

SportsEdTV Tapped By La Federacion Dominicana de Tenis For Sponsorship Support

Leading sports education media platform and brand marketing platform to help create commercial partnerships to support the growth of tennis in the Dominican Republic



Florida, Miami, Jul 20, 2021 ([Issuewire.com](https://www.issuewire.com)) - *SportsEdTV* has signed an agreement with La Federacion Dominicana de Tenis to develop relationships with commercial partners and sponsors. The all-encompassing deal provides a framework for brand support of all Federation sanctioned tennis tournaments, as well as the Davis Cup and Billie Jean King Cup events over the next two years.

“The relationship we have created with Dominican Republic tennis allows *SportsEdTV* to leverage its

brand relationships and media reach to help grow the sport in that country,” said Co-Founder & Chairman, Robert Mazzucchelli. He added, “The commercial support of brands, provides great support to the Federation to supply the necessary resources to their teams with the uniforms and equipment needed to compete on the global stage, allowing many talented tennis players to achieve their potential as athletes. Helping athletes improve is our mission, and this deal fits that perfectly.”

“*SportsEdTV* is a great partner to Volkl Tennis,” said Sean Frost, CEO of Volkl Tennis. “They are constantly looking for ways to increase our brand reach and find new places for us to showcase and distribute our products. The Dominican Republic is an untapped market for Volkl, and with the sponsorship of the Federation, we now have a foundation on which to build our business in that country,” Frost added.

“We are excited to work with *SportsEdTV*, and especially Daysi Espinal Salazar, who runs tennis marketing for *SportsEdTV*,” said Persio Maldonado, President of La Federacion Dominicana de Tenis. “Daysi was an excellent player for our country,” he added, “and is an excellent coach, so she knows what our players need to improve and develop into good international tour players. With *SportsEdTV*’s help and media reach, our players will become better known and get more opportunities to further their careers in tennis around the world.”

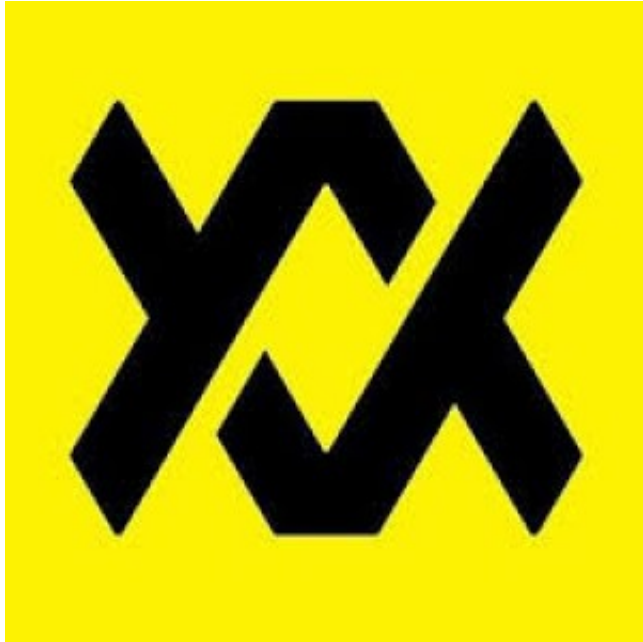
The deal between *SportsEdTV* and the Federation will include sponsorship support from *SportsEdTV* and its partners, such as Volkl Tennis. It will also provide *SportsEdTV* with broad access to the tennis market in the Dominican Republic, along with tennis content from events to use in all of its media channels. Volkl will become an official equipment sponsor of the Federation through this deal for a minimum of two years.

About SportsEdTV: SportsEdTV exists to help athletes, coaches and parents LEARN, WIN, and CELEBRATE. We don’t expect everyone who uses our learning tools to become a world champion - that’s not our mission. We do expect people who use our educational resources to become their own champion, by whatever definition they view success in their chosen sport. For some, success is making the varsity team, for others, it’s becoming country champion, and for others still, it may simply be gaining proficiency at a sport that offers a lifetime of fun and fitness. To us, no matter your aspirations in sport, if you are striving to improve, you are winning! As a leading sports education media company, we provide FREE video and blog content to anyone in the world with an internet connection. We also offer a global online community — where athletes, parents, and coaches can interact, connect, chat, share content and find new friends — and a global directory of facilities and coaches. SportsEdTV videos feature coaching from world-class coaches and athletes - many of whom are or have coached world champions - and have been watched by viewers in every country in the world.

About Volkl: Volkl is a cutting-edge, innovative German ski and tennis brand. Known for its feel and the advanced grip dampening system, Volkl tennis leads the industry in technology for value. Volkl is available only at high-end tennis specialty retailers.

About La Federacion Dominicana de Tenis: La Federation Dominicana de Tenis is affiliated with The Dominican Republic Olympic Committee, The International Tennis Federation, Centro America Confederation of tennis, and now SportsEdTV. Fedotenis continues to develop tennis at all levels (social level and professional level) according to the plan previously agree between Fedotenis and ITF. This plan includes implementing different programs in different areas, such as private clubs, schools, and parks for all levels. Also, this plan provides coach education, national and international junior, amateur, and professional tournaments. In addition to the national tournaments and the Davis Cup and Billie Jean King Cup, there are 8 World Tennis Tour (4 M15 and 4 W15), 18 ITF juniors tournaments y COSAT

tournaments. Tennis continues to thrive in the Dominican Republic.



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