

The Calabasas Men's Professional Tennis Series ~ 2017



The USTA Men's Pro Tennis Championships of Calabasas
March 18 - 26, 2017

A USTA Pro Circuit Event

Part of the USTA Pro Circuit. With **\$25,000** in prize money and ATP ranking points, this event attracts top ranked pros from all over the world including top collegiate, **local** junior players, as well as local pros. This tournament continues the Calabasas Tennis and Swim Center tradition of USTA Pro Circuit tennis since 2001.

Men's Pro Tennis Challenge of Calabasas
September 29 - 30, Oct. 1 and Oct. 6, 2017

USTA sanctioned men's tournament is open to ALL male players including: adults from the 4.0 level and higher, juniors of any age, and world ranked ATP players. With a significant prize money purse we expect a full field of top players from all over Southern California as well as the Southwest!!!

Two Pro Tennis Events! Two Opportunities! One Discount!

- ATP Ranked Pros
- Only Pro Sporting Event in S.F.V.
- VIP Dinner Reception
- Pro-Am & BBQ Dinner

Calabasas Tennis & Swim Center · 23400 Park Sorrento, Calabasas
(818) 222-2782 · www.calabasasprotennis.com

The Calabasas Men's Professional Tennis Series ~ 2017

A USTA Pro Circuit Event

For the past 16 years Top Seed Tennis Academy and the Calabasas Tennis & Swim Center have hosted USTA Pro tennis events. Calabasas is proud of the players who have competed at our Championships. Most recently, 3 out of the 5 players on the 2016 USA Men's Olympic Tennis Team have played in the Men's Pro Tennis Championships of Calabasas, Brian Baker, Steve Johnson, and Rajeev Ram. Now, Calabasas Pro Tennis can boast two new Olympic medal winners! Congratulations to Steve Johnson, who teamed with Jack Sock to win the Bronze medal in Men's Doubles, and Rajeev Ram, playing with Venus Williams, capturing the Silver medal in Mixed Doubles! An outstanding achievement for Calabasas Pro Tennis alumni. In addition, twenty 2016 Olympic tennis players from around the world have participated in Calabasas Pro Tennis tournaments! Add previous Olympic Gold medalists, Mike & Bob Bryan and Chile's Nicolas Massu to the growing list of Olympic medalists and you have one of the most decorated group of USTA Pro Circuit players ever assembled! Other past players include Grand Slam Champion Michael Chang, 2 time Grand Slam finalist Mark Philippoussis, current U.S. Davis Cup players, John Isner, Donald Young, and Sam Querrey

We are looking forward to continuing the winning tradition in 2017. As the only professional tennis event in the San Fernando Valley, the Calabasas Pro Tennis Series offers our members and the local tennis community an opportunity to partner with the City of Calabasas along with other local organizations and entities to supporting these prestigious sporting events. These two Men's Pro Tennis events are not just tennis tournaments but events that encompass the entire community.

Children's and adult clinics with guest pros, Ladies' Days, Kid's Days, dinners and cocktail parties, exhibitions, Pro Am tournaments, fund raising opportunities benefitting local organizations, and special community appreciation nights, position the Calabasas Men's Pro Tennis Series as a unique opportunity to partner with the City of Calabasas in two of the year's premier local sporting events.

Each of these tournaments is a multiple day event run over the course of 10 to 16 days giving our partners over a month of exposure and attention at both the Calabasas Tennis & Swim Center and in the community. Be a part of these annual events by joining us as partners supporting Professional Tennis at Calabasas!

The Calabasas Men's Professional Tennis Series is a fantastic way for you to promote your company or just help to promote professional tennis in the City of Calabasas!

We offer significant discounts if you sponsor both events!



CITY of CALABASAS



TOP TEN REASONS TO SPONSOR

The Calabasas Men's Pro Tennis Series is in its 16th year at the Calabasas Tennis & Swim Center! These are not just tennis tournaments but events with VIP Parties and Socials, Pro/Am Events, Kid's Days, BBQ Dinners, and more. Below are some important aspects to consider when partnering with us in these events:

1. The only Major Professional Sporting Event in the S. F. Valley
2. Month Long Events to Market Your Company
3. VIP Partner and Player Parties to Network Your Business
4. On Site Banner and Signage Opportunities
5. Company Advertisement in the Tournament Programs & Websites
6. Exhibition Booths on the Tennis Terrace
7. Align Your Company with the City of Calabasas
8. 100% Marketing and Advertising Tax Deduction
9. Play with the ATP Pro's at the PRO/AM Tournaments
10. Support Up & Coming USTA Players

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

LET'S SUPPORT THE STARS OF THE FUTURE!!!



CITY of CALABASAS



TITLE SPONSOR

- **Title Sponsor Identification** - The sponsor's name and/or logo will be incorporated into the event name (i.e. The ABC Company The USTA Men's Pro Tennis Championships of Calabasas).
- **On Site Signage** - The sponsor's name and/or logo will be featured on an 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 **CalabasasProTennis.com** with a link to your website.
- **Merchandise Advertising** –The sponsor's name and/or logo will be included on any hats and shirts distributed during the event.
- **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.
- **Sponsor Dinner Reception** - Enjoy a great night with (12) VIP Passes into our Annual Sponsor Dinner Reception. Appetizers, Drinks, Raffle, Silent and Live Auction .
- **Reserved Box Seats** - 10" by 16" sponsor signs on reserved box seat area.
- **Pro/Am Entry & Barbeque** – Six (6) positions into the event.

