

KNOXVILLE

• 2011 •  CHALLENGER

A USTA Pro Circuit Event

November 8-13, 2011

SPONSORSHIP OPPORTUNITIES

Benefiting The Helen Ross McNabb Center
In Memory of Harry W. Stowers





The Helen Ross McNabb Center

Welcome to the Knoxville Challenger!

We are thrilled to present this eight day professional tennis event to the Knoxville community on November 7-14, 2010. The Challenger Series is a part of the USTA's Pro Circuit series which is designed to provide opportunities to aspiring young American tennis prodigies to advance to the top levels of the game. The three current top-ranked American players, Andy Roddick, James Blake and Mardy Fish all competed in the Knoxville Challenger as they were climbing the world rankings. These Challenger level events, hosting national and international players, take place all around the globe and typically include players ranked between 80 and 250 in the world. These pros will compete for a total purse of \$50,000 in prize money and for valuable ATP ranking points.

The Knoxville Challenger will be held at the Knoxville Racquet Club. This promises to be an exciting community event with great sponsors, great food and, most of all, great tennis. A fundraising tenni-thon will be held during the days prior to the event to generate excitement and to increase community awareness.

In addition to great tennis, we are pleased to announce a component of the Knoxville Challenger that makes the event extra special. First, all proceeds from the event will benefit The Helen Ross McNabb Center, a regional not-for-profit organization that, since 1948, has provided quality and compassionate mental health care, addiction and recovery, and social services to those in need within the Knoxville community. The event will also be in memory of Harry W. Stowers. His life, work, commitment and passion for The Helen Ross McNabb Center were all of significant benefit to our entire community.

I hope you will want to be a part of this exciting event and take advantage of the numerous opportunities presented in this package in support of the Knoxville Challenger.

Sincerely,

Howard Z. Blum
Tournament Director
The Knoxville Challenger
www.knoxchallenger.com



www.mcnabbcenter.org

201 West Springdale Avenue
Knoxville, TN 37917
(865) 637-9711



A USTA Pro Circuit Event

WHAT: A USTA Pro Circuit Event with \$50,000 in prize money

WHEN: November 8-13, 2011

WHERE: Good Friend Indoor Tennis Center

WHO: Rising professional tennis stars. The Challenger was designed for rising stars to enable them to earn ATP points and has a proven track record of drawing the new wave of top tennis athletes.

WHY: Bring professional tennis to Knoxville. Inspire and entertain new and seasoned lovers of the game. Allow people to discover and create a following for the next great players. Benefit for The Helen Ross McNabb Center and to honor the memory of Harry W. Stowers.

- » The USTA Pro Circuit was founded in 1979 and is the largest most comprehensive developmental professional tennis circuit in the world.
- » Over 90 events, hosting over 2,000 international men and women players, are held across the country each year awarding from \$10,000 to \$100,000 in prize money per tournament and ATP ranking points.
- » Players competing include pros beginning their careers, pros trying to improve their ATP rankings, and top-ranked junior players.
- » Players from the USTA Pro Circuit rise to a level of prominence in the major tour.

Former players in the USTA Pro Circuit include:



Andre Agassi
photo by Getty Images/USTA



Andy Roddick



James Blake



Michael Chang
photo by Getty Images/USTA



Mardy Fish



Robby Ginepri



Todd Martin
photo by Getty Images/USTA



Tim Henman



Leyton Hewitt



Jo Wilfred Tsonga
photo by Ross Obley

The Helen Ross McNabb Center



Since 1948, The Helen Ross McNabb Center has been providing mental health care, substance abuse treatment and social services to children, adults and families. Since our humble beginnings 61 years ago, The Center has expanded to 53 programs in Knox and 16 other East Tennessee counties. Our clients are often the sickest of the sick and the poorest of the poor in our community, with little or no resources to pay for care.

Our mission of **Improving the Lives of the People We Serve** by providing quality and confidential care is still our most important goal. For more information about The Helen Ross McNabb Center, please visit our website at www.mcnabbcenter.org



Harry W. Stowers (1930-2007)

Harry Stowers was the co-founder of Stowers Machinery Corporation, the Caterpillar dealer of East Tennessee, which he began with his brothers in 1960. After managing the company's Chattanooga operations, he moved to Knoxville in 1982 where he gave generously of his time and talents to the community, his family and his friends.

One of Harry's major passions while living in Knoxville was The Helen Ross McNabb Center where he was actively involved in every major fundraising effort for The Center from 1987 until his death. He served as Executive Chairman of The Helen Ross McNabb Foundations Board in 1994-95. In 2007, he was the recipient of the prestigious Helen Ross McNabb Spirit Award. A tireless supporter of all programs at The Center, Harry was particularly drawn to the programs for at-risk children.

A great sports enthusiast, Harry played basketball at Lehigh University and was an avid tennis player and fan throughout his life. Harry Stowers was well-known for his kindness, generosity, integrity and humble spirit.

Surviving Harry are his wife, Sarah Hobson Stowers who is continuing Harry's legacy of philanthropy, his children Harry (Wes) Stowers, Jr., Stewart F. Stowers, MD, Jenny Stowers Brock and eight grandchildren.

SPONSORSHIP LEVELS

SPONSOR BENEFITS

BANNERS & SIGNAGE

	GRAND SLAM PRESENTING \$25,000	CHAMPIONSHIP \$7,500	COURT \$2,500	NET \$1,000	PATRON \$500
Large banner in prime location	●				
Logo med. banner in prime location	●	●			
Visibility in hospitality area <i>(based on level)</i>	●	●	●	●	●
On-court signage <i>(based on level)</i>	●	●	●		
Sponsor board <i>(based on level)</i>	●	●	●	●	●

PRESS & MEDIA

Newspaper advertising <i>(based on level)</i>	●	●			
TV ad	●	●			
Radio mention	●				
Social media	●	●			
Press release mentions	●	●			
Daily press materials <i>(based on level)</i>	●	●	●	●	●

KNOXVILLE CHALLENGER WEBSITE

Logo in header of all pages	●				
Logo in footer of all pages		●			
Logo on sponsor page	●	●	●		
Listed on sponsor page	●	●	●	●	●

USTA PRO CIRCUIT PROGRAM

Full-page ad	●				
Half-page ad		●			
Quarter-page ad			●		
Business card ad				●	
List					●

TOURNAMENT PERKS

Complimentary event tickets <i>(per day)</i>	20	10	6	4	2
Award ceremony presenter	●				
Access to hospitality areas <i>(per day)</i>	20	10	6	4	2
Kick-off reception	20	10	6	4	2

OTHER BENEFITS

Logo on ballboy T-shirts <i>(based on level)</i>	●	●			
Logo on tickets	●	●			
Challenger website	●	●			
Posters and flyers <i>(based on level)</i>	●	●	●		
T-shirt <i>(based on level)</i>	●	●	●		

Marketing Services Provided By

