

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 can 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!