

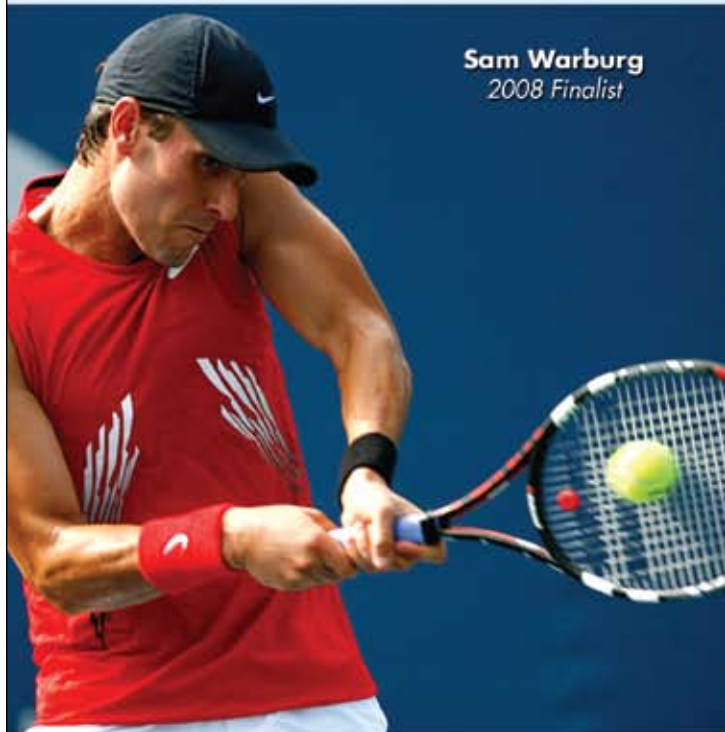
The USTA Men's Pro Tennis Championships of Calabasas

presented by The City of Calabasas



CITY of CALABASAS

Oct. 19-25th 2009



Sam Warburg
2008 Finalist



Vince Spadea
2008 Champion

**Watch the top ATP Pros compete in your backyard.
We are expecting over 4,000 Spectators.**

**Calabasas Tennis & Swim Center • 23400 Park Sorrento, Calabasas
CalabasasChallenger.com • (818) 222-2782**



**Purchase tickets at
the Calabasas Tennis
& Swim Center.**



For sponsorship and marketing opportunities please contact **Jeff Richards** at Jeff@TopSeed.us

The USTA Men's Pro Tennis Championships of Calabasas

The Calabasas Tennis & Swim Center is the perfect backdrop for the most prestigious tennis event the San Fernando Valley has to offer. **Last year's 2008 champion, Vince Spadea**, has climbed up the rankings to a high of 77 in the world and is now gaining main draw acceptance into most ATP tour tournaments. **Sam Warburg, last year's finalist**, has moved up to 85 in the ATP rankings and routinely makes the later rounds of world-class events.

The USTA Men's Pro Tennis Championships of Calabasas has had a number of players achieve success including John Isner, making the finals at the ATP stop in Washington and the 3rd round of the U.S. Open, losing to Roger Federer in 4 sets. Kevin Anderson, quarterfinalist in 2007, recently made the finals of The Tennis Channel Open in Las Vegas. The Calabasas Challenger is proud to have had a number of top ATP pros play in the past including **2006 champion Mark Philippoussis**, Thousand Oaks star **Sam Querrey, Michael Chang, Bob and Mike Bryan, Jan Michael Gambill**, and a host of international Davis Cup players. Our tournament has become one of the most popular events among the players on the USTA Professional Circuit and we are looking forward to another strong field of players for 2009. You will be seeing many of the Calabasas Challenger players on TV in the near future.

The Challenger of Calabasas is not just a tennis tournament but an entire community event. Children's and adult clinics with guest pros, a Ladies' Day, a Kid's Day, dinners and cocktail parties, exhibitions, special community appreciation nights, even the taping of a tennis game show are just a few of the activities that make the Challenger of Calabasas much more than just a tennis tournament. It's an opportunity to be a part of one of the year's premier events in the San Fernando Valley.

