

# Sponsorship Opportunities



Todd Martin  
Two-time Grand Slam Finalist,  
Former World #4

**THE  
Pros  
ARE COMING  
AUGUST 30, 2009** *Back!*

Lake Mohawk Tennis Club, Sparta, New Jersey

**PRO TENNIS  
NEWTON MOTORSPORTS  
CLASSIC**

**NEWTON  
Motorsports**

Benefits:  **NEWTON  
MEMORIAL  
HOSPITAL  
FOUNDATION**



**A SKYLAND EVENTS LLC PRODUCTION**

# Background



- What: Second Annual Newton Motorsports Pro Tennis Classic benefitting the Newton Memorial Hospital Foundation
- Where: Lake Mohawk Tennis Club, Sparta, New Jersey (Outdoor, Hard)
- When: August 30, 2009 (Free Junior Clinic on August 29 at Sparta Athletic)
- Who: Mix of well-known senior player(s), emerging future star and/or Top 150 in the world
- Format: Interactive, fun format of Singles and Doubles Pro Sets
- How: Tickets may be purchased via web or mail; check or credit card



# Todd Martin

- Former World Number Four
- 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, Edberg and Ivanesivic
- Eight career ATP singles titles
- Member of the winning 1995 U.S. Davis Cup team



# Abbreviated Timeline of Activity

- Saturday, August 29 –
  - 12:00 – 2:00 PM Free Kids clinic with Professional Player & multiple leading teaching professionals at Sparta Athletic Club
- Sunday, August 30 -
  - Pro-Am & Breakfast at Sparta Event 9:00 AM
  - Gate opens at 12:00 PM
  - First Ball Struck 1:00 PM
  - Post-Match autograph session & media interviews



# Event Leadership

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# Experienced Event Leadership

- Mark Macler – Event Director (WTT)

- Seasoned executive with vast tennis industry contacts and promotional experience
- World Team Tennis Smash Hits – Operations 2005-Current (Hershey, Irvine & Philadelphia)
- Philadelphia Freedoms – Operations and Sales 2003-Current
- 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. 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.
- 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 August 29<sup>th</sup> – wonderful PR exposure without self-promotion



# 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 name will be a headliner on combined sponsor banner
- 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 Sponsors Company from tournament website
- Four (4) Pro Am Spots
- Four (4) tickets to the Pro Sponsor Dinner Party
- Eight (8) courtside seats during event
- Additional General Admission tickets (quantity to be determined)
- VIP sponsor parking area



# Presenting Sponsor \$5,000 - Benefits

- Presenting Sponsor Identification - Sponsor's name will be incorporated into the event name (i.e. Newton Motorsports Pro Tennis Invitational Presented by \_\_\_\_\_).
- 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



# 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 – four (4) 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” - \$1,000

- 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
  - Five (5) additional general admission seats
  - Pro/Am VIP Party Entry – Two (2) positions into the event.
  - VIP sponsor parking area – two (2) passes



# Silver Sponsor \$1,000 – Benefits

- Six (6) Reserved Seats
- Ten (10) additional general admission tickets to the event
- Pro/Am – VIP Party Entry - four (4) spots
- 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 - Two (2) Spots
- 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 – first come, first serve
- Includes:
  - One playing spot in the Sunday Morning Pro Am / VIP Party
  - 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

