

BATTLE in the BAY CLASSIC



2011 BATTLE IN THE BAY

OCTOBER 12-16

CALIFORNIA TENNIS CLUB • SAN FRANCISCO

WWW.BATTLEINTHEBAY.COM





SPONSORSHIP DELIVERABLES



TOURNAMENT NAME AND IDENTIFICATION

Title and/or Presenting sponsors will receive name recognition whenever the tournament name is mentioned in print, radio, television and advertising.

BRAND AND LOGO EXPOSURE

The Battle in the Bay Classic offers sponsors brand and logo exposure on site (banners), on printed collateral, press releases, tournament programs, advertising and website.

PRODUCT EXPO DISPLAYS AND SAMPLING

Sponsor expo area to display and sample products.

PRINT MEDIA EXPOSURE

Media coverage in local and regional newspapers as well as specialty publications.

PA ANNOUNCEMENTS

Title and Presenting sponsors will be mentioned numerous times through the event.

VIP/HOSPITALITY

The Battle of the Bay Classic VIP Area is the perfect venue to entertain clients, friends and family during the tournament. VIP events include: Cocktail Party, Dinner, Pro-Am Tournament, and Brunch.

COMMUNITY

The Battle of the Bay Classic is a community event with an amazing level of local support, activities for the entire family and great tennis. Included in the event will be a Kids Day, where Bay Area youth will be invited to come participate in a tennis clinic at the Cal Club.

GOODWILL

Association with a great Northern California event that promotes community while supporting multiple beneficiaries, including HarperformKids.org.



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Family

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CRANE



RAY SARIMENTO, USC
2010 SINGLES CHAMPION

TITLE SPONSOR

\$30,000 - \$25,000

NAME BRANDING

- Title Sponsor for the Hospitality Area
- Title Sponsor for "Battle of the Bay" on all print media, electronic media, and collateral produced.
- Title Sponsor for the Online broadcast
- Pre-Game Lead in online broadcast
- Post-Game Wrap up online broadcast
- Percentage of proceeds to TennisforKids.org

BANNERS/DISPLAY

- Title Sponsor/Logo on Tournament banner
- Title Sponsor for all collateral
- Logo on all courts
- 3 x 10 signage perimeter signage for USF Men's and Women's Soccer
- 4 x 8 signage upstairs at War Memorial Gym for Basketball and Volleyball
- Media Backdrop Banner most prominent logo with USF Athletics
- Tabling at event

ADVERTISING

- 500,000 impressions on www.USFDons.com website linking back to Sponsor
- Button on Men's and Women's Tennis page linking back to Sponsor
- Ball kids Tee Shirts
- Branding on tournament bag gift for athletes
- Email blast on www.USFDons.com e-newsletter

PARTICIPATION

- All Session Table
- Admission for Peter Bartlett USF Tennis camp - either four kids for one week or one kid for four weeks

HOSPITALITY/VIP/BRUNCH

- Interview opportunities and speaking engagements for event and dinner
- Logo on cocktail napkins for the tournament
- Table for dinner/lunch/brunch
- 16 all access passes
- Four General Admission season tickets for Men's and Women's Basketball



PRESENTING SPONSOR

\$20,000 - \$15,000

NAME BRANDING

- Presenting sponsor for all collateral
- Youth group sponsorship

BANNERS/DISPLAY

- Presenting logo on Tournament banner
 - Logo on media backdrop
 - Court signage
 - Tabling at event

ADVERTISING

- 250,000 impressions for one year on www.USFDons.com website linking back to Sponsor
 - Button on both Men's and Women's Tennis page linking back to Sponsor
 - Branding on tournament bag gift for athletes
 - Email blast on www.USFDons.com enewsletter
 - Logo on back of ball kids t-shirts

PARTICIPATION

- All Session Table

HOSPITALITY/VIP/BRUNCH

- Interview opportunities for highlights and online recap
- Logo on cocktail napkins for the tournament
- Four tickets for dinner/lunch/brunch
- Eight all access passes

THAI TU, USF
2010 SINGLES RUNNER-UP



ALUMNI SPONSOR

\$5,000 - \$8,000

BANNERS/DISPLAY

- Logo on Tournament banner

ADVERTISING

- Drop-ins during online broadcast

PARTICIPATION

- All Session Table

HOSPITALITY/VIP

- Four tickets to dinner/lunch/brunch
- Four all access passes
- Two passes to the Pro Am
- Four passes for Kids Day

ALL SESSION SPONSOR

\$1,000 - \$2,500

PARTICIPATION

- All Session admittance

HOSPITALITY/VIP

- Two tickets to dinner/lunch/brunch
- Two all access passes
- One Pro Am pass
- Two passes for Kids Day

