

Sponsorship Opportunities

Second Annual Pro Tennis Classic

November 11-12, 2011



Background

- What: Second Annual Charitable Pro Tennis Classic
- Where: Cherry Hill Health & Racquet Club, Cherry Hill, NJ (Indoor)
- When: Saturday, November 12, 2011 (VIP Cocktail Party on November 11)
- Who: Featuring Former World #4 Todd Martin and Former World #10 Mikael Pernfors and other professional tennis players
- Format: Interactive, fun format of Singles and Doubles Pro Sets
- How: Tickets may be purchased via web or mail; check or credit card
- Information: www.CherryHillTennis.com



2010 Event Photos



2010 Event Photos



2010 Event Photos



2010 Event Photos



PRO TENNIS CLASSIC
 at Cherry Hill Health & Racquet Club
 October 24, 2010
 Mercedes-Benz of Cherry Hill Pro Tennis Classic
CHHRC
 Cherry Hill Health & Racquet Club
 A Skyland Event LLC Production

Benefits:

- Cooper - Customers Regional Hospital
- Mercedes-Benz of Cherry Hill
- CONNER STRONG
- MILES - The Professional Cleaning System
- JAN-PRO CLEANING SYSTEMS - Measurements Creating Outstanding Results
- The Promenade at Dogwood, Inc.
- DIETZ & WATSON
- CourierPost
- National - Opening Our World and Inspiring Our People
- KOOL - ORIGINAL

Tennis Teams at Cherry Hill East & West High Schools

Tickets on sale now! Go to www.cherryhilltennis.com or call 856.429.1388



Todd Martin

- Former World #4
- U.S. Open Finalist, losing to Andre Agassi in five sets
- Australian Open Finalist, losing to Pete Sampras
- Two-time Wimbledon Semi-Finalist
- Wins over Agassi, Sampras, Federer, Becker, Chang, Roddick, McEnroe, Courier, Wilander, and Edberg
- Eight career ATP singles titles
- Member of the winning 1995 U.S. Davis Cup team
- Two-time ATP Tour Sportsmanship Award Winner
- Coached World #1 Novak Djokovic



Mikael Pernfors

- Career High Ranking of #10 in the World
- Former French Open Finalist
- Career Victories Over: Sampras, Becker, Agassi, McEnroe, Wilander, Edberg, Courier
- Three-Time ATP title winner
- Two-Time NCAA Champion
- David Cup Player for Sweden
- One of the Most Entertaining, Charismatic Tour Players



Tentative Timeline of Activity

- Friday, November 11th
 - Evening VIP cocktail reception with all event players
- Saturday, November 12th
 - VIP and Sponsor clinic
 - Kids clinic with Professional Players & CHHRC teaching pros
 - Gate opens at 12:00 PM
 - First ball struck at 1:00 PM
 - Post-match autograph session



Why Sponsor Our Event?

- SPONSORING AN EVENT can be one of the best values a business can find for its advertising/marketing dollars. An event that is promoted properly can offer a business much more exposure dollar for dollar than they can create through the media advertising purchased on their own.
- The promotion of a business through event sponsorship can shine a positive light of public relations that self-promotion can never accomplish.
- To get the ultimate exposure from event sponsorship, a business can conduct its own promotions to further promote its partnership with the event.
- CHHRC will hold a kids clinic open to children between 10-18
- Tennis attracts audiences with excellent demographics - economically secure consumers of all ages.
- Wonderful PR exposure without self-promotion



Cherry Hill Health and Racquet Club

Compelling Numbers and Opportunities to Reach Successful Consumers

- We have approximately 4,500 members.
- We receive approximately 474,589 website hits a month – of those 7,586 are unique visitors.



Title Sponsor \$10,000 - Benefits

- Exclusive category designation
- Sponsor name will appear in tournament title, in all promotional and event coverage and materials (tickets, posters, flyers, web)
- Sponsor will have their logo and name on the cover of the official event program
- Sponsor name will appear on the front of event tickets (see right)
- Two (2) Sponsor banners will be hung on court during the event
 - Provided by company
- Product display area will be available
- Sponsor appreciation announcement during matches
- Recognition at awards ceremony, Pro Am, Sponsor Party and clinics
- Photo session with participants
- Link to Sponsor from event website
- VIP Party Entry - Four (4) spots
- Twenty (20) tickets to the event
- Five (5) yearly corporate memberships

*** Plus Benefits Noted in Year Round Benefits Slides



Presenting Sponsor \$7,500 - Benefits

- Presenting Sponsor Identification - Sponsor's name will be incorporated into the event name (i.e. XXXXX Cherry Hill Pro Tennis Classic Presented by Your Company).
- Exclusive category designation for your line of business – sole bank, insurer, etc.
- On Site Signage – Name and/or logo will be featured prominently on center court
- Media & Print Advertising - Sponsor's name and/or logo will be prominently displayed on all promotional announcements, advertising, and other related media promotions.
- Website - Company name & logo on Event website with link to your Company
- Program Advertising - The sponsor's name and/or logo will be prominently placed in the event program.
- VIP Party Entry – Four (4) spots
- Fifteen (15) tickets to the event
- Three (3) yearly corporate memberships

