

Gates Tennis Center

Sponsorship Opportunities



Contact: Ted Bradley
ted@gatestenniscenter.info
Gates Tennis Center
303-355-4461

Demographics of a Tennis Player

Median household income is approximately \$125,000.

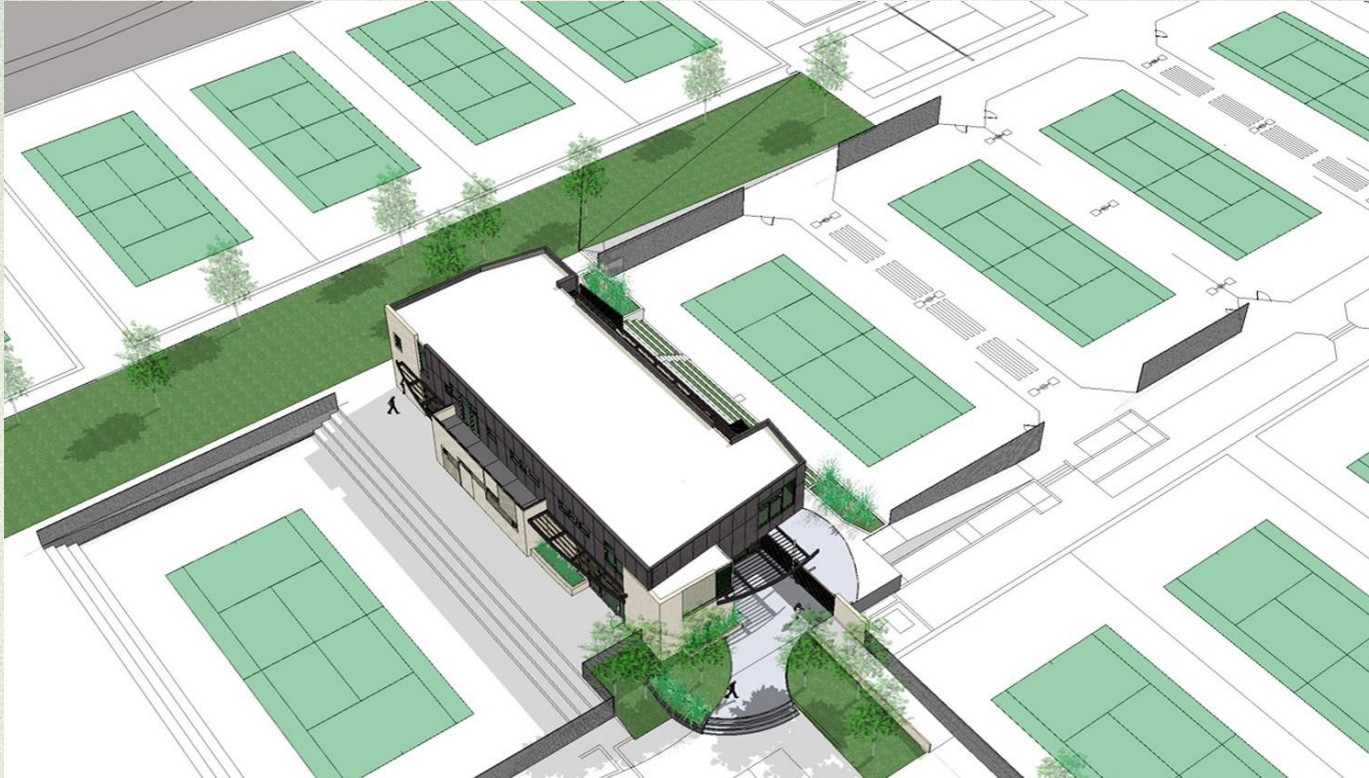
(63% earn between \$75,000 - \$150,000, and 22% earn over \$200,000)



Tennis fans are very brand loyal. In fact, tennis is the 2nd most brand loyal of any sport, according to performance research studies (Nascar #1).

Tennis fans are highly educated (91% college educated).

Facility Overview



- **Located in the heart of Denver, CO – in Cherry Creek**
- **Over 125,000 visitors annually**
- **Award Winning** (Starburst Community Award – City of Denver; USTA Outstanding Large Public Facility – National Award; Municipality Facility of the Year, Tennis Industry – National Award)
- **People Approved** (Highly rated in online reviews, winner of the People’s Award from Westword...Ask around about us!)

Gates Tennis is Rocking!

