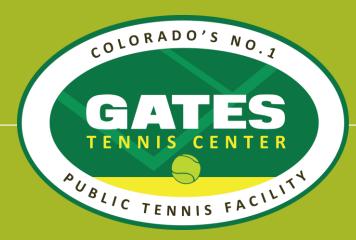
Sponsorship Opportunities

COLORADO STATE OPEN 2022 AT GATES TENNIS CENTER



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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 post, 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 review, 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



Colorado State Open Banner Sponsorship: \$1,500

Banner Sponsorship

Your company's banner (banner provided by sponsor) displayed prominently within the Gates Tennis Center facility for The Colorado State Open, September 16th – September 25th. With over 750 individual Colorado State Tournament Competitors and 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 support of tennis in Denver.

Colorado State Open

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 Gate Tennis Center website (180/00 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:** 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.



Colorado State Open

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 place on the Gates Tennis Center live



Colorado State Open 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 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 cand give your company multiple Social Media announcements.
- > We can have your company banner 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 prize to a lucky winner a 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!



Colorado State Open 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!