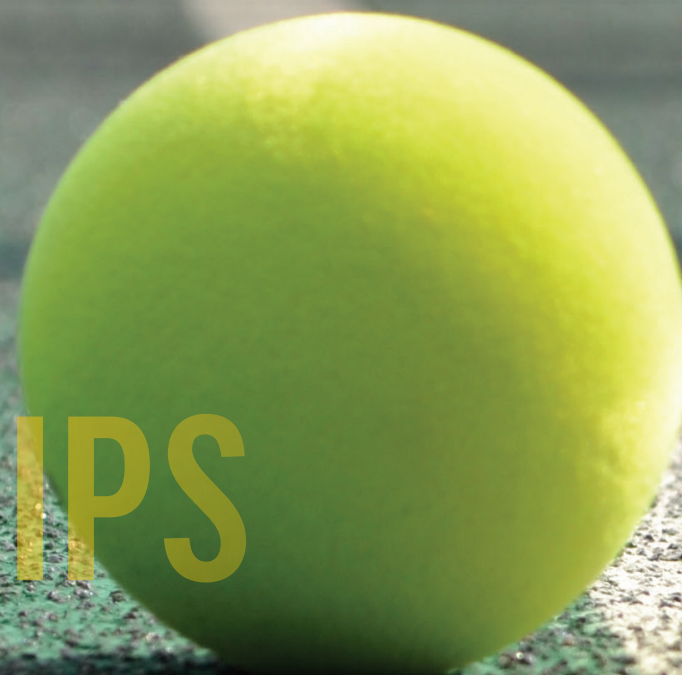




2014
APTA NATIONAL
PLATFORM TENNIS

CHAMPIONSHIPS





SPONSORSHIP OPPORTUNITIES

EVENT DETAILS

▶ WHAT

The 2014 APTA National Platform Tennis Championships

▶ WHERE

Fox Chapel Racquet Club, Fox Chapel, PA

12 ADDITIONAL HOST CLUBS, PROVIDING 50+ COURTS FOR PLAY.

HOST CLUBS INCLUDE:

- Edgewood Country Club
- The Edgeworth Club
- Fox Chapel Golf Club
- Longue Vue Country Club
- Mt. Lebanon Public Courts
- North Park Public Courts
- Oakmont Country Club
- The Pittsburgh Field Club
- Sewickley YMCA
- St. Clair Country Club
- Upper St. Clair Public Courts
- Valleybrook Country Club

▶ WHEN

March 6th - Viking President's Cup Competition

March 7th - March 9th, 2014 - Men's and Women's Championships





SPONSORSHIP OPPORTUNITIES

EVENT INTRODUCTION

► EXCELLENCE

Hosted by the finest country clubs around the metropolitan Pittsburgh area, the 2014 APTA National Championships will be based in the Fox Chapel area, with satellite locations in Sewickley and in the Mt. Lebanon/Upper St. Clair areas.

► ELITE

Quite simply, this event will showcase the best of the best in this dynamic sport. Come see the best platform tennis players in the world, from over thirty states and many foreign countries.

► EXPOSURE

The last time Pittsburgh hosted the National Championships was in 2005. The event hosted over 1,000 spectators watching the quarter-final to final play. Due to recent local growth of the sport, the 2014 Nationals are projected to draw larger crowds and more players than any year in the past.





SPONSORSHIP OPPORTUNITIES

WHO PLAYS PLATFORM TENNIS?

NATIONAL STATISTICS

PLAYERS NATIONWIDE: 75,000 (65% men, 45% women)

CHARACTERISTICS: Well-educated, athletic, active club members, outdoor enthusiasts, members belong to the most exclusive clubs in the country both north and south of the Mason Dixon Line.

80% earn over
\$75,000
38% over \$150,000
annually.

85% of people
who play platform
tennis are **COLLEGE
GRADUATES.**

73% of people
who play
platform tennis
**ALSO PLAY
GOLF.**

90% of players
are over 40, with
a groundswell of
**JUNIOR PROGRAMS
EMERGING.**

85% of people
who play
platform tennis
**ALSO PLAY
TENNIS.**

Platform tennis is
one of the **FASTEST
GROWING SPORTS**
in the United States
and Canada





