JustBall Tennis

MEDIA PARTNERSHIPS

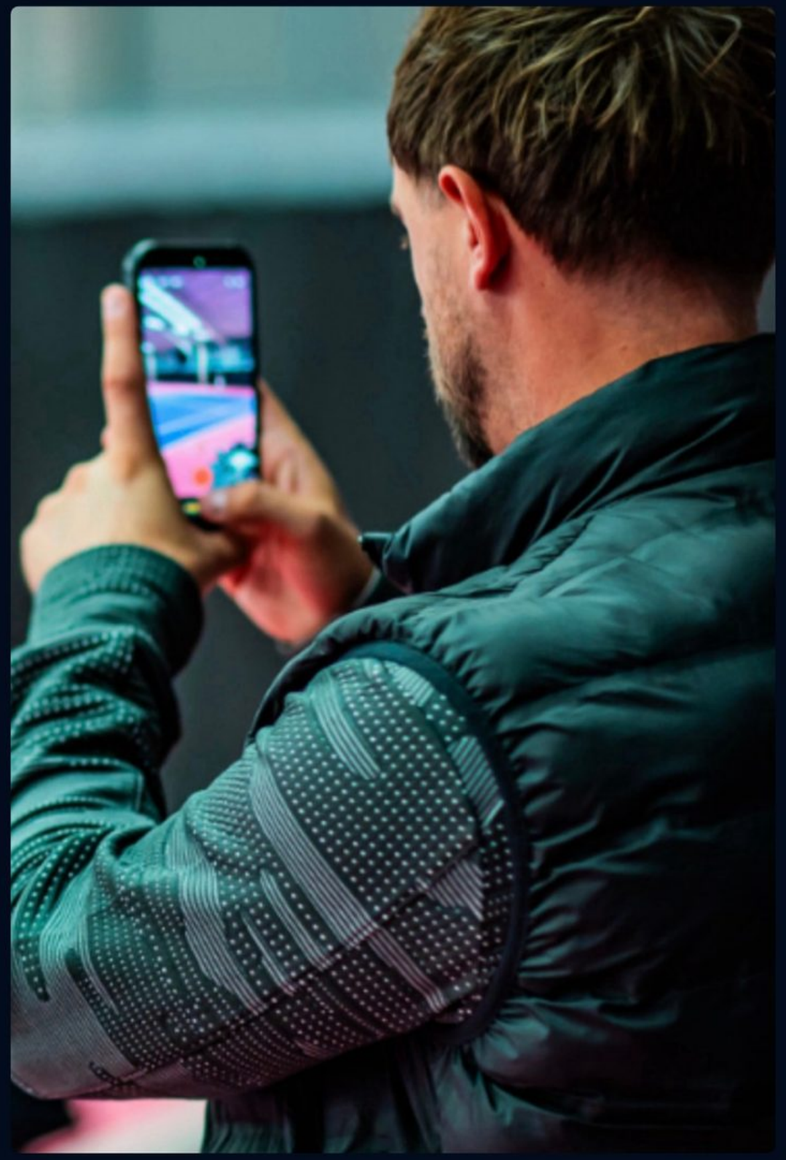
Original tennis content. Global audience.
Proven reach.



Great tennis deserves a bigger audience.

Every tournament, brand and tennis campaign creates moments worth sharing. We help take those moments beyond the court to reach more tennis fans.

JustBall Tennis combines original content, an established global audience and performance coaching expertise to capture and share the moments that matter.



More than views. Value beyond the court.

Reach & Awareness

Reach new tennis audiences and increase recognition for your brand or event.

Engagement & Connection

Spark interest and conversation through authentic tennis content.

Lasting Exposure

Keep your event or campaign visible beyond the final point.

Shareable Content Assets

Original content for agreed use across your own channels.

A global tennis audience.

Connecting tennis fans worldwide through original competitive tennis content.

PLATFORM AUDIENCE

238K+
Combined social media followers

170K+
Instagram followers

INSTAGRAM PERFORMANCE / 30 DAYS

10.8M+
Instagram views in 30 days

3.2M
Accounts reached in 30 days

INSTAGRAM AUDIENCE DEMOGRAPHICS

77%
Aged 25 to 54

79%
Male audience

LARGEST INSTAGRAM AUDIENCE MARKETS

United States	15.5%	Brazil	7.5%
United Kingdom	5.6%	Indonesia	4.5%
Italy	4.3%		

Instagram 170K **Facebook** 34K **TikTok** 34.3K

November 2026 | Instagram reporting period: 13 Oct – 11 Nov 2026.
Combined platform followers, not unique individuals.
Source: Instagram follower demographics, November 2026.

Ways we can work together.

Tailored media partnerships for tournaments, organisations and brands across tennis.

PARTNERSHIP 01

Event Media Partnerships

Original courtside content that brings your event to a wider tennis audience.

Match highlights, player stories, behind-the-scenes coverage and social content, with agreed distribution through JBT and/or event channels.

PARTNERSHIP 02

Original Media Campaigns

Authentic tennis content that connects your brand with an established global tennis audience.

Sponsored Reels, original branded series, product storytelling and campaign distribution, with content and usage rights agreed in advance.

PARTNERSHIP 03

Ongoing Media Partnerships

A longer-term content and distribution partnership for brands, events and tennis organisations.

Recurring campaigns, event coverage, content planning and performance reporting tailored to your objectives.

Social Media Management

We also offer specialist social media management for tennis tournaments, brands and organisations looking to develop their own channels. Available as a standalone service or alongside an existing media partnership with JustBall Tennis.