Now in its third decade, the U.S.T.A. Pro Circuit offers the chance for top up-and-coming players to compete year-round and develop their game while gathering points to improve their professional rankings, which enables them to qualify for the Grand Slams and other major tour events. Along with serving as a proving ground for many of the game's aspiring professionals it also provides an environment for veterans to reestablish their top 100 ranking. In 1997, Andre Agassi's ranking fell to #141 forcing him to participate in, and win, two Challenger events before reclaiming the #1 ranking the following year.

Our tournament will begin on Sunday with a Pro/Am Round Robin allowing eligible members and players in the community to test their tennis skills against some of the pros participating in the Challenger. Following the Pro/Am will be our annual welcome barbeque for all players. Matches will begin daily at 10:00 AM and will run throughout the day with twilight and evening sessions. All of these activities illustrate how **The USTA Men's Pro Tennis Championships of Calabasas** will provide a great opportunity to showcase your company within the Calabasas community while entertaining your family, friends, and clients at the same time.

The United States Tennis Association owns and stages the U.S. Open and the U.S. Open Series alongside the U.S.T.A. Professional Circuit. The U.S.T.A is the national governing body for the sport of tennis in America and is a non-profit organization with more than 600,000 members. It invests all its resources to promote and develop the growth of tennis, from the grass roots to the professional levels.

We hope you will want to be a part of this exciting event and take advantage of the numerous opportunities presented in this package in support of **The USTA Men's Pro Tennis Championships of Calabasas**.

TOP TEN REASONS TO SPONSOR

The USTA Men's Pro Tennis Championships of Calabasas is in its 9th year at the Calabasas Tennis & Swim Center! The tournament is more of an event with VIP Parties, Pro/Am Event, Kids Day, Friday Fun Night, BBQ Dinners and more...Below are some very good reasons why you or your company should sponsor this event!

- The only Major Professional Sporting Event in the S. F. Valley
- Week Long Event to Market Your Company
- VIP Sponsor and Player Party to Network Your Business
- On Site Banner and Signage Opportunities
- Advertise Your Company in the Tournament Program
- Sponsor Booth on the Tennis Terrace
- Align Your Company with the City of Calabasas
- 100% Marketing and Advertising Tax Deduction
- Play with the ATP Pro's at the PRO/AM Tournament
- Support the Up & Coming USTA Players

For more information contact **Jeff Richards**
at the Calabasas Tennis & Swim Center
(818) 222-2782 or email **jeff@topseed.us**

LETS SUPPORT THE STARS OF THE FUTURE!!!

TITLE SPONSOR

- **Title Sponsor Identification** - The sponsor's name and/or logo will be incorporated into the event name (i.e. The ABC Company Men's \$50,000 Challenger of Calabasas).
- **On Site Signage** - The sponsor's name and/or logo will be featured on a 8x15 foot banner on center court. In addition, your logo will appear at the center of the main draw sheet display on our draw board marquis.
- **Media & Print Advertising** - The sponsor's name and/or logo will be prominently displayed on all promotional announcements, advertising, and other related media promotions. Accordingly, it will also be used when marketing through television & print media.
- **Website** - Your logo will appear on the ATP website draw sheet that gets thousands of hits every day across the world. In addition, your logo will appear on the Calabasas Challenger website with a link to your website.
- **Merchandise Advertising** –The sponsor's name and/or logo will be included on all hats and shirts distributed during the event. In addition, they will receive twelve (12) shirts.
- **Booth** and/or display items at the tournament site advertising your company
- **Program Advertising** - The sponsor's name and/or logo will be included on a full-page ad in the event's program.
- **VIP Passes** —The sponsor will receive twelve (12) VIP Passes. These passes grant entry on Friday, Saturday, & Sunday into the Box seating and hospitality area for the quarterfinals, semi-finals, and finals.
- **VIP Player/Sponsor Party** - Enjoy a great night with (12) VIP Passes into our Annual Sponsor Party. Appetizers, Drinks, Silent and Live Auction along with a special musical guest will entertain you and your guests!
- **Reserved Box Seats** - 10" by 16" sponsor signs on reserved box seat area.
- **Welcome Barbeque** - Twelve (12) passes.
- **Pro/Am Entry**— Six (6) positions into the event.
- **VIP Parking**

Title Sponsorship package - \$30,000.



