



Press Release

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For immediate release

Slinger Bag deal continues LTA innovation drive

- Governing body confirms three-year partnership with Framework Sports & Marketing Ltd, the exclusive UK distributor of Slinger Bag
- As part of deal, Framework will provide 20 Slinger Bags each year, discounts for LTA Members and an affiliate scheme for coaches who use and recommend the product

The LTA has enhanced its drive to innovate across all aspects of tennis in the UK with confirmation of a three-year partnership with Framework Sports & Marketing Ltd – the exclusive UK distributor of the Slinger Bag.

Slinger Bag is a revolutionary, portable tennis ball launcher built into a standard trolley bag for tennis players of all abilities. Slinger Bag is easily transported and wheeled to the court, is highly versatile providing storage space for tennis rackets, shoes and accessories and is affordable at less than half the price of traditional ball machines. As part of the agreement, the national governing body for tennis in Great Britain will receive 20 bags for use across Performance and Coaching teams. The deal also includes discounts for LTA Members and an affiliate scheme for LTA accredited coaches who recommend the product.

Slinger Bag enables tennis players to get out on court to play at any time without the need to find a playing partner - whether that be at their club, local park, or in any other available open space.

Slinger Bag is currently available in 40 countries on every continent across the globe, and first became involved with British tennis as a sponsor of the Schroders Battle of the Brits tournament at the LTA's National Tennis Centre in June 2020.

The news follows LTA announcements of other commercial deals last year including a four-year partnership with online car-selling platform cinch as title sponsors of the Queen's Club



Championships, and a long-term agreement with AMC, the brand created by Andy Murray and Castore, which became its Official Performance Apparel Partner this year.

Chris Pollard, LTA Head of Strategy & Innovation, said: “Slinger Bag is a unique piece of equipment that can be used and enjoyed by people across the tennis community; from elite professionals to grassroots coaches to families just getting started in the game. Innovation is a key part of the LTA’s vision to open up tennis to more people, and this partnership will play an important role as we work towards achieving that. Our insight shows that 21% of people cite not having a partner as a reason for not playing tennis, and Slinger Bag is a solution to this problem - providing a way into the game for people without the need for someone on the other side of the net. This agreement also allows our Performance team to continue their programme of using cutting edge technology to support elite British players both at home and while on tour.”

Jon Ballardie, Managing Director of Framework Sports & Marketing Ltd said: “This partnership lays the foundations to grow the game at all levels across the UK with the latest consumer technology and we’re excited to be at the forefront in realising this goal. We’re looking forward to working with the LTA and its member base to help continue the work that breaks down the barriers to playing the game and maximizing player’s enjoyment on court.”

Mike Ballardie, Chief Executive Officer of Slinger Bag said: “Slinger Bag is delighted to become the latest in an impressive list of high-profile LTA Commercial Partners and we look forward to supporting the LTA’s wider efforts to grow the game of tennis in the UK by making Slinger Bag a must have piece of tennis equipment for LTA members – players of all ages and abilities, LTA affiliated coaches across the UK and LTA affiliated clubs. For the first time ever in tennis, Slinger Bag allows you to get out and play tennis 24/7. Slinger is your perfect practice partner.”

Keep up to date with all the latest from tennis in Britain by following @the_LTA on Twitter, @LTA on Instagram and LTA – Tennis for Britain on Facebook.

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NOTES TO EDITORS:



ABOUT THE LTA

The LTA is the National Governing Body of tennis in Great Britain. We are here to govern and grow tennis, from grassroots participation through to the professional game. Our vision is "Tennis Opened Up" and we're on a mission to grow tennis by making it relevant, accessible, welcoming and enjoyable. We work with schools, with volunteers, with coaches and with venues across the whole country. We also represent the interests of over 685,000 Members, men and women, girls and boys, playing on more than 23,000 courts. The LTA runs and supports a network of 11,500 approved tournaments for players of all ages, the four corner-stones of which are the premier grass-court events leading up to The Championships, Wimbledon: the Nature Valley Open (at Nottingham), the Nature Valley Classic (at Birmingham), the Fever-Tree Championships (at The Queen's Club, London) and the Nature Valley International (at Eastbourne). For further information about the LTA and tennis in Britain, visit www.lta.org.uk or follow us on Twitter @the_LTA

ABOUT SLINGER BAG

The Slinger Bag is the revolutionary, portable ball launcher for tennis players of all abilities, offering a 24/7 training partner that ensures players will never have to miss a day of practice again. It is the ideal on-court tool regardless of playing setting, ability or the availability of a playing partner and is the most affordable product of its kind. Slinger Bag is lightweight, wheeled like a trolley bag, and easily transportable.

ABOUT FRAMEWORK SPORTS & MARKETING LTD

Founded in 1991, Framework Sports has 30 years' experience in UK Sporting Goods distribution and provides industry-best service and expertise in the supply of racquet sport accessories. The company offers more than 2,000 products across the tennis, squash and badminton categories from the head office and warehouse facility in Hampshire, with an emphasis on fast, efficient and friendly service. Framework's expert & passionate team is always on hand to help sporting goods retailers, home-stringers, coaches and consumers alike to ensure that they receive the best advice, the best prices and the best service at all times.





