

**Event
Director
Luke Burden**



PRO TENNIS LEAGUE
HORSESHOE BEND COUNTRY CLUB

Pro Tennis League

August 2016



**SOUTHERN
GEORGIA**

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OVERVIEW

The Pro Tennis League is a professional tennis league slated to take place for four weeks during the month of August. The Pro Tennis League will be held Friday evenings to minimize the conflict with weekend events and maximize the attendance by both members and guests.

The Pro League will be endorsed by the USTA and will feature the top players from the state and region. Teams will also be able to play a maximum of one “international” player during each tie.

The Pro Tennis League will promote a tennis festival atmosphere with a high focus on the social and participation aspects of events around the Pro Tennis League



STAFF BIO

Event Director – Luke Burden

The Pro Tennis League Director, Luke Burden, brings a wealth of experience to the Pro Tennis League. As a tennis player and a coach, Luke is able to bring the valuable insight to event directing from the different viewpoints of players, coaches, fans and sponsors. The vital understanding enables the event to be well received by all stakeholders.

In addition to the Pro Tennis League, Luke has founded, hosted and directed a number of events from local tournaments to international events including: **Tennis Festival and Soldiers Cup** – Hosted in Boca Raton, FL this event was a celebration of tennis and the returned soldiers over the Memorial Day weekend. Participation included 300 players in addition to the flagship men's and women's championships

World Junior Tennis Championships and ITF Junior Circuit – This addition of the World Junior Tennis Championships was one of the largest ever sanctioned by the International Tennis Federation, consisting of 33 national teams. Luke was responsible for overseeing the entire event including transport, security, food and beverage, accommodation, officials, player services, facilities, workshops as well as liaising with the national immigration and security departments to ensure safe arrival of all parties.



PLAYERS & FORMAT

Events

The Pro Tennis League will take place over a 4 week period in August each year with matches being played on Friday evenings and matches beginning at 6:30pm. The schedule would consist of three weeks of regular season plus one week of finals.

Teams

Teams will consist of approximately 7 players with a maximum of 5 players competing in each match.

The top division will initially have 4 teams. Subsequent teams would create a second division.

Captains Draft

A captains draft will be held in July after registrations close to select team make-ups.



Players

This event will consist of the top players from the Region, both professional and college players.



Format

Each tie will consist of 3 matches.

- Number 1 Singles
- Number 1 Doubles
- Number 2 Doubles



PLAYER/GUEST SERVICES

Player Services

All players will receive the following:

- ▶ Player gift bag
- ▶ Pro League shirt



Food & Beverage

The following Food and Beverage operations would be available.

- ▶ Vantage Point Bar
- ▶ Swim Kitchen
- ▶ Courtside Bar – Beer and Wine only

On Court

The following will be available to all players:

- ▶ Towels
- ▶ Drinks on court (Water/PowerAde)



Events

- ▶ Fastest serve competition
- ▶ Finals presentation
- ▶ 10/u workshop/play day
- ▶ Kids activities

Trade Show

- ▶ Sponsors will have opportunity to advertise their products in the trade show area
- ▶ Raffles and prizes



PRIZES

Prize-money

1st Division

- ▶ **Regular season**
 - \$75 per singles match win
 - \$50 per person doubles match win
- ▶ **Finals**
 - 1st place team = \$1,750
 - 2nd placed team = \$750
 - 3rd placed team = \$250



Trophies

- ▶ All 1st and 2nd placed teams will receive trophies
- ▶ All players on winning team will have their names added to the perpetual trophy

