



IRVING TENNIS CLASSIC

March 12-18, 2018



Host City



SPONSORSHIP OPPORTUNITIES

IRVING TENNIS CLASSIC

The ITC Group appreciates your support of the 2018 Irving Tennis Classic (“ITC”). The ITC Group is focused on delivering a new, higher quality, higher value tennis experience and providing greater opportunities for our sponsors to represent their interests and passion for the great sport of tennis. Indeed, with support from the City of Irving, the Four Seasons Resort and Club, our local businesses, the ITC Group, and our generous sponsors, the 2018 ITC will continue to be the greatest ATP Challenger Tour in the world, delivered in “Your Own Backyard”.

The ITC is an ATP Challenger Tour event, with many of the top 100 players in the world fielding a 32 player singles draw and 16 player doubles draw. The players compete for valuable ATP ranking points and \$150,000.00 in prize money. This 7th annual ITC is on March 12–18, 2018 at the Four Seasons.

The ITC attracts several thousand tennis fans who enjoy world class professional tennis and a rich environment of entertainment, dining, hospitality, products, services, and various other amenities that are so conveniently available in the North Texas community we all live, work, and play in. The ITC also provides significant entertainment and brand awareness around the world through its live streaming in 70+ countries. During the 2017 ITC, 66,500 viewers, 1,900,000 page views, and 29 minutes of average viewing time contributed to more than 27 million views, 2.8 million hours of viewing ATP live streaming and 3.8 million users viewing 1.6 billion pages via ATP live scoring apps (atpworldtour.com) around the world throughout 2017.

Indeed, the ITC Group is honored to have your support. Your sponsorship is essential in providing this high level of professional entertainment and creates beneficial opportunities for all involved.

For The Love Of The Game...Please join us with your family, friends, clients, partners, employees, or simply come alone for this Great Game and Great Event!!!

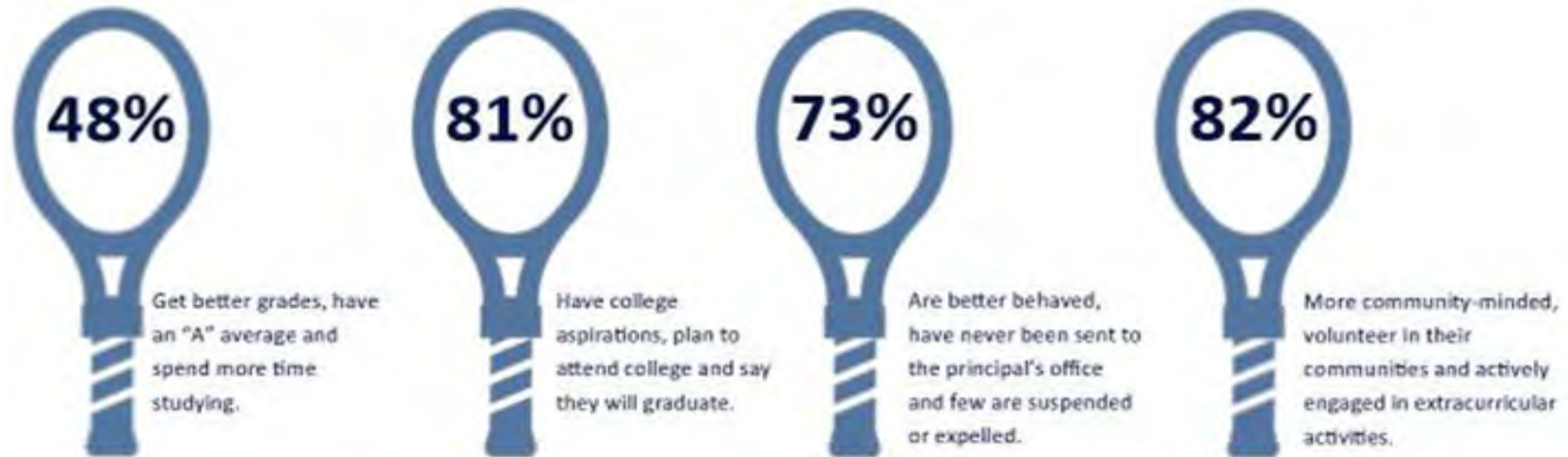


IRVING TENNIS CLASSIC – BENEFICIARY

We Serve.  Everyone Wins.

