



6th Annual SERVE FOR THE CAUSE

Serve for the Cause is an annual charity tennis tournament for recreational players with 100% of proceeds donated to **To Life!**, a locally-based 501(c)(3) breast cancer support group. Since inception in 2014, the event has raised over \$24,500 to support breast cancer related initiatives for various breast cancer organizations.

This year's *Serve for the Cause* will be held Sunday, October 6, 2019 at Tri-City Fitness in Latham, NY from 10am – 8pm.

Sponsorship Opportunities

Pink Ribbon Sponsorship \$1,000

- * Pink Ribbon sponsors are prominently featured on all event banners, posters, flyers, and printed materials as well as on player shirts distributed to 120+ participants.
- * Company logos and website links of Pink Ribbon sponsors are featured on the *Serve for the Cause* website for one year and are featured in all electronic media distribution related to *Serve for the Cause* (regular newsletter circulation to 4,500+ valid local email addresses).
- * Pink Ribbon sponsors are featured in all event press releases distributed to local media and mentioned in any TV news interviews the day of the event.

Meal Sponsorship \$400 (or in-kind meal donation for 40 adults)

- * The tournament consists of 4 player groups (“draws”) throughout the day. Following each draw, a luncheon or light dinner is provided to the players while the next draw goes on court. Meal times are: 12:00pm, 2:30pm, 5:00pm and 7:30pm. **Each meal sponsorship serves approximately 40 adults.**
- * Meal sponsors are featured on all event banners, posters, flyers, and printed materials as well as on player shirts distributed to 120+ participants.
- * Company logos and website links of meal sponsors are featured on the *Serve for the Cause* website for one year and are featured in all electronic media distribution related to *Serve for the Cause* (regular newsletter circulation to 4,500+ valid local email addresses).

Corporate Sponsorship \$250

- * Corporate sponsors are featured on all event banners, posters, flyers, and printed materials as well as on player shirts distributed to 120+ participants.
- * Company logos and website links of corporate sponsors are featured on the *Serve for the Cause* website for one year and are featured in all electronic media distribution related to *Serve for the Cause* (regular newsletter circulation to 4,500+ valid local email addresses).
- * Corporate sponsors receive a complimentary player gift and tournament entry for one tennis player.

Honorary Committee Member \$150

- * Honorary committee members will be listed on the *Serve for the Cause* webpage for one year and will be listed in post-event electronic newsletters (circulation of 4,500+ valid local email addresses).
- * Honorary committee members will receive a complimentary player gift and tournament entry for one tennis player.

*The final number of sponsors will determine sizes of company logos on printed materials, with higher-level sponsorships receiving more exposure. To allow for printing time for event posters, shirts, and other printed materials, all company logos and sponsorship funds must be received by September 18, 2019. Thank you for your support of *Serve for the Cause*!*



Thank you for your consideration of being a sponsor for Serve for the Cause.

SPONSORSHIP FORM

Company / Honorary Committee Member: _____

Contact Person: _____

Mailing Address: _____

Telephone: _____ E-mail Address: _____

Sponsorship Level:

_____ Pink Ribbon Sponsorship (\$1,000)

_____ Meal Sponsorship (\$400 or in-kind donation of meal for 40 adults)

_____ Corporate Sponsorship (\$250)

_____ Honorary Committee Member (\$150)

Please return form with payment prior to 9/18/19 to:

All Points Tennis, Inc.
P.O. Box 1472
Latham, New York 12110

Contact Jenny Irwin at: AllPointsTennis@gmail.com / (518) 928-9237

Please make checks payable to: All Points Tennis, Inc.

All Points Tennis is a 501(c)(3) organization that serves approximately 2,000 local adult and junior recreational tennis players in the Capital District through lessons, leagues, and tournaments. Our federal EIN is 46-5022899.

For additional information, please contact Jenny Irwin at allpointstennis@gmail.com or (518) 928-9237