

The North American Open - Title Sponsor

Value: \$150,000.00 Title Sponsor Benefits

Highlights of Title Sponsorship Advertising and Promotional Signage

- Title sponsor will have corporate sponsor name attached to the event.
- Title sponsor of the event will receive a prominent logo position on the front wall of the stadium racquetball court, ensuring nearly non-stop exposure during the television broadcast. In addition, corporate logo will be placed on the front wall of all other courts used for the event matches.
- Title sponsor to receive extensive on site signage for the duration of the event.
- Title sponsor to receive prominent logo placement on large on-site spectator draw board at the event.

Media/Print/Talk Promotional

- Prominent logo position on event posters which will be distributed to all racquetball clubs in the U.S.
 - Prominent logo position on all ticket applications and event vacation planners.
 - Prominent logo position on all spectator and VIP credentials
 - Prominent logo position on all entry forms for the event.
 - Prominent logo position on the cover of the Official Tournament Program
 - Prominent logo position on all promotional advertisements for the event.
- Title sponsor will be listed on all event. media releases and press kits.
- Title sponsor to receive three 30 second spots per hour during all TENNIS CHANNEL broadcasts (approx 9 hours for a total of 27 spots).
 - Title sponsor to receive two (2) full page four color ads (premium positions) in the events Official Tournament Program
 - Title sponsor to receive regular public address service announcements acknowledging their support of the event.
 - Title sponsor to receive significant exposure in all official USAR and IRT publications including major recognition in the racquetball's leading medium-RACQUETBALL MAGAZINE Tournament/ Entertainment Benefits
 - Title sponsor to receive 16 VIP passes for unlimited universal access to all matches and special functions throughout the event.
 - Title sponsor to receive a double luxury box directly against the stadium racquetball court complete with two tables and seating for eight at the event.
 - Title sponsor to receive two (2) complimentary 10 x 10 trade show booths in the events Hospitality Village.
 - Title sponsor to have the opportunity to provide promotional literature for insert in all spectator and amateur registration packages at the event.
 - Title sponsor to receive 10 invitations to the events Sponsor Appreciation Party Customized
- Event marketing staff will work with Sponsor to develop customized exposures to make sure your brand is prominent at the event (i.e. fan fair contests, unique TV exposure, etc.)