

***December 10, 2010***

***Kids' Tennis Clinic and Jake Owen Concert***

***December 11, 2010***

***Luncheon and Tennis Exhibition***

***Host Sponsor***

***Grand Harbor Golf & Beach Club***

***Vero Beach, Florida***

***Sponsorship Opportunities***

# ***Mardy's Tennis & Jake's Music Fest***

## **Mardy Fish Foundation**

The Mardy Fish Foundation was established to support youth organizations in Indian River County. The Foundation has utilized funds from Mardy's Tennis & Jake's Music Fest to provide after school programs in the community. The Foundation opened its first after school program, Pelican Island Elementary School/Mardy Fish Music Club and Health & Fitness Club, in 2007, which provides a place for children to go and partake in various activities that will help them better themselves using sports, music, art and dance. The Mardy Fish Foundation expanded its after school program in 2009 with the addition of three after school programs at Glendale Elementary School, JA Thompson Magnet Elementary School and Sebastian Elementary School, and will add programs at Vero Beach Elementary School, Treasure Coast Elementary School, Dodgertown Elementary School and Liberty Magnet Elementary School this year. Mardy's Kids on Courts is another program initiated by the Foundation in 2009. The city-wide program allows local youth to improve their tennis skills through competition while instilling the many life-lessons tennis has to offer. In addition, the Foundation will continue to support other youth organizations, including the Boys & Girls Club of Vero Beach and The Youth Guidance Foundation, which uses funds raised by the Mardy Fish Foundation to provide children the opportunity to attend summer camp and participate in sports and music programs.

## **Event History**

In 2006, Mardy decided to form his own foundation and join forces with his childhood friend country artist Jake Owen to create an event that would benefit the Vero Beach community through a combination of two of his and Jake's greatest loves; tennis and music. The result was Mardy's Tennis & Jake's Music Fest to Benefit the Mardy Fish Foundation. Fish and Owen have been joined at the Event by tennis stars Andy Roddick, James Blake, Bob Bryan, Mike Bryan, Andy Murray, John Isner, Ryan Sweeting, Todd Martin, Aaron Krickstein, Kathy Rinaldi, Brenda Schultz-McCarthy, Tom Gullikson, David Martin, Jesse Levine, Ivan Lendl, NFL and MLB alumni, sportscaster Brett Haber, Olympic gymnast Blaine Wilson, and musician Boyd Tinsley of Dave Matthews Band.



# ***Mardy's Tennis & Jake's Music Fest***

## **Event Host – Mardy Fish**

Vero Beach native Mardy Fish joined the elite ranks of tennis in 2004 by obtaining a career high ranking of No. 17 in the world. He was an important member of the U.S. Davis Cup team in 2002, 2003, 2004, 2008 and 2009 and won a Silver Medal at the Summer Olympic Games in Athens. During his career, Fish has won five singles and seven doubles titles. In 2009, Fish won his third singles title at the Delray Beach International Tennis Championships and collected two more doubles titles by partnering with Andy Roddick in Indian Wells and Mark Knowles in Memphis. Fish has begun 2010 by winning his seventh doubles title in San Jose with partner Sam Querrey, earning two victories over No. 4 Andy Murray, reaching the finals at the Queen's Club, and earning his fourth singles title at the Hall of Fame Tennis Championships and his fifth career title at the Atlanta Tennis Championships.

## **Jake Owen**

Owen, also a Vero Beach Native, is an RCA record label artist. Owen has been Grammy, CMA, ACM and CMT nominated and in 2009 was named the Academy of Country Music's Top New Male Artist. Owen's debut album *Startin With Me*, released in 2007, peaked at No. 8 on Top Country Albums, while his first single, "Yee Haw" reached No. 16 on the Billboard Hot Country Songs. Owen's sophomore album, *Easy Does It*, debuted at No. 2 on the Billboard Top Country Albums chart in February 2009. "Don't Think I Can't Love You," the first single off of *Easy Does It*, is his highest ranked song to date having reached No. 2 on the Billboard Hot Country Songs. "Eight Second Ride," Owen's second single off of *Easy Does It* was his fifth Top 20 single. Owen has toured with Country stars Brad Paisley, Carrie Underwood, Brooks & Dunn, Alan Jackson, Sugarland and Kenny Chesney.



Event Host Mardy Fish and Jake Owen join forces for youth in Indian River County.

# ***Mardy's Tennis & Jake's Music Fest***

## **Event Schedule (dates and times subject to change)**

### **Friday, December 10**

#### **Kids' Tennis Clinic**

Children will enjoy a fun tennis clinic with lots of prizes.

**4:00 p.m. – 5:00 p.m.**

#### **Jake Owen Concert**

Special performance by country music artist Jake Owen.

