



**BABOLAT CUP – PRESENTATION
& GUIDELINES 26**

Where it all started

The **Babolat Cup** started in Spain **15 YEARS AGO** then in the UK and is developing now all over Europe, with several junior events across the countries.

Development year after year to become the **CIRCUIT OF REFERENCE FOR U12 CATEGORY.**

A **PROVEN SUCCESS** with a strong reputation

Participation of **PROFESSIONAL PLAYERS** such as Carlos Alcaraz or Jack Draper

A competition developed across **ALL EUROPE** from 2023, and extending year after year.



OUR OBJECTIVES

- *Develop a long term and unique WORLD JUNIOR CIRCUIT, attracting the best juniors players of each country*
- *Europe from 2023, all over the world from 2027 (Asia, USA, Latin America...)*
- *Enhance storytelling on Babolat unique position on junior & kids*
- *Scout junior players with high potential for the future*
- *Become the preferred brand of this target*
- *Create local and global activations to make our junior products visible*

Babolat Cup Guidelines

ROLL OUT OF THE BABOLAT CUP

JANUARY - NOVEMBER

Local tournaments

DECEMBER

MASTERS FINAL



NATIONAL CIRCUIT :

- Local winners to be determined at the end of the circuit of each country
- Format : tournament points system, mini masters final, national ranking among all winners...

STAGES



MASTERS FINAL

- Winners (boys & girls) of every country
- Format : 'pool' + semi finals / finals

- One Regional master final per continent from 2027, followed by a Global master experience 

LOCATIONS

BABOLAT PARTNER CLUBS
(if it works in your market)

MASTER 26: Rafa Nadal Academy

PRIZES

PRODUCTS / TROPHIES



WINNERS 26 : 1 week training at the
Rafa Nadal Academy



BABOLAT CUP GUIDELINES

⇒ MANDATORY RULES

TARGET

PLAYERS : COMPETITORS

- Top ranked juniors of the country
- Boys & girls under 12 yo



CIRCUIT

LONG TERM VISION

- Build a long term circuit

LOCAL TOURNAMENTS

- Minimum 2 tournaments in year 1
- 4 in year 2
- Different localisations that cover most of the country
- Between January and November



IDENTITY

NAMING / VISUAL IDENTITY

- Has to be **BABOLAT CUP** (or « powered by Babolat »)
- Even if we sponsor an existing circuit
- No other partner in the name
- Common logo & visual identity
- Local adaptation for national circuits



BABOLAT CUP GUIDELINES

⇒ RECOMMENDATIONS

ORGANISER

EXISTING CIRCUIT OR NEW EVENTS CREATION

- Up to each market depending on local opportunities & specificities
- Reco : rely on existing tournaments with partners
 - Already set up with partners
 - Less workload and resources needed
 - Capitalizing on the notoriety of an existing circuit
 - BUT be sure if fits our requirements



PARTNERS

PARTNERS SUPPORT

- Rely on partners to support you in the organization : clubs, academies, local federations, coaches, etc
- Find partners for activations as well : on site activations, digital ones, prizes, goodies, etc...



COMMUNICATION

COMMUNICATION CHANNELS

- Local content throughout the year on social medias
- Communication to media during the national circuit
- Branding reflected in our actions : onsite visibility & digital promotion
- Relaying content of the Masters Final

> Communication & Activation plan to share with HQ



