



# MANHATTAN BEACH OPEN TENNIS TOURNAMENT

7-10 // JULY // 2016 | LIVE OAK & MCHS TENNIS COURTS

**SPONSORSHIP  
OPPORTUNITY**



**Parks  
Make  
Life  
Better!**

Manhattan Beach  
Parks and Recreation



Dear Prospective Sponsor,

You are invited to participate in the City of Manhattan Beach Parks & Recreation Department's 49<sup>th</sup> Annual Manhattan Beach Open Tennis Tournament, July 7<sup>th</sup>-10<sup>th</sup> at Live Oak Tennis Courts and Mira Costa High School Tennis Courts. All of the Tournament's final matches will be held at the Manhattan Country Club.

The tournament anticipates a draw of 200-250 local tennis players to compete in various divisions. From men's and women's open singles and doubles divisions to the recreational player, the tournament is sure to provide a fun-filled weekend of competition at its finest. The tournament will begin on Thursday evening with the Men's Open Division and conclude on Sunday afternoon with all final matches. Event sponsorships will be appropriately distributed to tournament finalists.

We invite you to take advantage of this exceptional advertising and promotional opportunity as a sponsorship participant. Promote, introduce, showcase, and display your business with media advertising, reaching over 25,000 recipients through direct mail collateral materials, e-mail blasts, t-shirts, banners, and much more. Participation in this community event provides your business with the unique opportunity to actively support your city and your community.

Provided in this packet are details for a variety of sponsorship benefits for the 2016 Manhattan Beach Open Tennis Tournament. Please submit the enclosed Sponsorship Letter of Agreement to be included in all promotional material. If you have any questions or would like more information, please feel free to contact us. We look forward to working with you. Thank you in advance for your support!

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Hudak", enclosed within a hand-drawn oval.

Michael Hudak  
Recreation Supervisor  
mhudak@citymb.info  
310.802.5432



## **PRESENTING SPONSOR**

### **\$5,000**

#### Sponsorship Benefits:

- Top billing on all advertising
- Business name featured in press release
- Business logo featured on 1,000 postcards distributed to past participants, local businesses, local high schools and colleges, and Los Angeles tennis facilities
- Business logo featured on newspaper and publication ads reaching over 25,000+ people
- Business logo featured on over 500 event brochures
- Business logo featured on 100 color event posters displayed in local businesses, public areas, and community boards throughout Manhattan Beach and surrounding areas
- Business logo featured on 600 flyers mailed out to City of Manhattan Beach businesses.
- Business logo and/or name prominently displayed on main event banner displayed on Manhattan Beach Boulevard and Morningside Drive and Live Oak Park, Manhattan Heights, and Mira Costa tennis facilities June 30-July 11
- Business logo and/or name prominently featured on a donor recognition poster at Live Oak Tennis Courts during the tournament and two weeks after the event
- 3'x10' Business banner prominently displayed during the tournament on center court at Live Oak Tennis Courts and Mira Costa High School Tennis Courts July 7-10
- Business logo and link to business website on Manhattan Beach Tennis website
- Business logo or name and link to website listed on email blasts sent to 17,000+ participants
- Business logo prominently displayed on event T-shirt
- Business logo featured in ad in Beach Reporter
- Recognition as presenting sponsor during the tournament finals
- Promotional materials placed in event goodie bags
- Possible news coverage

*Please complete the enclosed Sponsorship Letter of Agreement*



# PLATINUM SPONSOR \$2,500

**Sponsorship Benefits:**

- Business logo featured on 1,000 postcards distributed to past participants, local businesses, local high schools and colleges, and Los Angeles tennis facilities
- Business logo featured on newspaper and publication ads reaching over 25,000 people
- Business logo featured on over 500 event brochures
- Business logo featured on 100 color event posters displayed in local businesses, public areas, and community boards throughout Manhattan Beach and surrounding areas
- Business logo featured on 600 flyers mailed out to City of Manhattan Beach businesses.
- Business logo and/or name prominently displayed on main event banner displayed on Manhattan Beach Boulevard and Morningside and Live Oak Park, Manhattan Heights, and Mira Costa tennis facilities June 30-July 11
- Business name featured on a donor recognition poster at Live Oak Tennis Courts during the tournament and two weeks after the event
- 2.5' x 6' Business banner exhibited during the tournament at Live Oak Tennis July 7-10
- Business logo and link to business website on Manhattan Beach Tennis website
- Business logo or name listed, along with link to website on email blasts sent to 17,000+ participants
- Business logo displayed on event T-shirt
- Business logo featured in ad in Beach Reporter
- Recognition as gold sponsor during the tournament finals
- Promotional materials placed in event goodie bags
- Opportunity to be the Presenting Sponsor of the Finals

*Please complete the enclosed Sponsorship Letter of Agreement*



## **GOLD SPONSOR**

### **\$1,000 (MINIMUM)**

#### Sponsorship Benefits:

- Business logo featured on 1,000 postcards distributed to past participants, local businesses, local high schools and colleges, and Los Angeles tennis facilities
- Business logo featured on newspaper and publication ads reaching over 25,000 people
- Business logo featured on over 500 event brochures
- Business logo featured on 100 color event posters displayed in local businesses, public areas, and community boards throughout Manhattan Beach and surrounding areas
- Business logo and/or name displayed on banners at Live Oak Park, and Mira Costa tennis facility June 30-July 11
- Business name listed on email blasts sent to 17,000+ participants
- Business logo on Manhattan Beach Tennis website
- Business logo on tournament T-shirt
- Promotional materials placed in event goodie bags

*Please complete the enclosed Sponsorship Letter of Agreement*



## SILVER SPONSOR

**\$500 (MINIMUM)**

### Sponsorship Benefits:

- Business name featured on 1,000 postcards distributed to past participants, local businesses, local high schools and colleges, and Los Angeles tennis facilities
- Business logo featured on newspaper and publication ads reaching over 25,000 people
- Business name featured on over 500 event brochures
- Business logo featured on 100 color event posters displayed in local businesses, public areas, and community boards throughout Manhattan Beach and surrounding areas
- Business logo displayed on sponsor recognition banner at Live Oak Park
- Business name on tournament T-shirt
- Promotional materials placed in event goodie bags

*Please complete the enclosed Sponsorship Letter of Agreement*



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## Sponsorship Agreement



**Business/Sponsor Name:** \_\_\_\_\_

*I agree to provide financial sponsorship for the 49<sup>th</sup> Annual Manhattan Beach Open Tennis Tournament, July 7-10, 2016 at Live Oak Tennis Courts. As a sponsor, I understand that I will receive the applicable sponsorship opportunities in this packet. I further understand these opportunities will not be valid until this agreement is signed and the check has been issued to and accepted by the City of Manhattan Beach Parks & Recreation Department.*

**Please check appropriate sponsorship:**

- Presenting Sponsor \$5,000
- Platinum Sponsor \$2,500
- Gold Sponsor \$1,000
- Silver Sponsor \$500

**Please make checks payable to City of Manhattan Beach. (All donations are tax deductible Tax ID # 95-6000742)**

**Business/Sponsor Address:** \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Representative Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone #: \_\_\_\_\_

Additional Information: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Representative Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please send this completed agreement with payment to:  
City of Manhattan Beach Parks and Recreation Department  
Attn: Michael Hudak  
1400 Highland Avenue  
Manhattan Beach, CA 90266