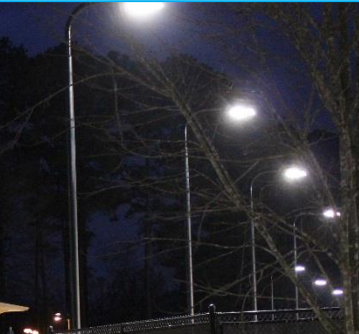
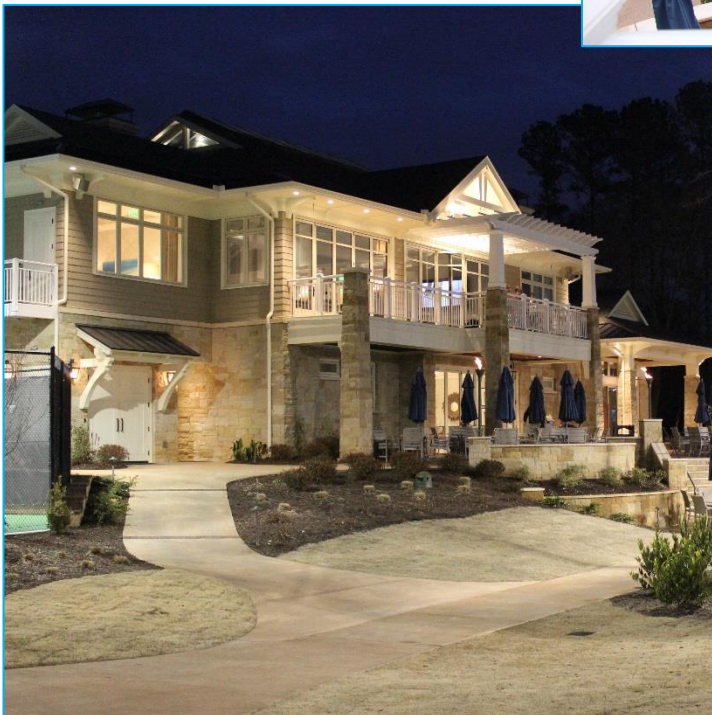


VENUE

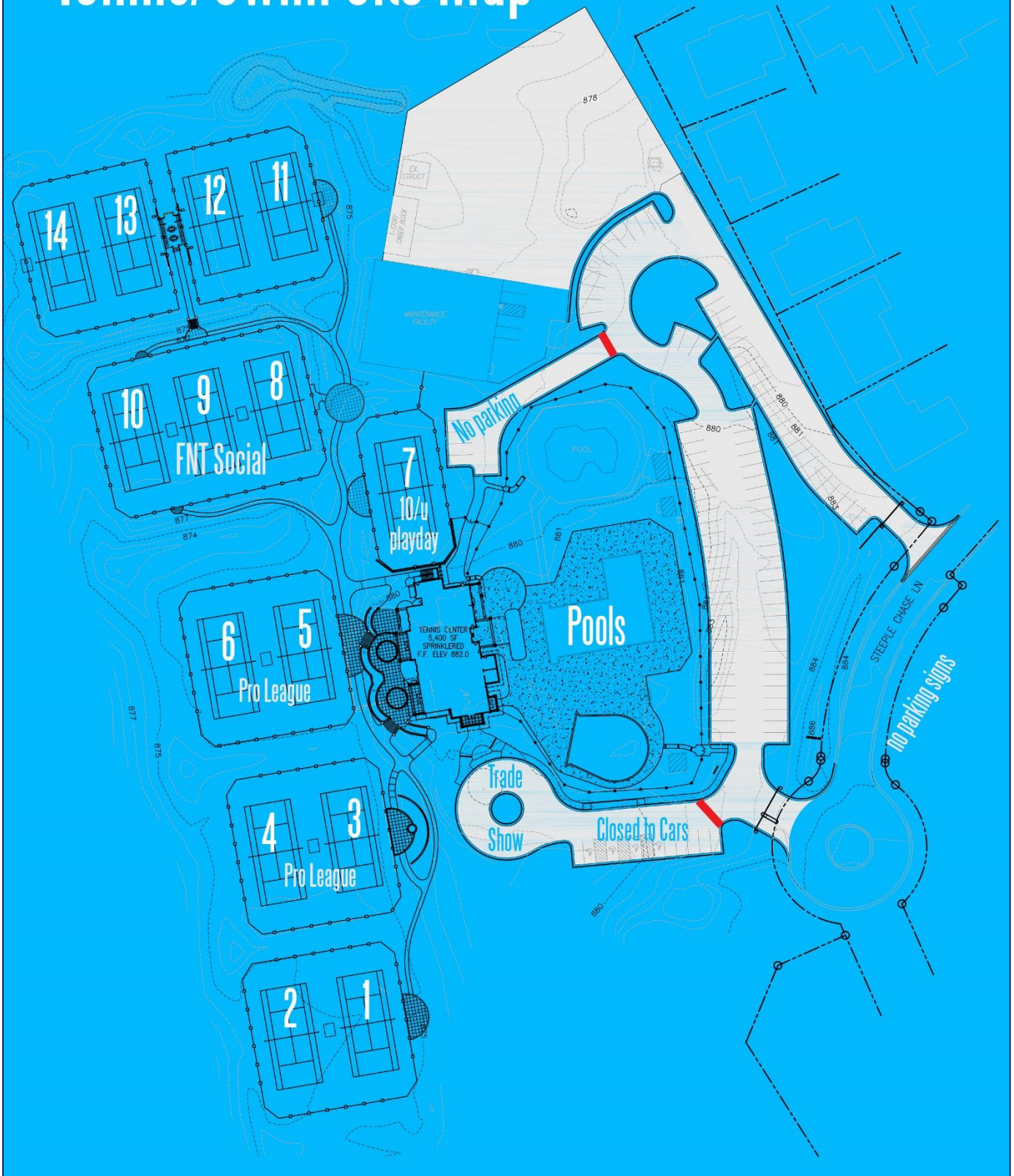
All matches in the Pro Tennis League will be held at the beautiful Horseshoe Bend Country Club in Roswell, Georgia.

