



**BOZOVIC**  
TENNIS ACADEMY

**BTA Event Weekend  
on the 9th/10th of May  
(with tennis world stars)**



**BOZOVIC**  
TENNIS ACADEMY



Ifangstrasse 15, Schlieren 8952  
Hardhof 19, Zürich 8064

[bozovictennisacademy.com](https://bozovictennisacademy.com)

[office@bozovictennisacademy.com](mailto:office@bozovictennisacademy.com)



Following the success of the first edition, Wimbledon champion and former coach of Novak Djokovic, [Goran Ivanišević](#) returns to the Zurich and Aargau region for an exclusive tennis weekend hosted by Bozovic Tennis Academy.



The event combines elite tennis, community engagement, and youth inspiration, bringing together professional players, junior talents, and tennis enthusiasts.

In 2026, the event expands beyond Zurich to include the Baden and Aargau region, creating an even larger platform for tennis development and community participation.

This year's edition will also feature global tennis content creator [Stefan Bojić](#), whose social media presence reaches millions of viewers worldwide, significantly increasing the event's digital reach and international visibility.

## Proven Reach & Media Presence

With our last event with Goran in 2024, we reached a large audience across many different platforms – tennis specific and mainstream:

### Media Coverage

- SRF coverage in Urs Gredig and articles in SRF Sport online
- Articles by Swiss Tennis
- Article in 20 Minuten

### Audience & Visibility

Strong on-site presence and significant regional reach:

- 500+ guests attended on-site during the first edition
- 15,000+ tennis players reached via the VITIS community newsletter
- 2,000+ subscribers reached through the Bozovic Tennis Academy network
- 50,000+ social media views generated through official event promotion
- Published and promoted by Swiss Tennis and Zurich Tennis
- Additional tens of thousands of views through content created by international tennis influencers attending the event
- Extensive regional promotion through posters and announcements across major tennis facilities in Zurich and the surrounding region
- New in 2026: exposure to thousands of visitors at the Bareggcenter Baden, expanding the event's visibility into the Aargau region



## Preliminary Event Schedule

### Saturday 12-13h (Hardhof): Community Event for Zurich Tennis Players

#### **12:00 – 13:00 Community Training Session (BTA Members)**

Selected players train on court with BTA coaches and special guests including **Goran Ivanišević**. Members have to sign up

Freestyle workshop with **Stefan Bojic** on one court

#### **13:00 – 14:00 Open Community Session**

Friends, guests and new players join on court for drills and match play/train with Goran and our BTA coaches. Guests have to sign up

Freestyle workshop with **Stefan Bojic** on one court



### Saturday 16-19h (Vitis):

**16-17h: From Kid to Pro:** Interactive discussion with kid and junior players from Zurich Tennis and Swiss Tennis featuring Goran Ivanišević. Also livestream on Swiss Tennis possible

**17.10-17.50h: Doubles Exhibition Showmatch:** Goran & Stefan Bojic vs. two Swiss players/celebs (e.g. Stricker)

**18.00-18.20: Trick Shot Show:** Stefan Bojic teaches Goran and Pros trickshots

**18.30-19h: Meet & Greet, Photo and Autograph Session:** Group picture and individual pictures for all guests with Goran, Stefan and other tennis celebrities

## Sunday: 11-15h (Baden Bareggcenter): Aargau Community Tennis Day

**11-12h: Kids Tennis:** Training & fun with Goran & Coaches + Stefan Bojić workshop

**12-13h: Juniors:** Training & fun with Goran & Coaches + Stefan Bojić workshop

**13-14h: Beginner/low intermediate Adults:** Training & fun with Goran & Coaches + Stefan Bojić workshop

**14-15h: Advanced Adult Tennis:** Training & fun with Goran & Coaches + Stefan Bojić workshop

Other program items are still being planned, e.g., the role of physical fitness in tennis with Dario Novak (Wawrinka's fitness trainer).



