

Media Partnerships.

Content partnerships for tournaments, academies,
organisations and brands across tennis.

INDEPENDENT TENNIS MEDIA

One of the largest *independent* tennis media platforms.

JustBall is a premium tennis media partner working alongside tournaments, players, academies and organisations at every level of the sport. From grassroots and national events to the professional tour, we create courtside content that extends the reach and impact of every partnership.

228K+

Followers across our channels

2.3M

Monthly video views

992K

Monthly accounts reached

● OUR MISSION

Growing the audience for tennis.

Tennis is filled with incredible players, tournaments and stories that deserve to be seen by more people. But our mission goes beyond covering events alone.

At JustBall Tennis, our mission is to grow the audience and fanbase for tennis through court-side storytelling, behind-the-scenes access, player features and educational content that brings fans closer to the sport.

By working alongside tournaments, players, academies and organisations, we aim to increase awareness, extend the reach of great events and showcase the incredible standard of tennis being played at every level of the game.

We believe every tournament has a story worth telling, every player deserves the opportunity to be discovered, and every fan deserves a closer connection to the sport.

Growing tennis by growing its audience.

TRUSTED BY

Organisations we have *collaborated* with.



WHAT WE DO

Helping exceptional tennis reach *larger* audiences.

We work alongside tournaments before, during and after events, building a complete content ecosystem around your competition.

① PRE-EVENT



② ON-SITE



③ POST-EVENT



Pre-event Promotion

Build anticipation with player features, draw reveals and trailer-style edits that drive attendance and broadcast tune-in.

On-site Event Coverage

A dedicated courtside team capturing the moments, the players and the atmosphere, published daily across our channels and yours.

Post-event Distribution

Recap edits, highlight reels and evergreen storytelling that keep your tournament earning impressions long after the final point.

BUCS Tennis Championships.

OFFICIAL MEDIA PARTNER

Official Media Partner for the BUCS Tennis Championships, the flagship event of British university tennis. Across three days, JustBall produced 17 reels, generating 7.2 million video views and reaching over 3.5 million accounts.

17 **7.2M** **3.5M**

Reels published
JUSTBALL TENNIS, MEDIA PARTNERSHIPS

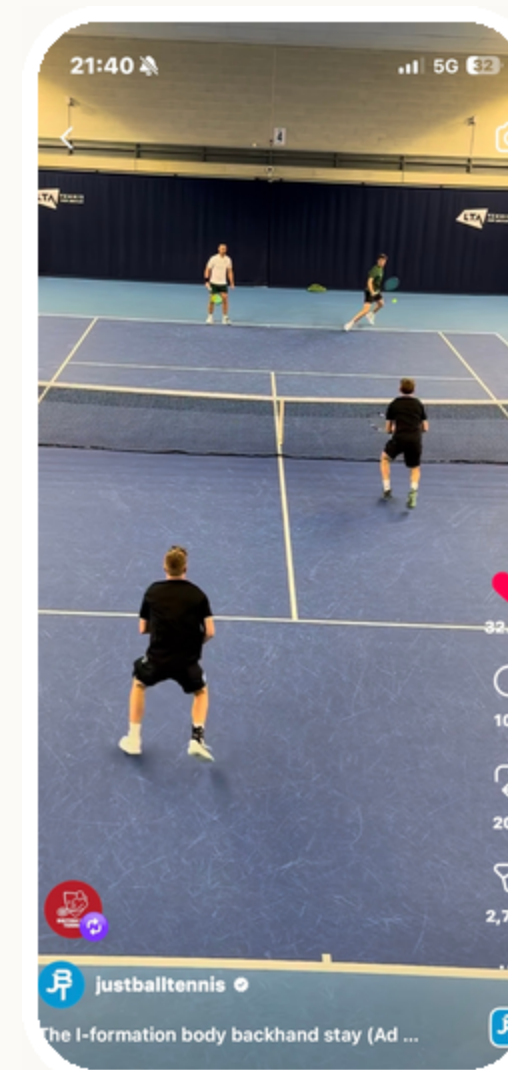
Video views

Accounts reached



Event Atmosphere

[View Reel →](#)



Match Highlights

[View Reel →](#)



Daily Storytelling

[View Reel →](#)

PARTNERSHIP OPPORTUNITIES

Ways we can work together.

Bespoke coverage, tailored to the scale, format and ambition of your event.

PARTNERSHIP 01

Tournament Coverage

Professional courtside content designed to extend the reach of tournaments, championships and competitive tennis events before, during and after play.

PARTNERSHIP 02

Academy Spotlight

Premium storytelling that showcases coaching environments, player development and academy culture to prospective players, parents and partners.

PARTNERSHIP 03

Audience Partnerships

Strategic content collaborations that help tournaments, organisations and tennis brands reach an engaged global tennis audience through the JustBall media network.

WHY JUSTBALL

Why *partner with* JustBall.

01

Professional Content

A production standard built specifically for tennis tournaments, not repurposed lifestyle content.

02

Established Audience

Direct access to hundreds of thousands of engaged tennis fans across the UK, Europe and beyond.

03

Trusted Experience

A proven track record working alongside tournaments, national governing bodies and rights holders.

04

Long-Term Value

Content keeps earning impressions long after the trophy has been lifted, an asset rather than a campaign.

PROFESSIONAL STANDARDS

We understand *professional* tennis.

JustBall operates to the standards expected by tournaments, broadcasters and rights holders. Every partnership is delivered professionally, with full respect for tournament media policies, accreditation requirements and content regulations.

01	Tournament Guidelines	We always operate within tournament media policies, accreditation requirements and on-site protocols agreed with the organiser.
02	Content Timing	No match content is published live unless expressly authorised by the tournament.
03	Broadcast & Media Rights	We respect broadcast agreements, official rights holders and the tournament's wider media protocols at every stage.
04	Professional Representation	We work as an extension of the tournament team and represent every event professionally, both on and off court.

● LET'S WORK TOGETHER

Let's start a *conversation.*

JustBall partners with tournaments, academies and organisations to create premium content that extends the reach of professional tennis. If you'd like to explore a partnership, we'd love to hear from you.

JUSTBALL TENNIS, MEDIA PARTNERSHIPS

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