

# HBCU NATIONAL TENNIS CHAMPIONSHIPS



[WWW.HBCUTENNIS.COM](http://WWW.HBCUTENNIS.COM)

May 16, 2017

Dear Prospective Sponsor:

Greetings from the HBCU National Tennis Championships and Florida A&M University Athletics!!! I would like to take this opportunity to invite you to participate as a sponsor or an advertiser for the 17th Annual HBCU National Tennis Championships, hosted by Florida A&M University in the Atlanta area at the South Fulton Tennis Center in College Park, GA.

Tennis continues to be one of the fastest growing sports in America. The interest by African-Americans grows in popularity and participation with the play of current tennis stars, Serena and Venus Williams. FAMU's own Althea Gibson was the first African-American to win back-to-back Wimbledon and the US Championships titles in 1957 and 1958.

The 17th Annual HBCU National Tennis Championships will be held on Thursday-Sunday, September 14-17, 2017. This four-day tournament and a free tennis clinic will host more than 20 college tennis programs (both men and women) from historically black colleges and universities (HBCU), who will contend for this prestigious title. Last year events highlighted such teams as Alcorn State, Bethune-Cookman, Florida A&M, Fort Valley State, Hampton, North Carolina Central, Morehouse, Morgan State University, North Carolina A&T State, Arkansas Pine-Bluff, Alabama A&M, Prairie View A&M, Virginia State, South Carolina State, Southern University, Clark-Atlanta, Tennessee State, Winston-Salem State and Xavier University.

To better serve the need for increased visibility and activity of exciting tennis from the collegiate talents within the historically black institutions, we are asking for your support as the sponsor for the 17th Annual HBCU National Tennis Championships.

If you are interested in supporting at a higher level, please review the attached sponsorship package. Should you have any questions regarding this event, please contact me at 850-321-3363 (cell).

Thank you for your kind and generous support.

Sincerely,

A handwritten signature in black ink that reads 'Carl B. Goodman'.

HBCU Tournament Director

Cell: 850-321-3363

E-mail: [carl.goodman@fam.u.edu](mailto:carl.goodman@fam.u.edu)

## Sponsor Overview

The purpose of the 17th Annual HBCU National Tennis Championships is to raise funds and scholarships for students attending our historical black colleges and universities (HBCU). We will be continuing our mission to help as many collegiate tennis players as possible from the stress of school expenses. A percentage of our proceeds will be used to provide scholarships back to each tennis program that participates in the tournament.

We plan to increase the number of participants and activities next year and in the years to come in order to make this a growing social and family event in Atlanta. We have already begun contacting media sources in Atlanta and intend to fully publicize this event throughout the city. The success of our HBCU tournament demonstrates the value HBCU tennis has throughout the nation through up lifting our young players to continue to diversify the sport and the ability to capitalize on the popularity of the game.

We believe our sponsors are essential to the success of our HBCU tournament. As such, it is our promise to provide you with the best advertising and branding opportunities possible for your business before, during, and after the tournament. There are various levels of sponsorship designed to benefit your company and the consumers you wish to target. Since each sponsor presents a different service or product, each sponsorship package is customized to suit your needs. We invite you to become a sponsor of the 17th Annual HBCU National Tennis Championships and to reap the benefits of directly reaching hundreds of your target consumers.

Each package includes the opportunity to promote your brand to key consumers using various outlets including on-site PR activities, direct consumer interaction, product placement and sampling, on-site signage, high visibility booth space, sponsored activities or zones, print, and online advertising. These packages will be sold on a first-come, first-served basis. We are convinced your participation as a sponsor will be a mutually beneficial and a worthwhile effort. We look forward to working with you and your team to enhance your business potential.

## Why you should participate

To demonstrate the importance of delivering strong, key messages that stick with consumers. Helping you build brand recognition and loyalty before, during, and after the championship by offering the following benefits:

### Customization

We offer customized sponsorship packages that will enhance your brand to consumers in more relevant ways than just logo placement. This approach ensures both a successful event for our attendees and direct target marketing for your brand.

### Broad Appeal

The uniqueness of this tennis tournament is the direct exposure to a broad market directly within your target audiences; this gives you the opportunity to reach multiple demographics in one setting.

## Marketing Overview

Florida A&M University Athletics will provide you with a diverse and strategic marketing campaign that will target college students, families and spectators of all demographics and will extend branding opportunities for your company. Below is just a sample of the opportunities we can provide to broaden your market reach. These strategies can be customized to meet your specific needs.

- Direct Consumer Interaction
- Booth Space
- Product Sampling Opportunities
- Public Relations/Media
- Social Networking
- Logo placement on website, program, signage, and more
- Areas or Zones branded with your logo
- Product and Logo Placement
- Branding on Official Souvenir Bags (reusable)
- Prime banner placement on-site
- Door and Grand Prize Drawing



### **Title Sponsor- \$5,000**

- Title sponsorship billing on all media promotion event
- Opportunity to set up a booth to advertise
- Logo placement on all advertisement
- Minimum of 4 banner placements
- Outside cover ad on tournament book
- HBCU National Team Trophy presentation
- Six PA announcements per day

You will receive name recognition and visibility of your company's products or services through advertising and promotional opportunities. Your company will have the potential to provide scholarships to participating institutions. Winners could be placed in a sponsor's national or local advertising campaign to highlight the company and/or organization in media venues (print, radio, and TV) that target African-American consumers. Pro-Am events include local and national celebrities. Potential to attract celebrities and sports stars, who enjoy tennis and graduates from HBCU's.

### **Grand Slam Sponsor- \$3,500**

- Name recognition on all advertisements
- Distribution of corporation products
- PA Announcements during the tournament
- Opportunity to set up a booth to advertise
- Lunch for Thursday and Friday
- 8 Tickets to the Player's Party
- 4 Banner placements

### **Ace Sponsor- \$2,500**

- Name recognition on all advertisements
- Distribution of corporation product
- PA Announcements during the tournament
- Opportunity to set up a booth to advertise
- 2 entries into the Pro-Am Tournament
- Lunch for Thursday and Friday
- 4 Tickets to the Player's Party
- 2 Banner placements

### **Match Point Sponsor- \$1,500**

- Name recognition on all advertisements
- Distribution of corporation product
- PA Announcements during the tournament
- Opportunity to set up a booth to advertise
- 2 entries into the Pro-Am Tournament
- Lunch for Thursday and Friday
- 4 Tickets to the Player's Party
- 1 Banner placement

### **Love Sponsor- \$1,000**

- Distribution of corporation product
- PA Announcements during the tournament
- 1 entry into the Pro-Am Tournament
- Lunch for Thursday and Friday
- 1 Banner placement

### **Court Sponsor- \$250**

- Banner placed on a court

### **Helping Hands Sponsor- \$50-\$200**

- Recognition on the Individual's Contributor Board

### **In-Kind Sponsor**

- Goods or Services
- Door prizes
- Gifts for winners and runners ups.
- Tennis balls
- T-Shirts and golf shirts
- Food for Thursday, Friday and Saturday
- Water/Sport drinks/Soft drinks

Please make your check payable to:

### **HBCU Tennis National Tennis Championships**

5428 Paces Mill Rd.  
Tallahassee, FL  
32309

