

# Third Annual Magarino Ford, Lincoln Mercury Pro Tennis Classic Sponsorship Opportunities

Former World #1  
and Four-Time  
Grand Slam  
Champion  
Jim Courier

**THE  
Pros  
ARE COMING  
Back!**  
SEPTEMBER 26, 2010  
Lake Mohawk Tennis Club, Sparta, New Jersey

**PRO TENNIS  
CLASSIC**

Merrill Lynch  
Wealth Management  
Bank of America Corporation  
Sparta Branch

Newton  
Memorial  
Hospital  
*All life long*

A SKYLAND EVENTS LLC PRODUCTION

# Background



- What: Third Annual Charitable Magarino Ford, Lincoln Mercury Pro Tennis Classic Presented by Merrill Lynch benefitting Newton Memorial Hospital Foundation
- Where: Lake Mohawk Tennis Club, Sparta, New Jersey (Outdoor, Hard)
- When: September 26, 2010 (VIP Cocktail Party and Free Junior Clinic on September 25)
- Who: Former World #1 Jim Courier, Former World #10 Mikael Pernfors and Two Women's Touring Professionals
- Format: Interactive, fun format of Singles and Doubles
- How: Tickets may be purchased via web or mail; check or credit card
- Website: [www.SpartaTennis.com](http://www.SpartaTennis.com)

# Beautiful Lake Mohawk Setting



# Jim Courier

- Four-Time Grand Slam Champion
- Fifty-Eight Weeks as the World's Number One Player
- Two-Time French Open Champion
- Two-Time Australian Open Champion
- Wimbledon and U.S. Open Finalist
- Twenty-Three ATP Singles Titles
- U.S. Davis Cup: 1991-92, 1994-95, 1997-99
- Inducted into International Tennis Hall of Fame – 2005
- Highly Regarded Television Commentator/Analyst



# 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



# Abbreviated Timeline of Activity

- Saturday, September 25 –
  - 12:00 – 2:00 PM Free Junior Clinic with Professional Players & Multiple Leading Teaching Professionals - Sparta Athletic Club
  - Evening: VIP Cocktail Party
- Sunday, September 26 -
  - Pro-Am & Breakfast 9:00 AM
  - Gate Opens at 12:00 PM
  - First Ball Struck 1:00 PM
  - Post-Match Autograph Session/Media Interviews

# Prior Event Photos



**Former World #14 Jan-Michael Gambill**



**Post-Event Autograph Session with All Players Available**



**Former World #4 Todd Martin with  
Sponsor John Connors of Merrill Lynch**



**Rising American  
Julia Cohen**



**Women's Professional Christina Fusano**



**Wonderful Sightlines for Fans**





**2009 U.S. Open Mixed Doubles Winner  
Travis Parrott**



**VIP Cocktail Party Attendees**



**Former Tour Player and Leading TV Analyst  
Justin Gimelstob**



**Once in a Lifetime Auction Winners in the  
Lacoste Suite at Center Court U.S. Open**

# Event Leadership

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# Experienced Event Leadership

- Mark Macler – Event Director (WTT)

- Seasoned executive with vast tennis industry contacts and promotional experience
- Chair, USTA Middle States Tennis Industry Committee
- World Team Tennis Smash Hits – Operations 2005-Current (Hershey, Irvine , Atlanta, Philadelphia, Baton Rouge)
- Advisory Board Member – Philadelphia Freedoms

- Eric Kutner – Operations Director (WTA, ATP, WTT)

- Tournament Director/Promoter/Owner Hawaii WTA Tour Event (2001 and 2002)
- Tournament Director/Promoter Hawaii ATP Challenger Event (2000, 2001, 2002)
- Coached in the World Team Tennis Professional League (2002 Coach of the Year)
- Served on the WTA Tour Tournament Council

- Jon Blitzer – Public Relations & Media Coordinator (WTA, WTT)

- Media Coordinator & USTA Press Aide, Mecco Cup \$50k Pro Circuit Challenger, Allentown, PA (2005-2008)
- Technical Advisor, Philadelphia Freedoms & Delaware Smash, World Team Tennis (2007-2008)
- Assistant Media Coordinator, U.S. Open International Broadcast Center, Flushing, NY (2006-2007)
- Media Relations, WTA Advanta Championships, Philadelphia, PA (2005)

