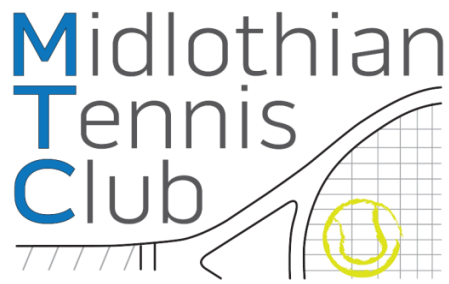


Where friends and family play

3650 Brandermill Parkway, Midlothian VA 23112



Because TENNIS is....Serious Fun! Want to make friends? Play Tennis...

Tennis is arguably the most social sport in the world, so it only follows that Midlothian Tennis Club (MTC) is the most active tennis club in the Richmond area and has the most comprehensive tennis program around offering a variety of instructional programs, as well as competitive and social opportunities for both adults and juniors of all levels. Our qualified pros will help lay the foundation for all your tennis expectations.



Join our Team!

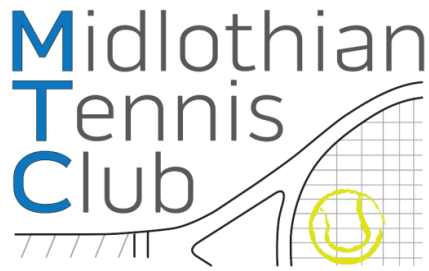
Right now, The **Midlothian Tennis Club (MTC)**, and the **Midlothian Tennis Association MTA** are busy contacting select organizations like yours about becoming a *Club Sponsor* and being a part of our team.

Sponsorship here at *MTC* is an exceptional opportunity to put your company's brand in front of our client. By becoming one of our exclusive sponsors, you have the chance to reach this uniquely targeted audience and demonstrate your commitment to community relationships. Sponsors will enjoy increased name recognition and goodwill throughout the community. Sponsorship offers exposure that is more directly targeted, more effective and less costly than tradition advertising.

Our venue provides a platform for sponsors to promote their products and services. The audience is especially receptive and well positioned to support your efforts. In turn, your sponsorship will help support outstanding events and programs which are exceptionally well patronized by our community and club members. You will gain significant exposure and recognition as a sponsor committed to *MTC*. There is no better way to see the effect of your contribution than to attend one of our community events. Please feel free to contact us should you wish to attend or if you would like more information on our programs.

We are offering several sponsorship packages plus we also have the ability to customize a sponsorship package specific to your marketing, advertising and promotional objectives and budget. Whether it's for one event, several events or any one of our standard packages, we've got the perfect opportunity for you! We also welcome any in-kind (product/gift certificates/coupons or service) donations. In the meantime, you may also want to visit our website at www.midlothiantennis.com to learn more about our club.

Next you will find a fact sheet with a description of the various sponsorship opportunities and benefits associated with each sponsorship level.



Sponsorship Opportunities

In return for your support, as a Club Sponsor you will be provided with the following benefits.

Platinum Club Sponsor - \$5,000

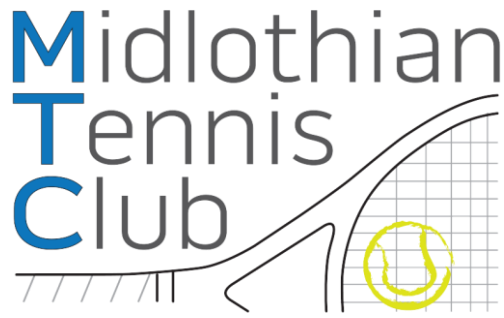
- Sponsor Recognition Banners – (4.5' x 8' Banner – Sponsor Supplied) * Displayed throughout entire season.
 - Premiere location – Banner inside and/or outside courts
- A discounted Membership for use during Calendar Year of Sponsorship.
- MTA \$100 Gift Certificate redeemable at MTC – Tennis Pro Shop.
- Recognition of Sponsor on the Clubs website, with a link to the Sponsor's website, when provided
- Highlighted and promoted as one of our Sponsors for **all** Adult and Junior Club Tournaments/Events and prominently mentioned in media produced for all of these functions.
- Ad recognition in promotional Media both Traditional and Digital – MTC, and MTA, when appropriate.
- Sponsor's logo included on member promotional give-away for one tournament.
- On-site distribution of company material (flyers/Brochures/coupons) at tournaments/events, when provided
- Company name/logo listed on yearly Sponsorship Board

Gold Plus Club Sponsor - \$3,000

- Sponsor Recognition Banners – (4.5' x 8' Banner - Sponsor Supplied) *Displayed throughout entire season.
 - Premiere location – Banner inside and/or outside courts
- A discounted Membership for use during Calendar Year of Sponsorship.
- MTA \$50 Gift Certificate redeemable at MTC – Tennis Pro Shop.
- Recognition of Sponsor on the Clubs website, with a link to the Sponsor's website, when provided
- Highlighted and promoted as one of our Sponsors for **all** Adult and Junior Club Tournaments/Events and prominently mentioned in media produced for all of these functions.
- Ad recognition in promotional Media both Traditional and Digital – MTC, and MTA, when appropriate.
- Sponsor's logo included on member promotional give-away for one tournament.
- On-site distribution of company material (flyers/Brochures/coupons) at tournaments/events, when provided
- Company name/logo listed on yearly Sponsorship Board