## Target Audience

- ✓ Tennis families & youth players
- ✓ Active adults & sports enthusiasts
- ✓ Regional community with strong purchasing power
- ✓ Clubs, coaches & competitive players

## Why Partner With Us

### Maximum Brand Visibility

- Branding presence across all event venues, courts and communication channels
- Exposure through academy platforms, tennis clubs and regional promotion
- Amplified digital reach through international tennis influencers and event content
- Strong regional awareness within the Zurich and Aargau tennis communities

### Direct Engagement With Your Audience

- On-site brand activation opportunities during the event
- Direct interaction with tennis players, families and sports enthusiasts
- Authentic connection with a highly engaged, sport-oriented audience

### Premium Brand Association

- Association with tennis legends and elite performance culture
- Support of youth development and grassroots tennis
- Event organized with the official federations Swiss Tennis & Zurich Tennis
- Positioning alongside healthy lifestyle, sport and community values

### Exclusive VIP Experience for Sponsors

Sponsors and, if desired, their employees will receive access to **exclusive VIP moments with Goran Ivanišević and Stefan Bojic**, including:

- Personal meet & greet opportunities on Saturday Evening/Sunday Afternoon
- Private conversations and photo moments
- The unique chance to step on court and hit with Goran and Stefan
- Premium hospitality environment and networking

This rare access creates unforgettable experiences and strengthens emotional brand connection.

## Sponsorship Packages



### **GOLD Partner (Main Partner and category exclusivity)**

**CHF 15.000** (1 available)

#### **Maximum visibility and premium positioning**

This event is organized in cooperation with **Swiss Tennis and Zurich Tennis**, ensuring strong credibility, high-quality content and direct access to the regional tennis ecosystem.

#### **Branding & Visibility**

- Main partner presence across all event venues and communication channels, also in event title (e.g. BTA Event weekend by 'Your Company')
- Largest logo placement on-site and in all event materials
- Integration in social media campaigns, press communication and event promotion (where possible)

#### **Activation & Engagement**

- Opportunity for on-site activation and brand presence
- Direct engagement with players, families and event visitors
- Integration into key program moments

#### **Exclusive VIP Experience**

- VIP passes for partners and guests
- Personal meet & greet with Goran Ivanišević and Stefan Bojić with photo and conversation opportunities
- Exclusive opportunity to step on court and hit with Goran and 10 free lessons in the academy (No expiry date)



### **SILVER Partner**

**CHF 7.500** (2 available)

#### **Strong visibility and engagement**

As part of an event developed in cooperation with **Swiss Tennis and Zurich Tennis**, partners benefit from a highly credible and well-connected platform within the Swiss tennis community.

#### **Branding & Visibility**

- Logo presence across event venues, social media communication and promotional materials
- Mention in academy newsletter and event channels



### **Activation & Engagement**

- Opportunity for on-site presence
- Direct visibility among tennis players, families and sports enthusiasts

### **VIP Experience**

- VIP access for selected guests + 5 free lessons in the academy (no expiry date)
- Meet & greet and photo opportunities with Goran and Stefan



## **BRONZE Partner**

**CHF 3.000** (3 available)

### **Entry-level partnership with solid exposure**

Part of a professionally organized event connected to the structures of **Swiss Tennis and Zurich Tennis**, offering access to a broad and engaged tennis audience.

### **Branding & Visibility**

- Logo placement at selected event locations
- Mention in event communication (digital and on-site)

### **Exposure**

- Visibility within the Zurich and Aargau tennis community
- Reach through academy platforms and event promotion

### **Experience**

- Invitations to event + 2 free lessons in the academy (no expiry date)
- Access to selected program highlights (e.g. showmatch, meet & greet)



## Be Part of an Event That Inspires a Community

For partnership opportunities:

✉ [office@bozovictennisacademy.com](mailto:office@bozovictennisacademy.com)

☎ +41 79 212 37 66 (Leon Müller, COO and Event organizer)