GTC hosts a ton of activities for your company to get exposure:



Annual Big Events

Colorado State Open (Tennis)
PPA Denver Open (Pickleball)

Special Events

Non-profit Fundraisers
Adv. Rental Parties/Events



USTA and UTR Tournaments and Leagues

Over 90 USTA league teams
USTA Singles Tournaments
USTA Doubles Tournaments
Junior and Family – Annual CSO Pre or Post Event



Ongoing Programs

Top Dog Doubles
Saturday Singles
Instructional Classes (Adults & Juniors)
Kids Summer Camp
Winter Warriors
Pickleball Instructional Classes
Pickleball Open Play



Gates Tennis Center Banner Sponsorship: \$1,500

Banner Sponsorship

Your company's banner (banner provided by sponsor) displayed prominently within the Gates Tennis Center facility for up to 12 months. (Gates will winterize your banner if desired) With over 125,000 Gates visitors annually, this is a fantastic way for your company to gain exposure in the tennis market. Banners are recommended 3x5 or 4x6 in size.



Banners are prominently displayed all year, providing great exposure and recognizing your business as a supporter of tennis in Denver..

Gates Tennis Center

Patron Sponsorship: \$5,000

(Limited to 5 sponsors)

- **ALL Sponsorship Opportunities listed previously:**
PLUS...
- **ONLINE ARTICLE** – Have a 12-month online feature article and image highlighting your company on the dedicated sponsorship page of the Gates Tennis Center.
- **LOGO and LINK** – Your company's logo & link on official Gates Tennis Center website (180,000 hits / month in peak season).
- **LITERATURE ON-SITE or OTHER:** Your company can choose either literature in the dedicated sponsorship area during the Gates tennis season, or other agreeable marketing opportunity
- **PRIORITY PLACEMENT:** Your company logo and link receives priority placement on Gates Tennis Center website. (over 10,000 hits per day during peak tennis season)
- **PRIORITY PLACEMENT:** Priority placement of banner during the Gates Tennis season.
- **12 MONTH PROGRAM:** Your company will receive extra recognition by becoming a sponsor of a year long Gates program and name/logo be included on the official flyer of the program.



Left- Taylor Dent, 2011 Colorado State Open Doubles Champion, and former ATP #21 in the world



Right- Jan-Michael Gambill, former ATP #14 in the world and runner-up at 2011 Colorado State Open

Gates Tennis Center

Major Sponsorship: \$10,000

(Limited to 3 sponsors)

- **ALL Sponsorship Opportunities listed previously:**

PLUS...

- **MAJOR SPONSOR ANNOUNCEMENT:** An announcement package naming your company as a new Major Sponsor of GTC (will include E-Blast, press releases, Social Media, and other marketing material)
- **JOINT PROMOTION:** Your company can participate in a customized joint promotion which will include marketing material to help generate traffic. (IE: Take a tour of The Seasons Luxury Apartments, and receive a Free Private Lesson at Gates)
- **PROMINENT PROGRAM:** Your company will receive extra recognition by becoming a sponsor of a PROMINENT year long Gates program including Gates Singles Ladder and/or Top Dog Doubles programs.
- **ACCOUNT CREDIT:** An account credit will be established under your business name for your discretionary use for personal tennis activities, a company rental, for VIP clients, etc.
- **LIVE STREAMING:** Your Logo placed on the Gates Tennis Center live stream! Gain extra exposure by being present 365 days a year on the streaming video!



Nick Monroe 2009 Colorado State Open champion and career high #48 ATP Doubles in the world, and 3 ATP doubles titles.

Gates Tennis Center

Platinum Sponsorship: \$25,000

LIMIT 1: Be the only Platinum Sponsor per year!

STAFF SUPPORT: GTC will train its staff on key talking points and important information about your company. With a seasonal staff of about 40 employees and tennis professionals, it's like having an additional mini-sales force.

FULLY CUSTOMIZED:

Create a package for ultimate exposure for your company.

- We can move your banners to the front entrance
- We can give your company multiple Social Media announcements.
- We can have your company banners on the tennis nets.
- We can print logos on windscreens. (multi-year)
- We can name a tournament with your Company Name.
- We can raffle a weekly prize to a lucky winner and publicize your company on Facebook for 52 weeks in a row.

Let's sit down and come up with a package that is exciting to you!



Gates Tennis Center Sponsorship Benefits and Opportunities

- Increase brand awareness within the Denver Metro tennis community
- Personal presentation of your product/services to a high-revenue audience
- Association with one of the top public tennis facilities in the nation

Join our Family of Sponsors:



Alison
Kaufman /
Coldwell
Banker



Preston
Gaspar /
Coldwell
Banker

We can customize sponsorship packages to meet your business goals!