*** Plus Benefits Noted in Year Round Benefits Slides



Kids Clinic Sponsor - \$2,500

- Official designation as the sponsor of the Kid's Clinic. Pro Tennis Classic Kid's Clinic Presented by: (Your Company)
- In addition, this sponsorship includes the following amenities:
 - Designation as an Official Sponsor on the event web site
 - Program Advertising - Name and/or logo will be prominently placed in the event program
 - Eight (8) tickets to the Event
 - VIP Party Entry – Two (2) positions into the event.



Gold Sponsor \$2,500 – Benefits

- Exclusive category designation for your business – sole bank, insurer, realtor
- Ten (10) tickets to the Event
- VIP Party Entry – two (2) Pro-Am Spots
- On Site Signage – Name and/or logo will be featured on center court
- Website - Company name & Logo on Event website with link to your Company
- Program Advertising - The sponsor's name and/or logo will be prominently placed in the event program



“Best Seat in the House” - \$1,500

- Unique in-store or web-based promotional drawing opportunity to capture names, contact information and buying question(s)
- One (1) standard sized sofa placed prominently to hold up to three (3) guests
- Company signage placed on the back of sofa
- Company name and/or logo prominently placed in event program
- Six (6) tickets to the Event
- VIP Party Entry - One (1) spot





Ball Kids T-Shirt Sponsor \$1,500

- Maximum two sponsors
- Sponsor logo placed prominently on the front or back of Ball Kid t-shirts
- In constant motion, these are moving billboards
- Excellent goodwill created
- In addition to the shirt logos, this sponsorship includes the following amenities:
 - Designation as an Official Sponsor on the event web site
 - Program Advertising - Name and/or logo will be prominently placed in the event program
 - Six (6) tickets to the Event
 - VIP Party Entry - one (1) spot



Official Event Ball Sponsor - \$1,500 *

- Logo placed onto event balls which will be used for the matches and given away throughout the event
- In addition to the ball logos, this sponsorship includes the following amenities:
 - Designation as an Official Sponsor on the event web site
 - Program Advertising - Name and/or logo will be prominently placed in the event program
 - Six (6) tickets to the Event
 - VIP Party Entry - one (1) spot



* Plus initial plate artwork charge and ball stamping costs

Silver Sponsor \$1,500 – Benefits

- Six (6) tickets to the Event
- VIP Party Entry - one (1) spot
- Website - Company name & logo on Event website with link to your Company
- Program Advertising - Sponsor's name and/or logo will be prominently placed in the event program



Year Round Sponsor - \$1,000 Benefits

- Year round branding- visibility/signage at CHHRC
 - Sponsor will have their logo and name on the tennis program brochure
 - Sponsor will have their logo and name on the website
 - Sponsor will have a tennis court banner in prime viewing position
- National Father and Son Tennis Tournament
 - Sponsor will have their logo and name on T-Shirts
 - Sponsor will have their logo and name on tournament Registration Forms
 - Sponsor will have Posters/Banners of their logo and name on tennis courts

* Sponsor to provide banner to CHHRC



Year Round Sponsor - \$1,000

Benefits

Continued

- Summer Camp
 - Sponsor name and logo will appear on all CHHRC summer campers T-shirts (300+) Sponsor will have their logo on all promotional summer camp material (brochures, banners, signs – 15,000+)
- Social Media
 - Facebook - Sponsor will be featured on our Facebook page
 - Website - Sponsor will have its logo on the tennis section at CHHRC site
 - E-News - Sponsor name and logo will appear on all CHHRC monthly newsletters distributed to approximately 3,580 members

Customized packages available for select categories



Net Post Signage Sponsor \$500 Add On



- Add-on to the Year Round Sponsor Package
- Highly visible positioning for your company on the net of a court
- Add additional \$500, plus cost of signage production



Additional Promotional Item Concepts

AIRBATS



GENERAL ADM 0001		
SEC./BX	ROW	SEAT
NOV 12 2011		
ADMIT ONE THIS DATE		
* * *		
XXXXXXXXXX PRESENTS		
* * *		
SECOND ANNUAL PRO TENNIS CLASSIC		
* * *		
CHERRY HILL HEALTH AND RACQUET CLUB		
NO REFUNDS PRICE NO EXCHANGES		
\$35.00 ADULT		
SEC./BX	ROW	SEAT
CHAIR BACK 0001		
NOV 12, 2011		
1:00 PM		
\$35.00 ADULT		
www.CHHRC.com		
0001		

TICKET BACKS



(Single stub)
Back