The Dallas Tennis Association (DTA) reaches approximately 25,000 Dallas children each year through the Dallas Tennis and Education Academy (DTEA), the philanthropic arm of the Dallas Tennis Association and the Dallas Chapter of the USTA National Junior Tennis and Learning (NJTL) program. The DTEA provides children with tutoring, tennis instruction, life skills training and tennis equipment. Through the generous support of individuals, businesses, foundations, DTA leagues and the USTA Foundation's mission we are able to change lives every day through our numerous programs. Our numerous programs provide healthy lifestyles through tennis activities while teaching valuable life lessons to our children.

The DTEA is more than a sport – it is tennis, education, and health. The USTA conducted the first national study to compare the education and health profiles of youth tennis participants with participants in other contact/non-contact sports, as well as students who do not participate in sports (54,048 children surveyed including 4,278 tennis



98% of participants receive academic & tennis scholarships



**TENNIS PARTICIPATION
POSITIVELY INFLUENCES THE
LIVES OF U.S. YOUTH ACROSS ALL
SOCIOECONOMIC LEVELS.**

SPONSORSHIP OPPORTUNITY SUMMARY

Sponsor Type	Special	Select	Diamond	Platinum	Gold
Sponsor Amount	\$25,000+	\$7,500	\$5,000	\$2,500	\$1,250
Tickets	6	4	4	2	1
Seats	VIP	VIP	West	East	North
Parking (VIP Reserved with Shuttle Service)	✓	✓	✓	✓	✓
Events/Activities					
Players' Party (Meet/Greet, Food & Beverage, Photos)	✓	✓	✓	✓	✓
Ladies' Luncheon (Meet/Greet, Fashion Show, Gifts)	✓	✓	✓		
Tennis Drill/Clinic	✓	✓			
Promotions/Marketing					
Program	1pp	1/2pp	1/4pp	List	List
Standard Branding/Signage Offerings (details to be discussed) *	✓	✓	✓		
Custom Branding/Signage Options (additional price may apply) *	✓	✓			
Four Seasons Golf and Sports Club Memberships (limited - to be discussed)					
Golf Membership (reduced initiation fee)	✓				
Tennis Membership (complimentary initiation fee)	✓	✓	✓		