- David Goodman – Emcee & Host (WTT, USTA)



# Why Sponsor Our Event?

- SPONSORING AN EVENT can be one of the best values a business can find for its advertising/marketing dollars.
- 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.
- Tennis attracts audiences with excellent demographics - economically secure consumers of all ages.
- Event sponsor Sparta Athletic Club will hold a free clinic open to children between 10-18 on September 25<sup>th</sup> – wonderful PR exposure without self-promotion
- Over the past two years, we have donated event proceeds to multiple charities – both local and national

# Title Sponsor \$7,500 - Benefits

- Exclusive category designation
- Sponsor name will appear in tournament title in all promotional and event coverage
- Sponsor name will appear on all tournament promotional items
- Sponsor name will appear in tournament title in all printed materials (posters, flyers)
- Sponsor will have their logo and name on the cover of the official event program
- Two (2) Sponsor banners will be hung on court during the event
- Product display area will be available
- Sponsor appreciation announcement during matches
- Recognition at awards ceremony, Pro Am, Sponsor Party and all clinics
- Photo session with participants
- Take part in trophy presentation at awards ceremony
- Link to your company from event website
- Four (4) Pro Am Spots
- Eight (8) courtside seats during event
- Additional General Admission tickets (quantity to be determined)
- VIP sponsor parking area

# Presenting Sponsor \$5,000 – Benefits

## Limited to One

- Presenting Sponsor Identification - Sponsor's name will be incorporated into the event name
- 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.
- Eight (8) Reserved Seats
- Pro/Am – VIP Party Entry - Four (4) spots
- Twenty (20) additional general admission tickets to the event
- VIP Sponsor Parking Area – Four (4) passes

# Kid's Clinic Sponsor - \$2,000

- 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
  - Pro/Am Entry – One (1) position into the event.



# Gold Sponsor \$1,500 – Benefits

- Exclusive category designation for your business – sole bank, insurer, realtor
- Six (6) Reserved Seats
- Twenty (20) additional general admission tickets to the event
- Pro/Am – VIP Party Entry – two (2) Pro-Am Spots
- VIP sponsor parking area – four (4) passes
- 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 in stadium 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
- Ten (10) additional general admission tickets to the event
- Pro/Am – VIP Party Entry - Two (s) spots
- Two (2) VIP Parking Passes





## Ball Kids T-Shirt Sponsor - \$1,500

- Sponsor logo placed prominently on the back of all ball kid T-shirts
- In constant motion, these are moving billboards
- T-shirts also given away throughout the match to the audience
- 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
  - Four (4) Reserved Seats
  - Four (4) additional general admission seats
  - Pro/Am VIP Party Entry – Two (2) positions into the event.
  - VIP sponsor parking area – Two (2) passes

# 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
  - Pro/Am – VIP Party Entry - one (1) spot



\* Plus initial plate, artwork charge and ball stamping costs

# Silver Sponsor \$1,000 – Benefits

- Six (6) Reserved Seats
- Ten (10) additional general admission tickets to the event
- Pro/Am – VIP Party Entry - one (1) spot
- VIP sponsor parking area – four (4) passes
- 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

# Bronze Sponsor \$500 – Benefits

- Four (4) Reserved Seats
- Five (5) additional general admission tickets to the event
- Pro/Am – VIP Party Entry - One (1) Spot
- VIP sponsor parking area – four (4) passes
- 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

# Pro Am - \$250 Per Spot

- Limited availability – once in a lifetime chance to play with the pros  
- first come, first serve
- Includes:
  - One playing spot in the Sunday Morning Pro Am with Professionals
  - Two (2) preferred seating tickets to the event
  - Photo and autograph opportunity with players



# Patron Sponsor - \$150

- A great way to show support to the event for a very reasonable price
  - Acknowledgement on official event website and program
  - Autographed Photo of Players
  - Banner can be placed on site if provided\*

\*Banner not on center court, but visible at venue