CITY of CALABASAS



PRESENTING SPONSOR

- **Presenting Sponsor Identification** - The sponsor's name and/or logo will be incorporated into the event name (i.e. Men's \$50,000 Challenger of Calabasas Presented by ABC Company).
- **On Site Signage** - The sponsor's name and/or logo will be featured on a 5x10 foot banner on center court.
- **Media & Print Advertising** - The sponsor's name and/or logo will be prominently displayed on all promotional announcements, advertising, and other related media promotions. Accordingly, it will also be used when marketing through television & print media.
- **Website** - Company name & Logo on Calabasas Challenger website with link
- **Merchandise Advertising** - The sponsor's name and/or logo will be included on all hats and shirts distributed during the event. In addition, they will receive ten (10) shirts.
- **Booth** and/or display items at the tournament site advertising your company
- **Program Advertising** - The sponsor's name and/or logo will be included on a full-page ad in the event's program.
- **VIP Passes** - The sponsor will receive ten (10) VIP Passes. These passes grant entry on Friday, Saturday, & Sunday into the Box seating and hospitality area for the quarterfinals, semi-finals, and finals.
- **VIP Player/Sponsor Party** - Enjoy a great night with (10) VIP Passes into our Annual Sponsor Party. Appetizers, Drinks, Silent and Live Auction along with a special musical guest will entertain you and your guests!
- **Reserved Box Seats** - 10" by 16" sponsor signs on reserved box seat area.
- **Welcome Barbeque** - Ten (10) passes.
- **Pro/Am Entry** - Five (5) positions into the event.
- **VIP Parking**

Presenting Sponsorship package - \$20,000.

Event is limited to 1 Presenting Sponsor.



CITY of CALABASAS



PLATINUM SPONSOR

- **Platinum Sponsor Identification.**
- **On Site Signage** - One (1) 6x9 foot banner on center court.
- **Media & Print Advertising** - The sponsor's name and/or logo will be prominently displayed on all promotional announcements, press releases, advertising, and other related media promotions.
- **Merchandise Advertising** - The sponsor's name and/or logo will be included on all T-shirts distributed during the event. In addition, they will receive eight (8) shirts.
- **Booth** and/or display items at the tournament site advertising your company
- **Website** - Company name & Logo on Calabasas Challenger website with link
- **Program Advertising** - The sponsor's name and/or logo will be included on a full-page ad in the event's program.
- **VIP Passes** - The sponsor will receive eight (8) VIP Passes. These passes grant entry on Friday, Saturday, & Sunday into the Box seating and hospitality area for the quarterfinals, semi-finals, and finals.
- **VIP Player/Sponsor Party** - Enjoy a great night with (8) VIP Passes into our Annual Sponsor Party. Appetizers, Drinks, Silent and Live Auction along with a special musical guest will entertain you and your guests!
- **Reserved Box Seats** - 10" by 16" sponsor signs on reserved box seat area.
- **Welcome Barbeque** - Eight (8) passes.
- **Pro/Am Entry** - Four (4) position into the event.
- **VIP Parking**

Platinum Sponsorship package - \$7,500.



CITY of CALABASAS



GOLD SPONSOR

- **Gold Sponsor Recognition.**
- **On Site Signage** - One (1) 5x7 foot banner on center court.
- **Media & Print Advertising** - The sponsor's name and/or logo will be included on all promotional announcements, press releases, advertising, and other related media promotions.
- **Merchandise Advertising** - The sponsor's name and/or logo will be included on all T-shirts distributed during the event. In addition, they will receive six (6) shirts.
- **Website** - Company name & Logo on Calabasas Challenger website with link
- **Program Advertising** - The sponsor's name and/or logo will be included on a full-page ad in the event's program.
- **VIP Passes** - The sponsor will receive six (6) VIP Passes. These passes grant entry on Friday, Saturday, & Sunday into the Box seating and hospitality area for the quarterfinals, semi-finals, and finals.
- **VIP Player/Sponsor Party** - Enjoy a great night with (6) VIP Passes into our Annual Sponsor Party. Appetizers, Drinks, Silent and Live Auction along with a special musical guest will entertain you and your guests!
- **Reserved Box Seats** - 10" by 16" sponsor signs on reserved box seat area.
- **Welcome Barbeque** - Six (6) passes .
- **Pro/Am Entry** - Three (3) positions into the event.
- **VIP Parking**

Gold sponsorship package - \$4,000.