Gold Club Sponsor - \$1,500

- Sponsor Recognition Banners – (4' x 6' Banner – Sponsor Supplied) *Displayed throughout entire season.
 - Premiere location – Banner inside and/or outside courts
- MTA \$25 Gift Certificate redeemable at MTC – Tennis Pro Shop.
- Recognition of Sponsor on the Club/Community website, with a link to the Sponsor's website, when provided
- Highlighted and promoted as one of our Sponsors for **three** Adult and Junior Club Tournaments/Events and prominently mentioned in media produced for these functions.
- Ad recognition in promotional Media both Traditional and Digital – MTC, and MTA, when appropriate.
- On-site distribution of company material (flyers/Brochures/coupons) at tournaments/events, when provided
- Company name/logo listed on yearly Sponsorship Board



Sponsorship Opportunities

In return for your support, as a Club Sponsor you will be provided with the following benefits.

Silver Club Sponsor - \$1,000

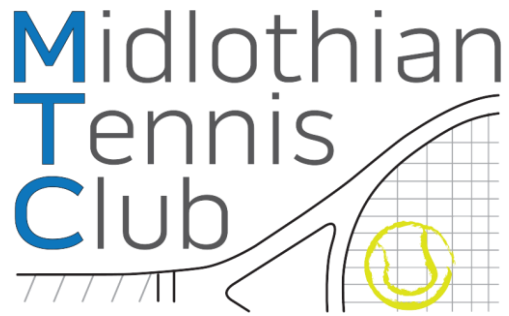
- Sponsor Recognition Banners – 4' x 6' Banner – Sponsor Supplied * Displayed throughout entire season.
 - Premiere location – Banner inside and/or outside courts
- Recognition of Sponsor on the Club/Community website, with a link to the Sponsor's website, when provided
- Highlight and promote as one of our Sponsors for **two** Adult and Junior Club Tournaments/Events and prominently mentioned in media produced for these functions.
- Ad recognition in promotional Media both Traditional and Digital – MTC, and MTA, when appropriate.
- On-site distribution of company material (flyers/Brochures/coupons) at tournaments/events, when provided
- Company name/logo listed on yearly Sponsorship Board

Bronze Club Sponsor - \$600

- Sponsor Recognition Banners – 3' x 5' Banner – Sponsor Supplied *Displayed throughout entire season.
 - Premiere location – Banner inside and/or outside courts
- Recognition of Sponsor on the Club/Community website, with a link to the Sponsor's website, when provided
- Highlight and promote as one of our Sponsors for **one** Adult and Junior Club Tournaments/Events and prominently mentioned in media produced for these functions.
- Ad recognition in promotional Media both Traditional and Digital – MTC, and MTA, when appropriate.
- On-site distribution of company material (flyers/Brochures/coupons) at tournaments/events, when provided
- Company name/logo listed on yearly Sponsorship Board

It is our hope that you will consider joining us as a sponsor to support our efforts to make our events and programs memorable and successful ones. Together with your support, we can make these yearly events that bring the community together in an exciting atmosphere of friendship, fun and enthusiasm for all who are involved. We appreciate any and all support that you can provide.

Once again, we thank you for your consideration of our request, and we look forward to discussing our options with you in the near future. With your support this year, and the continuing support of our past sponsors, we feel confident we can achieve goal.



A sponsorship agreement is enclosed. To take advantage of any of the packages, complete the enclosed sponsorship agreement form and make the check payable to *Midlothian Tennis Association (MTA)*, and submit to the address listed below.

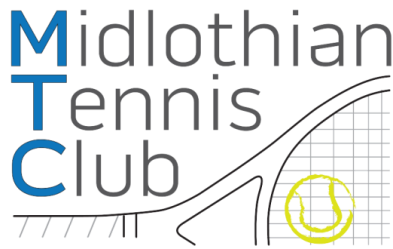
Ken McKay, General Manager
3650 Brandermill Parkway
Midlothian, VA 23112

If you have any questions regarding sponsorship, please do not hesitate to contact me directly.

Thank you for your support,

Ken McKay, General Manager
Phone/Fax: 804-763.6006
E-mail: ken@midlothiantennis.com

The sponsorship form may be downloaded by visiting www.midlothiantennis.com click on Sponsorship.



Midlothian Tennis Club Sponsorship Agreement Form

Sponsorship year is from _____ to _____

☐ Yes, we want to participate! (Check the package below)

With your commitment you give authorization to use and include your name or logo on all media material for functions consistent with your sponsorship selection below.

☐ Platinum ☐ Gold Plus ☐ Gold ☐ Silver ☐ Bronze

Company/Organization Name: _____

Contact Name: _____ Title: _____

Telephone: _____ Fax: _____

E-Mail Address: _____

Address: _____

City: _____ State: _____ Zip: _____

Website Address: _____

For In-Kind donations: Our business pledges the following products, services, coupons or gift certificates _____. The approximate retail value of this item or items: \$_____.

Accepted and Authorized by: _____ Date: _____

Ken McKay, General Manager: _____ Date: _____

Please make check payable to: **Midlothian Tennis Club (MTC)** Please submit this agreement form along with check to: Ken McKay, General Manager * 3650 Brandermill Parkway, Midlothian, Va. 23112