online lottery, national raffle and auction, crowd funding platform, and regional exhibition - to support the future delivery of the sport and documentation of the sport's heritage.





# PARTNERSHIP PACKAGES

We have created a range of partnership packages which are listed below to accommodate different needs of organisations or individuals. These include:

- **PRINCIPAL PARTNER** - which is our highest level of partnership for our Centenary Programme
- **HEADLINE SPONSOR** - which provides an opportunity to become the headline sponsor of one or more Centenary Projects
- **SUPPORTING SPONSOR** - which provides an opportunity to become a supporting sponsor of one or more Centenary Projects.

Each category offers different benefits which reflect the investment of the partner. This brochure sets out the benefits for PRINCIPAL PARTNERS.

We are open to working with prospective partners to accommodate requests to adapt benefits to suit their needs, where possible.

We look forward to the opportunity of working together to celebrate and raise awareness of the benefits of table tennis across the country.

Jill Parker MBE  
(Hammersley)  
European No.1  
World No. 6  
7 x English singles  
champion



# PRINCIPAL PARTNER



Tin Tin Ho  
4 x English singles champion  
Current England #1  
Commonwealth mixed  
doubles silver 2014, 2018 -  
team bronze 2018

## Benefits:

- Prime acknowledgement across all elements of the Centenary Programme and digital marketing assets
- Permanent acknowledgement and link on Table Tennis England website
- Acknowledgement on all TTE Centenary social media / bespoke skins as appropriate
- Acknowledgement in all press releases celebrating the Centenary Programme
- Right to use TTE Centenary Programme logo in reference to relationship with the TTE Centenary Programme and Projects
- Right to create a tailored programme of advertisements and content throughout the course of the Centenary Programme
- Right to develop and promote product offers to the TTE Membership
- Acknowledgement within any national Centenary Programme media campaign
- Rights set out for each Centenary Programme Project
- Photoshoot with the signing of the First Edition Official Limited Edition Centenary Books
- Up to 10 meet-and-greets with those who have made an indelible mark on the game
- 22 x Tickets to the TTE Senior National Championships and 2 exclusive tables at the Centenary Gala Dinner
- The prime opportunity to feature your organisation in the opening video of the Centenary Gala Dinner
- The opportunity to present the prime award at the Centenary Gala Dinner
- 1 copy of the Official Limited Edition Centenary Book and up to 4 copies of the Official Centenary Book before general Official Limited Edition Centenary Book release

**Cost:** £40,000 plus vat



# HEADLINE SPONSOR



Desmond Douglas MBE  
European No.3  
World No. 7  
11 x English singles  
champion

## Benefits:

- Headline sponsor for one or more of the 8 Centenary Projects with prime acknowledgement across those Centenary Project assets
- Inclusion/prime acknowledgement in the sponsored Centenary Project Table Tennis England webpages and digital marketing assets
- Acknowledgement and link on Table Tennis England website
- Acknowledgement on all the sponsored Centenary Project Table Tennis England social media / bespoke skins as appropriate
- Acknowledgement in all press releases celebrating the sponsored Centenary Project(s)
- Two adverts/advertorials in the 'Over the Net' newsletter sent to over 30,000 Table Tennis England Members
- Half page advertisement in the Centenary Dinner Programme
- Opportunity to feature your organisation in the opening video of the Centenary Gala Dinner
- Photoshoot with the team leading the sponsored Centenary Project(s)
- Meet and greet and photoshoot opportunities during the delivery of the sponsored Centenary Project(s)

- Verbal recognition at the Centenary Dinner and the opportunity to present an award
- 1 copy of the Official Limited Edition Centenary Book and 1 copy of the Official Centenary Book before general Official Limited Edition Centenary Book release
- 2 tickets to the Centenary Gala Dinner

## Cost\*:

- Centenary Celebration Project - £2,500
- Centenary Webinar Project - £2,500
- Centenary Legacy Projects:
  - TT Kidz - £7,500
  - Back to TT - £7,500
  - TT Official - £7,500
  - Centenary League Cup Competitions - £7,500
- Centenary Digital - £2,500
- Centenary Book Project - £2,500
- Centenary Gala Dinner - £7,500
- Centenary Heritage Project - £2,500

\*all prices plus vat



# SUPPORTING SPONSOR



Kelly Sibley  
5 x English singles  
champion  
Commonwealth mixed  
doubles bronze 2014,  
team bronze 2018

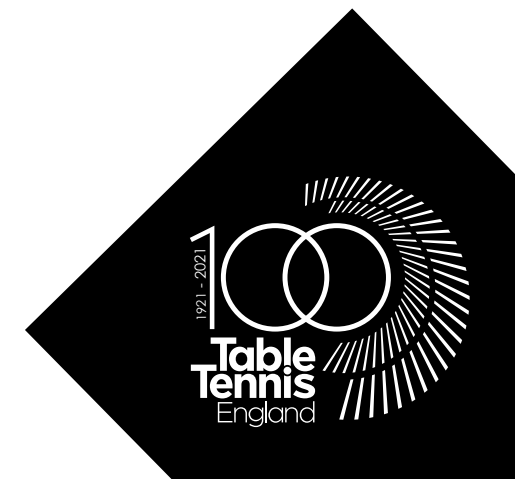
## Benefits:

- Supporting sponsor for one or more of the 8 Centenary Projects with exposure across those Centenary Project assets
- Inclusion/acknowledgement in the sponsored Centenary Project Table Tennis England web pages as a supporting sponsor
- Acknowledgement and link on Table Tennis England website
- Press release announcing support for the sponsored Centenary Project(s)
- One advert/advertorial in the 'Over the Net' newsletter sent to over 30,000
- 1 copy of the Official Limited Edition Centenary Book and 1 copy of the Official Centenary Book before general Official Limited Edition Centenary Book Release
- 1 ticket to the Centenary Gala Dinner
- Acknowledgement at the official Centenary Dinner Programme

## Cost\*:

- Centenary Celebration Project - £750
- Centenary Webinar Project - £750
- Centenary Legacy Projects:
  - TT Kidz - £1,500 plus VAT
  - Back to TT - £1,500 plus VAT
  - TT Official - £1,500 plus VAT
  - Centenary League Cup Competitions- £1,500
- Centenary Digital - £750
- Centenary Book Project - £750
- Centenary Gala Dinner - £1,250
- Centenary Heritage Project - £750

\*all prices plus vat



# CONTACT US

For more information and to discuss partnership opportunities please contact:

**Steve Joel**

Centenary Project Manager

**[steve.joel@tabletennisengland.co.uk](mailto:steve.joel@tabletennisengland.co.uk)**

01908 208860



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Company No. 4268058, VAT No. GB 166 938 713  
[help@tabletennisengland.co.uk](mailto:help@tabletennisengland.co.uk)  
01908 208860

[tabletennisengland.co.uk](http://tabletennisengland.co.uk)

Table Tennis England, Bradwell Road, Loughton Lodge, Milton Keynes, MK8 9LA

