

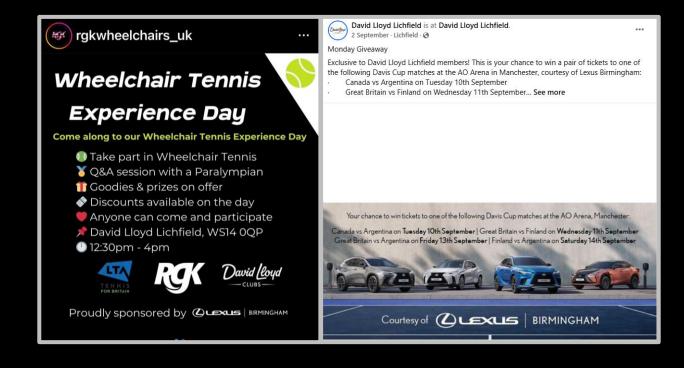
LEXUS BIRMINGHAM: DAVID LLOYD LICHFIELD

Overview of Activity:

- Partnered with David Lloyd Lichfield to foster community-centric initiatives.
- Hosted an interactive event with Paralympian Lucy Shuker, promoting inclusion and inspiration
- Collaborated with RGK Wheelchairs, enhancing accessibility and inclusivity for members
- Ran an exclusive giveaway for David Lloyd members to win Davis Cup tickets

Key Benefits for the Club:

- Enhanced member experience with unique events, driving community engagement
- Increased access to resources and equipment (e.g., tennis balls) through sponsorship
- Built a more inclusive environment, attracting a diverse range of participants
- Significant member engagement through gifting of tickets and experiences to club members



LEXUS CHESTER: HOOLE TENNIS CLUB

Overview of Activity:

- Sponsored key club events and provided vital equipment for improved facilities (e.g., ttennis balls, nets, windbreakers)
- Supported a 4-day tournament, incorporating interactive elements for enhanced member engagement
- Partnered with tennis influencers to elevate club profile and excitement

Key Benefits for the Club:

- Supported young talent and accessibility, creating a nurturing environment for future tennis stars
- Consistently enriched club activities, enhancing member satisfaction and retention.
- Explored sustainable improvements, positioning the club as a forward-thinking community leader



LEXUS BOLTON: MARKLAND HILL RACQUETS CLUB

Overview of Activity:

- Sponsored the Bolton League Tennis Tournament, invigorating the club's tournament scene
- Enhanced event vibrancy with interactive giveaways and community activities

Key Benefits for the Club:

- Energised club atmosphere with engaging events that foster community spirit
- Increased participation and enthusiasm through interactive elements and giveaways
- Strengthened ties with the LTA, enriching club reputation and opportunities



SNOWS GROUP: THORNDEN TENNIS CLUB AND REGIONAL CLUBS

Overview of Activity:

- Participated in annual finals day with added value through entertaining displays and refreshments
- Provided an LBX demonstrator vehicle for versatile use by multiple clubs, enhancing member experiences

Key Benefits:

- Enriched member experiences with exciting events and engaging activities
- Supported membership growth with attractive referral schemes and club partnerships
- Broadened impact through collaborative events, strengthening club community ties