Facilities include

- ▶ 2 Red Clay, 4 Hydro and 7 Hard Courts, 4 Junior 36ft Courts
- ▶ Vendor and Sponsor tents
- ▶ Change and Locker rooms
- ▶ Player Lounge
- ▶ Bar
- ▶ Swim Grill
- ▶ Pool
- ▶ The Pro League will be played on Hydro Courts



Tennis/Swim Site Map



MEDIA

The Pro Tennis League will receive the following coverage.

Web

- ▶ USTA Atlanta Website
- ▶ USTA Southern Website
- ▶ USTA Georgia Website

TV

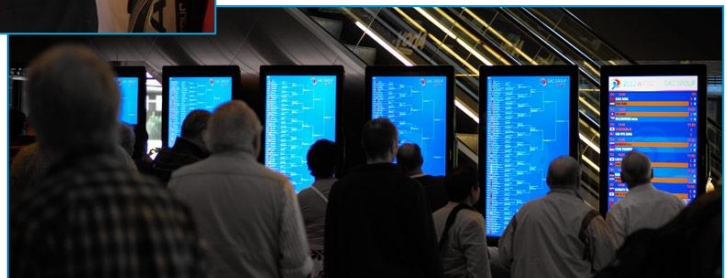
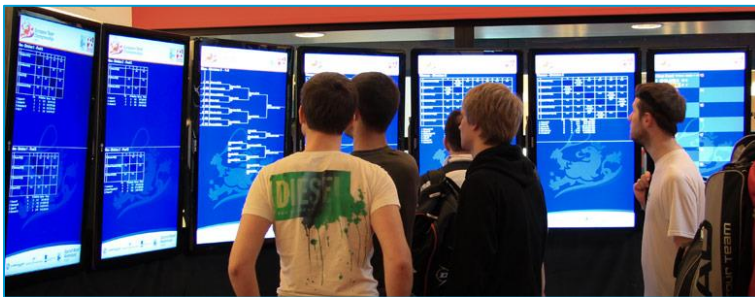
- ▶ Local news/sports channels to be invited out to cover event each week

Print

- ▶ Covered by local Georgia media
- ▶ Press releases and stories will be sent to media weekly as well as a feature on the event at its conclusion.

Radio

- ▶ We endeavour to have finals covered by local radio station



MEDIA

Examples of media coverage of previous events

SPORTS

GARY CURRIER/SPECIAL TO THE FORUM

Recent tourney in Boca offers tennis for anyone, everyone

Boca Raton's Luke Burden was hopeful of creating a tennis event that would attract every level of player and the recent Tennis Festival event and Soldiers Cup during the Memorial Day weekend accomplished just that.