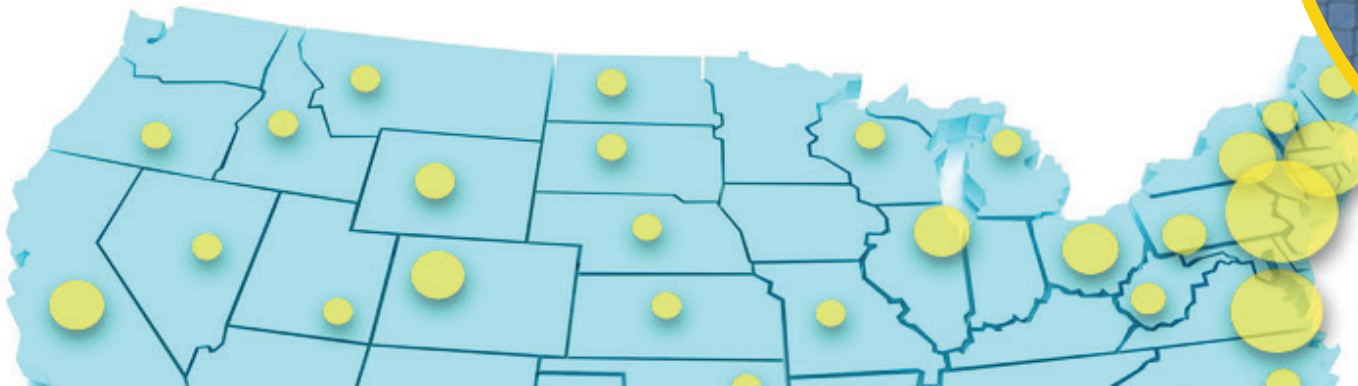
SPONSORSHIP OPPORTUNITIES **WHERE IS IT PLAYED?**

► **NATIONAL EXPOSURE**

FACILITIES: Country clubs, golf clubs, racquet clubs & private courts. As the sport continues to expand, more public facilities are being added from Vermont to California. Platform tennis is growing in the south in Atlanta, Chapel Hill, Charlotte, Charleston and as far west as San Francisco and north to Oregon. Facilities can also be found in many exclusive ski resorts.

GEOGRAPHIC CONCENTRATIONS: (NATIONAL) Greater Manhattan, Chicago, Philadelphia, Pittsburgh, New Jersey, Boston, Cincinnati, Cleveland, Detroit, Maryland and New England.

GEOGRAPHIC CONCENTRATIONS: (LOCAL) Fox Chapel, Sewickley, Upper St. Clair, Mt. Lebanon, Churchill, Verona, Valencia, Wexford





SPONSORSHIP OPPORTUNITIES

EVENT EXPOSURE

▶ ON-SITE

PLAYERS: 256 Men, 160 Women

ESTIMATED SPECTATOR TURNOUT: 350+ per day

▶ NATIONAL

APTA MEMBER NETWORK: The American Platform Tennis Association boasts more than 13,000 active members nationwide. As co-host of the event, it will promote the event through its expansive member network including; websites, newsletters, calendars and live postings in exclusive country clubs across the country.

▶ LOCAL

MARKETING: Comprehensive outreach to national sports media and all pertinent regional television, radio, print and digital outlets.





SPONSORSHIP OPPORTUNITIES

SPONSOR LEVELS & CHARITIES

► LEVEL 1 SPONSORS

**THE A.P.T.A IS A 501 (C)3 NON-PROFIT ORGANIZATION
ALL CONTRIBUTIONS ARE TAX-DEDUCTABLE**

We will collaborate closely with all partners at this level to ensure that every concern is met. Level 1 sponsor partners are not limited to the branding/marketing opportunities listed below and we look forward to helping your organization create a memorable and profitable experience.

CHARITABLE GIVING

In the spirit of supporting a wider range of so many local and national charities, Level 1 sponsors have the option to select the charity of their choice to receive a portion of the donated proceeds.

\$25,000

TITLE SPONSORSHIP

- Naming rights on all published materials and press releases
- Name on all merchandise and clothing items
- Premier banners on center and other feature courts
- Banners at strategic site locations
- Back cover of program
- Preferred seating and all-access passes for exhibitions and meals (8)
- Friday Night APTA Nationals dinner table for (8)
- Play with former National Championships exhibition (2)
- Assorted nationals clothing

\$15,000

APTA DINNER SPONSORSHIP

- Name on all merchandise and clothing items
- Banners on center and feature courts
- Inside front cover of program
- Preferred seating and all-access passes for exhibitions and meals (8)
- Play with former National Championships exhibition (2)
- Assorted nationals clothing
- Friday Night APTA Nationals dinner table for (8)

\$10,000

PARTY BAND SPONSORSHIP

- Name on all merchandise and clothing items
- Banners on center and feature courts
- Inside back cover of program
- Preferred seating and all-access passes for exhibitions and meals (8)
- Play with former National Championships exhibition (2)
- Friday Night APTA Nationals dinner table for (8)
- Assorted nationals clothing



