

Sponsorship Opportunities



Background

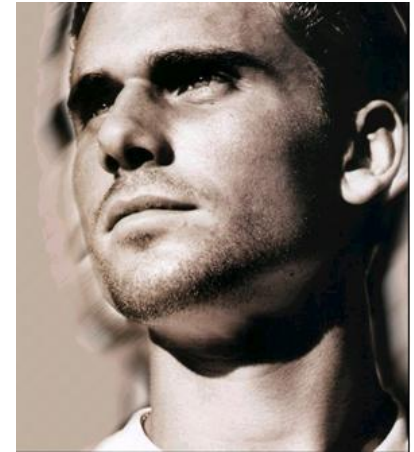


- What: Inaugural Newton Motorsports Pro Tennis Classic benefitting Ovarian Cancer Research and the Newton Memorial Hospital Foundation
- Where: Lake Mohawk Tennis Club, Sparta, New Jersey (Outdoor, Hard)
- When: August 10, 2008 (Free Junior Clinic on August 9)
- Who: Mix of well-known senior player(s), 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



Jan-Michael Gambill

- Victories over Roger Federer, Pete Sampras, Andre Agassi and other former world number ones Carlos Moya and Lleyton Hewitt
- Career high ranking of #14 in the World
- Wimbledon Quarterfinalist
- United States David Cup Player
- Named one of *People Magazine's* 50 Sexiest Alive in 2000
- 2008 first round pick of Boston's professional World Team Tennis franchise



Justin Gimelstob

- Victories over Andre Agassi, Patrick Rafter, Mark Philippoussis and three-time French Open Champion Gustavo Kuerten
- Two Grand Slam Mixed Doubles Titles (French and Australian Opens) with partner Venus Williams
- U.S. Davis Cup Player 1998 and 2001
- 2008 draft pick of the Washington Kastles World Team Tennis franchise
- Morristown, NJ native
- Leading television commentator
- Blogger for Sports Illustrated



Abbreviated Timeline of Activity

- Saturday, August 9 –
 - 12:00 – 2:00 PM Free Kids clinic with Professional Player & multiple leading teaching professionals at Sparta Athletic Club
- Sunday, August 10 -
 - 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



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 9th – 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 \$6,000 - Benefits

- Event is Limited to one (1) Presenting Sponsor
- 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 \$2,500 – Benefits

Limited to eight (8) sponsorships

- 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” - \$2,500

- 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

- Sole 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 and Sponsor board
 - Program Advertising - Name and/or logo will be prominently placed in the event program
 - Four (4) Reserved Seats
 - Five (5) additional general admission seats
 - VIP Sponsor Party - Two (2) passes
 - Pro/Am Entry - Four (4) positions into the event.
 - VIP sponsor parking area – two (2) passes





Event Ball Logo Sponsor - \$1,500

- Sponsor logo will be placed on all event balls. Balls to be used during event, at Pro AM and Junior clinics. Used balls will be donated to local teaching pros for use with lessons for continued exposure.
- Deadline for logos: 6 weeks before date of event. Plan this sponsorship early! The estimated exposure for this sponsorship could be significant. Balls hit into the stands may be kept by fans. Other promotions during the match will involve balls being hit into the stands for prizes.
- In addition to the ball logo, this sponsorship includes the following amenities:
 - Designation as Official Sponsor on Event web site and sponsor board
 - Program Advertising - Name and/or logo will be prominently placed in the event program
 - Four (4) Reserved Seats
 - Five (5) additional general admission seats
 - VIP Sponsor Party - Two (2) passes
 - Pro/Am Entry - Four (4) 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 - \$300 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
 - Two reserved chair back seats
 - Acknowledgement on official event website and program
 - Autographed Photo of Players