Every partnership is tailored to your objectives, audience and budget.

CASE STUDY 01

BUCS SUPER WEEKEND

OFFICIAL CONTENT PARTNER / SUPER WEEKEND 2

Original courtside coverage taking competitive university tennis to millions.

7.2M

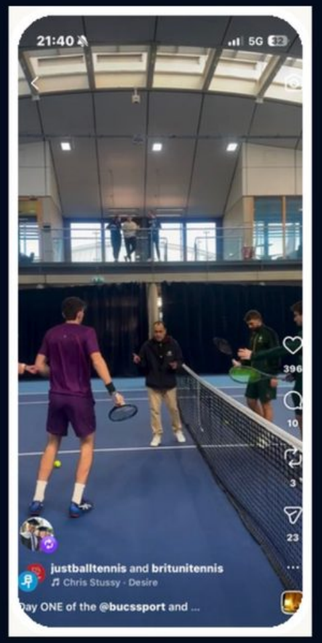
JBT REEL VIEWS

3.5M / ACCOUNTS REACHED

17 / REELS PUBLISHED

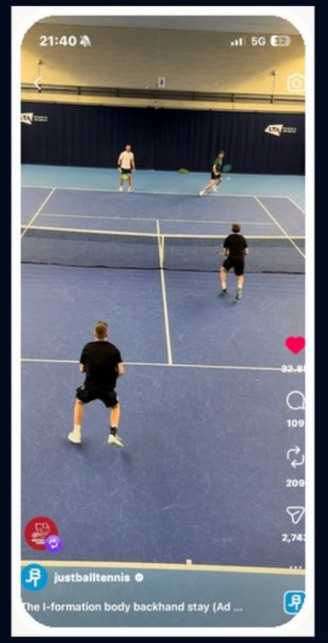
679K+ / PARTNER-REPORTED VIEWS*

*Super Weekend 2 views via collaboration with JBT, as reported by BUCS. Reported separately; figures are not combined.



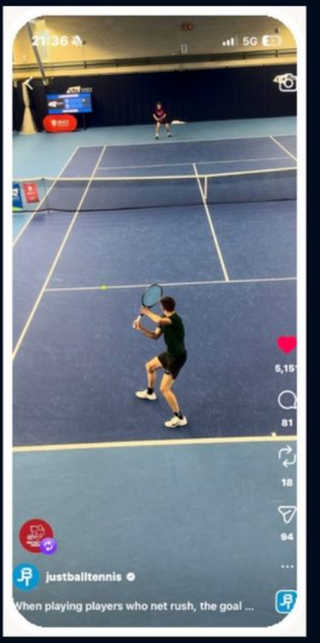
Event Atmosphere

View Reel →



Match Highlights

View Reel →



Daily Storytelling

View Reel →

CASE STUDY 02

WREXHAM W100

INDEPENDENT ACCREDITED MEDIA COVERAGE

Two days of courtside coverage showcasing international women's tennis through match content, player-focused Reels and 15 Instagram Stories.

297K

REEL VIEWS

4 / REELS PUBLISHED

16.4K / STORY VIEWS



CASE STUDY 03

HOTELPLANNER TOUR

TOURNAMENT MEDIA COVERAGE

Original courtside content from Roehampton, showcasing professional tennis through match highlights and 21 supporting Instagram Stories.

1.63M

REEL VIEWS

7 / REELS PUBLISHED

60K+ / STORY VIEWS



Tournament Reels



Courtside Coverage

From concept to audience.

Original tennis content, developed around your objectives and delivered to the audiences that matter.

01

Create

Develop a compelling content concept around your brand, event or campaign.

02

Capture

Produce original tennis content, from courtside moments to bespoke competitive formats.

03

Connect

Distribute content through JustBall Tennis, our partners' own social media channels, or a combination of both, with performance reporting.

Connected across tennis.

Experience across competitive tennis, media, coaching and leading sports brands.

MEDIA & PROFESSIONAL EXPERIENCE

BUCS

HotelPlanner TOUR

LBU LEEDS BECKETT UNIVERSITY

PRO:DIRECT

FOUNDER BRAND RELATIONSHIPS

LACOSTE

asics sound mind, sound body

Built on trust. Delivered professionally.

We understand the responsibilities that come with representing tournaments, brands and the sport of tennis.

Media rights & permissions

Content is produced and distributed in accordance with agreed media rights, permissions and accreditation requirements.

Brand alignment

Partnerships are developed with respect for brand guidelines, existing sponsorships and commercial obligations.

Professional representation

Authentic, high-quality content that represents our partners and competitive tennis professionally.

Transparent reporting

Clear campaign deliverables, performance reporting and open communication throughout every partnership.

More than content. A connection to tennis.

Combining genuine tennis expertise, original content and an established global audience.

An established tennis audience

238K+ combined followers across social platforms, built around competitive tennis.

Original content & distribution

We create compelling tennis content and deliver it directly to our established audience.

A coach's eye for the game

Led by an LTA Level 4 performance coach experienced with national champions and professional players. That insight helps identify the tactics, turning points and stories that make tennis compelling.

Proven media performance

Demonstrated results across competitive tennis events, supported by campaign analytics and partner-reported impact.



Tennis worth watching. Tennis worth learning from.

Let's create something worth watching.

Planning a tournament, tennis campaign or long-term media partnership?

Let's bring your story to a global audience of tennis fans.

START A CONVERSATION

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WEBSITE www.justballtennis.com

INSTAGRAM @justballtennis