SPONSORSHIP OPPORTUNITIES

SPONSOR LEVELS

► LEVEL 2 SPONSORS

\$5,000

PLATINUM PADDLE SPONSORSHIP

- Name on all merchandise and clothing items
- Banners at host site
- Full-page ad in program
- Preferred seating and all-access passes for exhibitions and meals (4)
- Friday Night APTA Nationals dinner table for (2)
- Assorted nationals clothing

\$3,000

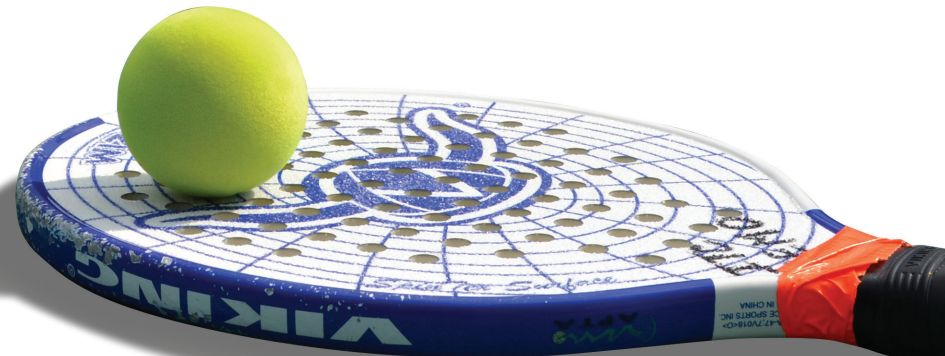
GOLD PADDLE SPONSORSHIP

- Banners at host site
- Half-page ad in program
- Preferred seating and all-access passes for exhibitions and meals (2)
- Friday Night APTA Nationals dinner table for (2)
- Assorted nationals clothing

\$1,000

SILVER PADDLE SPONSORSHIP

- Quarter-page ad in program
- Preferred seating and all-access passes for exhibitions and meals (2)
- Friday Night APTA Nationals dinner table for (2)
- Assorted nationals clothing





SPONSORSHIP OPPORTUNITIES

SPONSOR LEVELS FORM

► SPONSOR COMMITMENT FORM

Thank you for your consideration in making this special event a success.
All funds go exclusively to the funding of this APTA National Championship event.

Sponsor Name: _____

Sponsorship level

Level 1: ☐ Title Sponsor ☐ Friday Night Dinner ☐ Party Band Sponsorship

Level 2: ☐ Platinum Paddle ☐ Gold Paddle ☐ Silver Paddle

PHONE _____

Contact for art, logo & distribution

STREET _____

NAME _____

TOWN _____

EMAIL _____

STATE ZIP _____

PHONE _____

WE LOOK FORWARD TO PARTNERING WITH YOU.

Please make checks payable to: American Platform Tennis Association and send to:

American Platform Tennis Association
C/O Ann Sheedy / Pittsburgh Nationals
109 Wesport Drive
Pittsburgh, PA 15238





2014 APTA NATIONALS SCHEDULE OF EVENTS

▶ DAY/DATE	▶ TIME	▶ EVENT
Wednesday, March 6th		
	6 pm – 9 pm	Men's and Women's Presidents Cup Reception <i>at the Fox Chapel Racquet Club</i>
Thursday, March 7th		
	8 am – 4 pm	Men's and Women's President's Cup Competitions
	5 pm - 6:30 pm	National Champions "Play with the Pros" Exhibition <i>at the Fox Chapel Golf Club</i>
	7 pm – 10 pm	Men's and Women's President's Cup Dinner <i>at the Pittsburgh Field Club</i>
Friday, March 8th		
	8 am - 6 pm	Men's and Women's Nationals Day 1
	7 pm – 10 pm	Friday Night APTA dinner party <i>Fox Chapel Golf Club</i>
Saturday, March 9th		
	9 am – 5 pm	Men's and Women's Nationals Day 2
	5 pm & 7 pm	Men's and Women's Main Draw Quarter-Finals
	5 pm – 10 pm	Evening Cookout <i>at the Fox Chapel Racquet Club</i>
Sunday, March 10th		
	9:30 am – 11am	Women's Main Draw Semi-Finals
	11 am – 12:30 am	Men's Main Draw Semi-Finals
	1 pm	Women's Main Draw Finals
	3 pm	Men's Main Draw Finals