



Commercial Opportunities in
Men's Professional Tennis

Henri **LAAKSONEN**



Henri

LAAKSONEN

Professional tennis player since 2008

Davis Cup No. 1, Switzerland

ATP 84 (February 2022)

ITF top junior

European Champion 16&U

Born: 31 March 1992

Birthplace: Hyvinkää, Finland

Swiss / Finnish Nationality

185cm / 80kg

“After 12 years of sacrifice and professionalism, I am ready to go for my limits and potential. I am still relatively young and have another 10 years to prove myself.”



Henri

LAAKSONEN

Team Laaksonen

- David Pultr / ATP Tour Coach
- Severin Lüthi / Davis Cup Captain
- Advisors: Swiss Tennis / Heinz Günthardt (overall), Beni Linder (conditioning)
- Management & Supporting team
- Commercial partners

Main objectives 2021 and onwards

- Reach a permanent position in the Top 100 of the ATP Tour Rankings
- Ultimate goal: Top 20 of at the ATP Tour Rankings
- Support Swiss Davis Cup Team to perform on a top level and reach the finals at the Davis Cup “The World Cup of Tennis” as soon as feasible
- ATP Cup: contributing to the maximum success of Team Switzerland



Commercial

OPPORTUNITIES

Branding	Logo on competition and/or training clothing, social media presence...
Testimonial	Brand ambassador for advertising and sales promotions...
Appearance	Product launches, trade fairs, seminars, charity, autograph sessions...
Invitations	Player's box seats, meet & greet, behind-the-scene's tours...
Promotion	Henri autograph cards, media guide, newsletter, merchandising...
Membership	Henri supporter club, Henri fan club...





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Choice 360 Sports & Leisure

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