"What we were trying to do was create an atmosphere for a tennis event where everybody, no matter whether they were 4.5 or 6-year-olds, or they were pro players, would enjoy," said Burden, 32, the Director of Operations for ZMG Tennis, which staged the three-day event at the Athletic Center at Boca Pointe.

"We wanted them to come to our event, enjoy being there and appreciate tennis."

Burden said there were 80 players entered in the Men's and Women's Open prize-money tournament. About 50 players competed in the 12-Under and 14-Under United States Tennis Association Junior Tournament. There were an additional 60 players competing in the National Tennis Rating Program (NTRP) 3.5 and 4.5 tourneys. There were crystal awards for all events.

The tournament featured \$8,000 in cash and prizes and they also honored the military and will donate a \$500 check to the Wounded Warrior Project.



BIG PRIZE Alexandra Kick, third from left, accepts her check for winning the inaugural Soldiers Cup at the Athletic Center of Boca Pointe. Also pictured, from left, is runner-up Mahta Dadi Reddy, ZMG Director of Operations Luke Burden and Sergeant Tim Fowler. *Submitted photo*

"We tied it in with the soldiers and honoring them and I think we accomplished the goal with all three age groups and loved how the event was being run and the great prizes and they also honored the military and will donate a \$500 check to the Wounded Warrior Project."

Plamination's Allie Kick, 17, the daughter of former Miami Dolphins running back Jim Kick, won the Women's Open Division and the \$750 first prize check with a 6-1, 6-1 victory over Fort St. Lucie's Mahta Dadi Reddy, who is originally from India. Reddy earned \$400 for

unique event in that as well," Burden said. Burden said he was one of the strong open tournaments in the Men's Open with a straight-set victory over Delray Beach's Gianni Mina, originally from France, who earned \$750 for his efforts. Mina is the former number 1 ranked junior in the world, and had the added experience of playing Rafael Nadal at the French Open two years ago.

There was also a 12-Under and 14-Under United States Tennis Association Junior Tournament in addition to a NTRP 3.5 and 4.5 tourney. There were crystal awards for all events. There was a 10-Under tennis carnival and a family barbecue. Burden said he would like the tournament to reach 300 players.

"We don't want to make it too big, but big enough to get some great top players as well as a lot more juniors and NTRP players," Burden said. "We still want to keep it small to have that intimate family atmosphere as well."

Burden said the event was different from other tournaments around the state because it had the different levels.

"There aren't many tournaments in Florida



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Recent tournament in Boca offers tennis for anyone, everyone

June 13, 2013 | GARY CURRIER/SPECIAL TO THE FORUM

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Promotional Tote Bags

Free Shipping - Wholesale Prices. Receive 5% off with code: Google5.
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"We tied it in with the soldiers and honoring them and I think we accomplished the goal with all three age groups and loved how the event was being run and the great prizes they got to see," Burden added. "It was a pretty big success actually. It's going to be an annual event."

Allie Kick wins Soldier Cup Championship



The Palm Beach Post YOUTH SPORTS Daily

WEST NORTH CENTRAL SOUTH TOAST

» Pope John Paul H.S. hosting youth basketball camp
Palm Beach Storm 8th grade boys place second in hoops tourney

Boca hosts first Soldiers Cup tennis tourney

By Jade Wagner

The first Soldiers Cup tennis tournament sponsored by ZMG Tennis was held Memorial Weekend at Boca Pointe Athletic Center.

The event, which honored American servicemen and women, drew 200 participants in a strong international field.

The women's final featured top seed Alexandra Kick of the United States against Mahta Dadi Reddy of India. Kick, a top-ranked junior player, won the match 6-1, 6-1.

Pierre Duclos of Canada, ranked #250 in the world, and Gianni Mina of France, a former top-ranked junior player, competed in the men's final. Duclos won the match in straight sets.

The competition included a kids' carnival and free clinic.

