

Your \$10 will help  
our best tennis  
talent reach their full  
potential

SEED (Spot, Encourage, Enhance and Develop) is an independent tennis foundation set up in 2005 by a group of passionate tennis individuals and founding corporate partner ASB Bank.

The vision for SEED is very simple. To take New Zealand's exceptional players to the top ranks of world tennis by providing extensive financial and 'off-court' support.

But that doesn't come cheap. To compete at elite levels in either Junior or ATP/WTA events, average annual expenses are in excess of US\$120,000 per player.

Which is why every member of a tennis club in New Zealand has been asked to give \$10 as part of their membership fees to support SEED and help put our finest players on the world stage.

## Two SEED success stories

SEED searches for and identifies both male and female players from all across New Zealand.

When SEED has sufficient funds a player is invited to be a recipient of SEED support.

Already, SEED is funding two rising stars of New Zealand tennis - 20 year-old Marina Erakovic and 17 year-old Sacha Jones.

Marina is New Zealand's number one ranked player and has recently shot to number 64 in the latest world singles rankings. As Marina acknowledges, SEED has played a huge part in her success. "The support from SEED has been fantastic and has really made a difference in my transition from Juniors to the WTA Tour."

As for Sacha, while still a junior, she entered 2007 unranked on the WTA Tour. But with SEED support, she's moved some 700 places, from unranked to number 321.

Both of these players undoubtedly have immense talent. But they would have struggled to get to where they are now without the significant funding and support of SEED.



"We would be delighted to have your support, it really would make all the difference"

**SACHA JONES**  
CURRENT WORLD #300 AND SEED RECIPIENT



Foundation Sponsor

Want to know more  
about SEED?

Visit [www.seedfoundation.org.nz](http://www.seedfoundation.org.nz)



## Who picks the players?

Our independent selectors are made up of a who's who of past New Zealand tennis greats. Chris Lewis, Brenda Perry and Brett Steven know from personal experience what it takes to compete internationally. So they are responsible for hand-picking the players they believe should be supported by SEED. They're also on hand for encouragement and advice. And they all give their time to SEED on a voluntary basis.

## It's \$10 well spent

As you can see, SEED has already taken two of our finest tennis players and given them a better chance of succeeding on the world stage. With your help, we can continue to nurture more players as they rise through the ranks and prepare to compete internationally. So from everyone at SEED, thank you for your support.

"It's an honour to be a SEED selector. I'm looking forward to being part of discovering our next generation of champions"

**BRETT STEVEN**  
FORMER WORLD #32 & FORMER NZ #1

"The support from SEED has been fantastic and has really made a difference in my transition from Juniors to the WTA Tour"

**MARINA ERAKOVIC**  
CURRENT WORLD #64 AND SEED RECIPIENT

How you're helping  
New Zealand tennis players  
to take on the world