CITY of CALABASAS



SILVER SPONSOR

- **Silver Sponsor Recognition**
- **On Site Signage** - One (1) 4x6 foot banner on center court.
- **Media & Print Advertising** - The sponsor's name and/or logo will be included on promotional announcements, press releases, advertising, and other related media promotions.
- **Merchandise** - The sponsor will receive four (4) tournament T-shirts.
- **Website** - Company name & Logo on Calabasas Challenger website with link
- **Program Advertising** - The sponsor's name and/or logo will be included on a half page ad in the event's program.
- **VIP Passes** - The sponsor will receive four (4) VIP Passes. These passes grant entry on Friday, Saturday, & Sunday into the Box seating and hospitality area for the quarterfinals, semi-finals, and finals.
- **VIP Player/Sponsor Party** - Enjoy a great night with (4) VIP Passes into our Annual Sponsor Party. Appetizers, Drinks, Silent and Live Auction along with a special musical guest will entertain you and your guests!
- **Reserved Box Seats** - 10" by 16" sponsor signs on reserved box seat area.
- **Welcome Barbeque** - Four (4) passes.
- **Pro/Am Entry** - Two (2) position into the event.

Silver sponsorship package - \$2,000.



CITY of CALABASAS



BRONZE SPONSOR

- **Bronze Sponsor Recognition**
- **On Site Signage** —One (1) 3x5 foot banner on center court.
- **Merchandise** —The sponsor will receive two (2) tournament shirts.
- **Program Advertising** - The sponsor's name and/or logo will be included on a quarter-page ad in the event's program.
- **VIP Passes** —The sponsor will receive two (2) VIP Passes. These passes grant entry on Friday, Saturday, & Sunday into the Box seating and hospitality area for the quarterfinals, semi-finals, and finals.
- **VIP Player/Sponsor Party** - Enjoy a great night with (2) VIP Passes into our Annual Sponsor Party. Appetizers, Drinks, Silent and Live Auction along with a special musical guest will entertain you and your guests!
- **Welcome Barbeque** - Two (2) passes.
- **Pro/Am Entry**—One (1) position into the event (\$125 entry fee).

Bronze sponsorship package - \$600.

New Banner add \$100

To play in the Pro/Am add \$125



CITY of CALABASAS



DRAWBOARD SPONSOR

Drawboard Sponsor's Name and logo will be on the marquee above the tournament draw. Last year's draw board marquis was the focal point of all tournament information and results including the main draw sheet, qualifying draw sheet, and the wild card tournament draw sheet. It is 10 feet tall and 10 feet wide, displayed in the middle of our patio area at the tournament site. In 2006, every spectator examined the draw at least twice during their visit to the tournament. There may not be a more desirable sponsorship opportunity in this package other than the title. In addition to the Drawboard marquee, this sponsorship includes the following amenities.

- **Program Advertising** - Name and/or logo will be included on a full-page ad in the event's program.
- **VIP Passes** - The sponsor will receive two (2) VIP Passes. These passes grant entry on Friday, Saturday, & Sunday into the Box seating and hospitality area for the quarterfinals, semi-finals, and finals.
- **Reserved Box Seats** - 10" by 16" sponsor signs on reserved box seat area.
- **Welcome Barbeque** - Four (2) passes.
- **Pro/Am Entry** - Two (2) position into the event.

Drawboard Sponsorship Package: \$1000

TOURNAMENT BALL LOGO SPONSOR

Sponsor logos will be put on all tournament balls. Tournament logo balls will be ordered ahead of time. Balls will be stocked and sold at the Calabasas front desk for club members and players for the month preceding the event and continue to be sold for 1 month after the event has concluded. Deadline for tennis ball logos: 10 weeks before date of event. Plan this sponsorship early! The estimated exposure for this sponsorship could be significant, as about 10 cases of balls are used in the tennis center in a 6 week period. In addition to players constantly looking at the balls during a match, many balls are left on the court to be used again by other players. In addition to the ball logos, this sponsorship includes the following amenities

- **Program Advertising** - Name and/or logo will be included on a full-page ad in the event's program.
- **VIP Passes** - The sponsor will receive four (4) VIP Passes. These passes grant entry on Friday, Saturday, & Sunday into the Box seating and hospitality area for the quarterfinals, semi-finals, and finals.
- **Reserved Box Seats** - 10" by 16" sponsor signs on reserved box seat area.
- **Welcome Barbeque** - Four (4) passes.
- **Pro/Am Entry** - Two (2) position into the event.