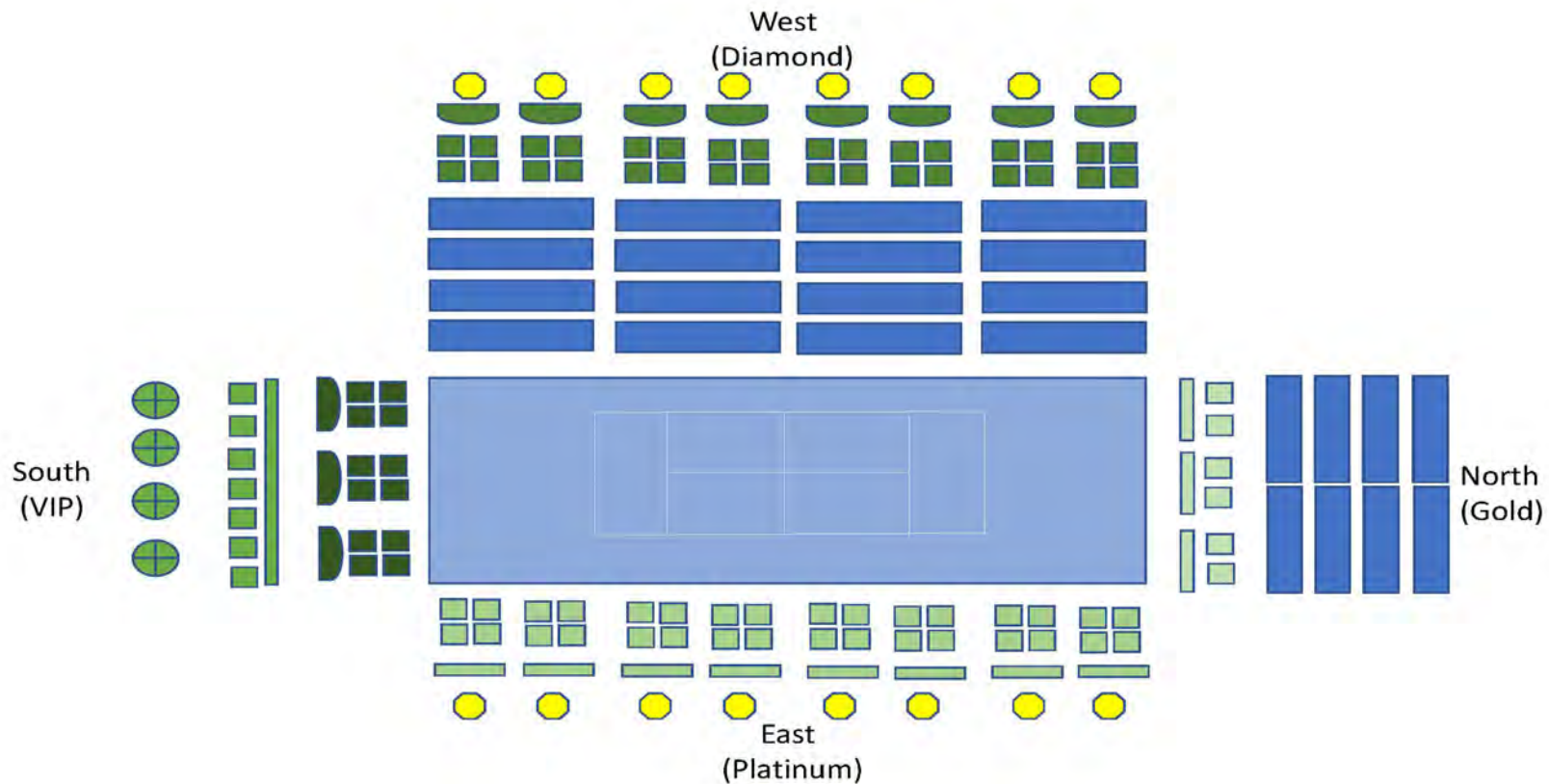
* For Detailed Information on Standard and Custom Branding/Signage Please Contact Mark Bruno: mark@irvingtennisclassic.com

Communication Campaigns and Channels Summary (Print, Digital, Voice)

- Irving Tennis Classic Website (Twitter, Facebook, Instagram)
- Dallas Tennis Association Website, Email (~13,000 Members)
- Northeast Tarrant Tennis (~4,000 Members)
- Tennis Competitors of Dallas (~8,000 Members)
- USTA Texas CTA (Austin, San Antonio, Houston, South-Valley, Fort Worth)
- 50+ Tennis Clubs/Facilities in DFW
- 11 University/College Tennis Programs
- Middle/High School Tennis Programs
- City of Irving - Website, ICTN, Spectrum, Parks, Irving Convention and Visitors Bureau
- Radio, TV, Internet Live Streaming



STADIUM SPONSOR SEATING



Sponsor Seating

- VIP (South) = Reserved Suite, 4 Top Table/4 Chairs/Tent, 4 Front Seats
- Diamond (West) = Reserved Suite, 4 Top Table/4 Chairs/Umbrella, 4 Front Seats
- Platinum (East) = Shared Reserved Suite, 4 Top Table/ 2 Chairs each/Umbrella, 2 Front Seats each
- Gold (North) = Reserved Area, Front Row, Shared Table, 1 Chair each

Note: Seating layout not to scale; General Admission Seating (blue bleachers West and North)