Both Events \$18,000

Individually: March Event \$17,000 – September Event \$3,000



CITY of CALABASAS



PRESENTING SPONSOR

- **Presenting Sponsor Identification** - The sponsor's name and/or logo will be incorporated into the event name (i.e. The USTA Men's Pro Tennis Championships 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 **CalabasasProTennis.com** with a link to your website.
- **Merchandise Advertising** - The sponsor's name and/or logo will be included on any hats and shirts distributed during the event.
- **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.
- **Sponsor Dinner Reception** - Enjoy a great night with (10) VIP Passes into our Annual Sponsor Party. Appetizers, Drinks, Raffle, Silent and Live Auction.
- **Reserved Box Seats** - 10" by 16" sponsor signs on reserved box seat area.
- **Pro/Am Entry & Barbeque** - Ten (10) passes.
- **Pro/Am Entry** - Five (5) positions into the event.

Both Events \$13,000

Individually: March Event \$12,000 – September Event \$2,500

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 any T-shirts distributed during the event.
- **Booth** and/or display items at the tournament site advertising your company.
- **Website** - Company name & Logo on **CalabasasProTennis.com** with a link to your website.
- **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.
- **Sponsor Dinner Reception** - Enjoy a great night with (8) VIP Passes into our Annual Sponsor Party. Appetizers, Drinks, Raffle, Silent and Live Auction.
- **Reserved Box Seats** - 10" by 16" sponsor signs on reserved box seat area.
- **Pro/Am Entry & Barbeque** - Eight (8) passes.

Both Events \$9,000

Individually: March Event \$8,500 – September Event \$1,500



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 any T-shirts distributed during the event.
- **Website** - Company name & Logo on **CalabasasProTennis.com** with a link to your website.
- **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.
- **Sponsor Dinner Reception** - Enjoy a great night with (6) VIP Passes into our Annual Sponsor Party. Appetizers, Drinks, Raffle, Silent and Live Auction.
- **Reserved Box Seats** - 10" by 16" sponsor signs on reserved box seat area.
- **Pro/Am Entry & Barbeque** - Six (6) passes .

Both Events \$5,500

Individually: March Event \$5,000 – September Event \$1,000



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 Advertising** - The sponsor's name and/or logo will be included on any T-shirts distributed during the event.
- **Website** - Company name & Logo on **CalabasasProTennis.com** with a link to your website.
- **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.
- **Sponsor Dinner Reception** - Enjoy a great night with (4) VIP Passes into our Annual Sponsor Party. Appetizers, Drinks, Raffle, Silent and Live Auction.
- **Reserved Box Seats** - 10" by 16" sponsor signs on reserved box seat area.
- **Pro/Am Entry & Barbeque** - Four (4) passes.

Both Events \$3,000

Individually: March Event \$2,500 – September Event \$750



CITY of CALABASAS



BRONZE SPONSOR

- **Bronze Sponsor Recognition**
- **On Site Signage** —One (1) 3x5 foot banner on center court.
- **Merchandise Advertising** - The sponsor's name and/or logo will be included on any T-shirts distributed during the event.
- **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.
- **Sponsor Dinner Reception** - Enjoy a great night with (2) VIP Passes into our Annual Sponsor Party. Appetizers, Drinks, Raffle, Silent and Live Auction.
- **Pro/Am Entry & Barbeque** - (1) position into the event (\$125 entry fee).

Both Events \$850

Individually: March Event \$700 – September Event \$400

New Banner add \$100

Add \$125 to play in the March Futures Pro/Am event



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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.
- **Pro/Am Entry & Barbeque** - Four (4) passes.

Scoreboard Sponsorship Package: \$3,500.00 (only available for March Event)

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), 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.
- **Pro/Am Entry & Barbeque** - One (1) passes.

Drop Shot Game Sponsorship Package: \$1,200.00 (only available for March Event)



CITY of CALABASAS



STADIUM COURT SERVE SPEED GUN

Serves will be clocked on Selected Stadium Court events. Digital display located in a prominent spot in the Center Court Stadium will display the speeds, just like on the TV matches. Speed Gun Sponsorship will include a frame around the digital display with the sponsor's logo or name. Every time the crowd looks to see how fast a serve was, the sponsor's name/logo will be seen. Exposure for this sponsorship will be HUGE, as everyone in attendance will look at the serve speed multiple times during a match.

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 (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.
- **Pro/Am Entry & Barbeque** - One (1) pass.

Serve Speed Gun Sponsorship Package: \$2,000.00

(only available for March Event)



CITY of CALABASAS



The Calabasas Men's Professional Tennis Series ~ 2017

Please fill out the form below and along with your check, payable to Top Seed Tennis Academy, send it to: Pro Tennis Championships, 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

	March 2017	September 2017	Both 2017 Events
TITLE	<input type="checkbox"/> \$17,000	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$18,000
PRESENTING	<input type="checkbox"/> \$12,000	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$13,000
PLATINUM	<input type="checkbox"/> \$ 8,500	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$ 9,000
GOLD	<input type="checkbox"/> \$ 5,000	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$ 5,500
SILVER	<input type="checkbox"/> \$ 2,500	<input type="checkbox"/> \$ 750	<input type="checkbox"/> \$ 3,000
BRONZE	<input type="checkbox"/> \$ 700	<input type="checkbox"/> \$ 400	<input type="checkbox"/> \$ 850
SCOREBOARD	<input type="checkbox"/> \$ 3,500		
DROP SHOT GAME	<input type="checkbox"/> \$ 1,200	SPEED GUN	<input type="checkbox"/> \$ 2,000

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 steve@topseed.us or 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**