Logo Ball Sponsorship package: \$2500



CITY of CALABASAS



SCOREBOARD SPONSOR

Scoreboard sponsor's name and logo will be included in or above the match scoreboard. The match scoreboard is an electronic display of the players' names with the game score and set score during matches on stadium court. The scoreboard is approximately 12 feet wide by 4 feet high. All spectators in attendance will view the scoreboard numerous times throughout each match as the scores change. This sponsorship includes the following amenities.

- **Program Advertising** - Name and/or logo will be included on a full-page ad in the event's program.
- **VIP Passes** - The sponsor will receive four (4) VIP Passes. These passes grant entry on Friday, Saturday, & Sunday into the Box seating and hospitality area for the quarterfinals, semi-finals, and finals.
- **Reserved Box Seats** - 10" by 16" sponsor signs on reserved box seat area.
- **Welcome Barbeque** - Four (4) passes.
- **Pro/Am Entry** - Two (2) position into the event.

Scoreboard Sponsorship Package: \$5000.00

DROP SHOT GAME SPONSOR

Foam tennis balls are sold throughout the tournament to spectators for \$1.00 each or 6 for \$5.00. The balls are numbered (from 1 to 500) and recorded with the purchasers' names. Before and between matches, spectators stand in the front row of the stadium and have 60 seconds to throw their balls into a container placed in the middle of the court. Prizes are awarded to spectators who make successful shots into the container. Prizes can be supplied by the sponsor for additional advertising exposure. Prizes should have values between \$20.00 and \$100.00 along with basic giveaways such as hats, water bottles, etc.

Announcer will acknowledge the sponsor over the public address system before, during and after the game each time it is played. The game will be played during all night sessions (5) and on Saturday's semifinal session and Sunday's finals. The container will have the sponsor's name and logo prominently displayed. This sponsorship includes the following amenities.

- **Program Advertising** - Name and/or logo will be included on a half-page ad in the event's program.
- **VIP Passes** - The sponsor will receive two (2) VIP Passes. These passes grant entry on Friday, Saturday, & Sunday into the Box seating and hospitality area for the quarterfinals, semi-finals, and finals.
- **Reserved Box Seats** - 10" by 16" sponsor signs on reserved box seat area.
- **Welcome Barbeque** - Two (2) passes.
- **Pro/Am Entry** - One (1) position into the event.

**Drop Shot Game Sponsorship Package: \$1200.00 OR
\$750.00 Plus Prizes Supplied at \$500.00 Retail Value**



CITY of CALABASAS



The USTA Men's Pro Tennis Championships of Calabasas

Please fill out the form below and along with your check, payable to Top Seed Tennis Academy, send it to: Challenger of Calabasas, 23400 Park Sorrento Drive, Calabasas, CA 91302.

Name: _____

Name of Company (if applicable): _____

Address: _____

City: _____ Zip: _____

Phone Number: _____

E-mail: _____

VISA MC AMEX Discover # _____

Exp. _____ Signature _____

Sponsor Packages

- | | |
|--|---|
| <input type="checkbox"/> Title (\$30,000) | <input type="checkbox"/> Gold (\$4,000) |
| <input type="checkbox"/> Presenting (\$20,000) | <input type="checkbox"/> Silver (\$2,000) |
| <input type="checkbox"/> Platinum (\$7,500) | <input type="checkbox"/> Bronze (\$600) |
| <input type="checkbox"/> Drawboard (\$1,000) | <input type="checkbox"/> W/ new banner + \$100 |
| <input type="checkbox"/> Ball Logo (\$2,500) | <input type="checkbox"/> Entry fee for Pro/Am + \$125 |
| | <input type="checkbox"/> Other _____ |

Ad dimensions: Full Page 7.5"w x 10"h - Half Page 7.5"w x 5"h - Quarter Page 3.65"w x 5"h

Please e-mail an EPS, JPG, Tiff, or PDF file of your B&W artwork (for the ad & banner) and or logo with minimum of 300 dpi to jeff@topseed.us

If you are unable to prepare the ad, just send us your logo along with text & description.



CITY of CALABASAS

**Any Questions, please contact:
Jeff Richards or
Jonas Wallgard at (818) 222-2782**