For information on ZMG Tennis, visit www.zmgtennis.com.

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SPONSORSHIP

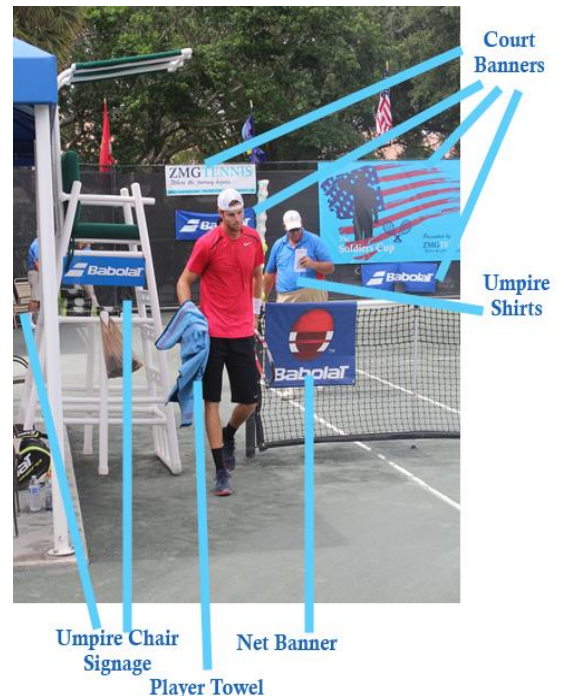
Sponsorship of the Pro Tennis League is offered on a number of different levels.

These will include but not limited to:

- ▶ Presenting rights of league
- ▶ Naming rights of teams
- ▶ Player kits
- ▶ Staff uniforms
- ▶ Balls
- ▶ Trophies



**Sample of court
signage and t-shirt at
previous events**



SPONSORSHIP TIERS

Platinum Level \$3000			
Gold Level \$1000		Gold Level \$1000	
Silver \$500	Silver \$500	Silver \$500	
Partner Product	Partner Product	Partner Product	Partner Product

*Sponsorship packages such as product can also be arranged



PRO TENNIS LEAGUE
HORSESHOE BEND COUNTRY CLUB

SPONSORSHIP PACKAGES

PRESENTING SPONSORSHIP – \$3,000

- Commemorative Corporate or Individual Plaque
- 5 Pro Tennis League Shirts
- 5 Pro Tennis League Hats
- Lead in Press Releases
- Corporate logo in flyers
- Priority Placement of 2 Corporate Banners at the Pro Tennis League (3x5)
- Lead Position on sponsors board
- Lead place for corporate booth/tent
- Ability to place item in Player Gift Bag
- No competing sponsors

GOLD LEVEL SPONSORSHIP – \$1000

- Commemorative Corporate or Individual Certificate
- 2 Pro Tennis League Shirts
- 2 Pro Tennis League Hats
- Listed in Press Releases & Flyers
- Placement of 2 x Corporate Banner during the Pro Tennis League (3x5)
- Position for corporate booth/tent
- Prominent position on sponsors board
- Ability to place item in Player Gift Bag

SILVER LEVEL SPONSORSHIP - \$500

- Commemorative Corporate or Individual Certificate
- 2 Pro Tennis League Shirts
- Position for corporate booth/tent
- Placed on sponsors board
- Ability to place item in Player Gift Bag

PRODUCT/IN KIND SPONSORSHIP

- Placed on sponsors board
- Ability to place item in Player Gift Bag

CONCLUSION

The Pro Tennis League is a professional tennis league taking place during the month of August. The Pro League will be held Friday evenings to minimize the conflict with weekend events and maximize the attendance by both members and guests.

The Pro Tennis League will be endorsed by the USTA and will feature the top players from the country and region.

The Pro Tennis League will be the signature event in the local tennis calendar and with the added additional initiatives such as the 10/u Play Day, raise the profile of tennis and promote it to a much wider audience than it currently reaches.

The Pro Tennis League has been a very successful vehicle in other markets and the added bonus to this Pro League is all matches are hosted at the same venue instead of the “home and away” schedule.





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