**8:00 p.m.**

### **Saturday, December 11**

#### **Luncheon**

Join Mardy Fish for lunch, drinks, and live and silent auction.

**12:30 p.m. – 2:30 p.m.**

#### **Tennis Exhibition**

Singles and doubles match featuring Mardy Fish and current and former touring tennis professionals.

**2:30 p.m.**



# ***Mardy's Tennis & Jake's Music Fest***

## ***Kids' Tennis Clinic***

- ***Children will enjoy a fun tennis clinic with lots of prizes.***
- ***Local USTA tennis professionals will run the Clinic with a special appearance by Event Host Mardy Fish.***



One of many youth who attended the Mardy's Tennis & Jake's Music Fest Kids' Tennis Clinic.

## ***Jake Owen Concert***

- ***Special performance by country music artist Jake Owen.***
- ***Featuring a country music opening act.***



Jake Owen dazzles the sold-out audience during the 2009 Mardy's Tennis & Jake's Music Fest.

# ***Mardy's Tennis & Jake's Music Fest***

## ***Luncheon***

- ***Join Event Host Mardy Fish for lunch, drinks, and live and silent auction.***



James Blake and Event Host Mardy Fish with Live Auction winners and sponsors.



Live and silent auction during the Reception.



Stacey and Mardy Fish enjoy the Luncheon festivities.

# ***Mardy's Tennis & Jake's Music Fest***

## ***Tennis Exhibition***

- ***Top tennis stars competing in a singles and doubles match.***
- ***Up to 1,000 seat stadium with box and general admission seating.***



World No. 4 Andy Murray and Event Host Mardy Fish gear up for the 2008 Tennis Exhibition.



Sportscaster Brett Haber serves as chair umpire.



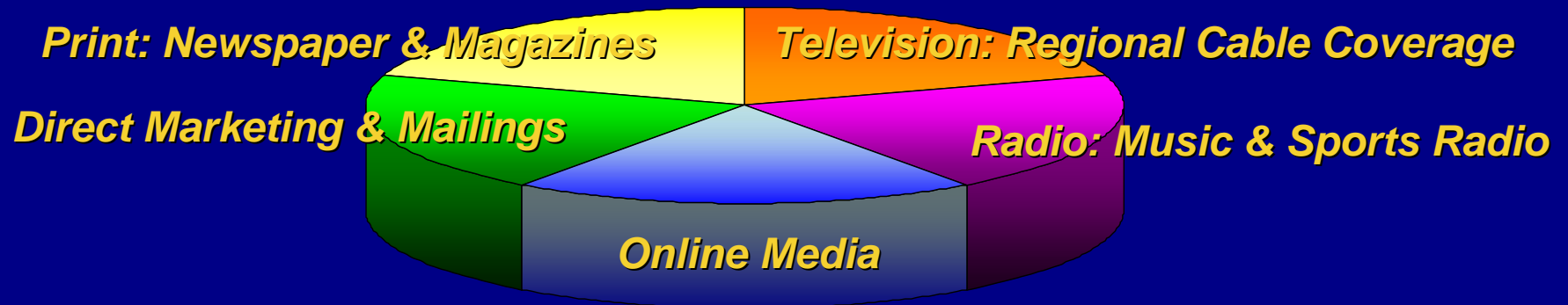
James Blake takes on Event Host Mardy Fish during the 2009 Tennis Exhibition.

# ***Mardy's Tennis & Jake's Music Fest***

## **Marketing**

*The Event has an integrated marketing campaign including:*

- *Print advertisements in newspapers, tennis publications and lifestyle magazines;*
- *Radio;*
- *Television;*
- *Direct Mail; and*
- *Internet.*





# ***Mardy's Tennis & Jake's Music Fest***

## ***Pre-Event***

- ***Co-promote Company with Event.***
- ***Recognition on all marketing materials.***
- ***Exclusivity in business category.***



Florida USTA Section promotes its organization and services during Mardy's Tennis & Jake's Music Fest.

## ***Event***

- ***Signage in stadium and other areas.***
- ***Display area.***
- ***Program advertisement.***
- ***On-court promotion.***



Official Sponsor signage displayed on the Exhibition Court.

# Mardy's Tennis & Jake's Music Fest

## *Fan Base for Tennis*

### *Interest is Strong*

- *1/3 of all U.S. Adults have a connection to tennis.<sup>1</sup>*
- *Tennis has experienced 43% growth since 2000, making it the fastest growing traditional sport in the U.S.<sup>2</sup>*

### *A Desirable Demographic*

- *Educated, affluent, average income of over \$100,000.<sup>3</sup>*

### *Culturally Diverse*

- *Increase in Black, Asian and Hispanic players.<sup>3</sup>*

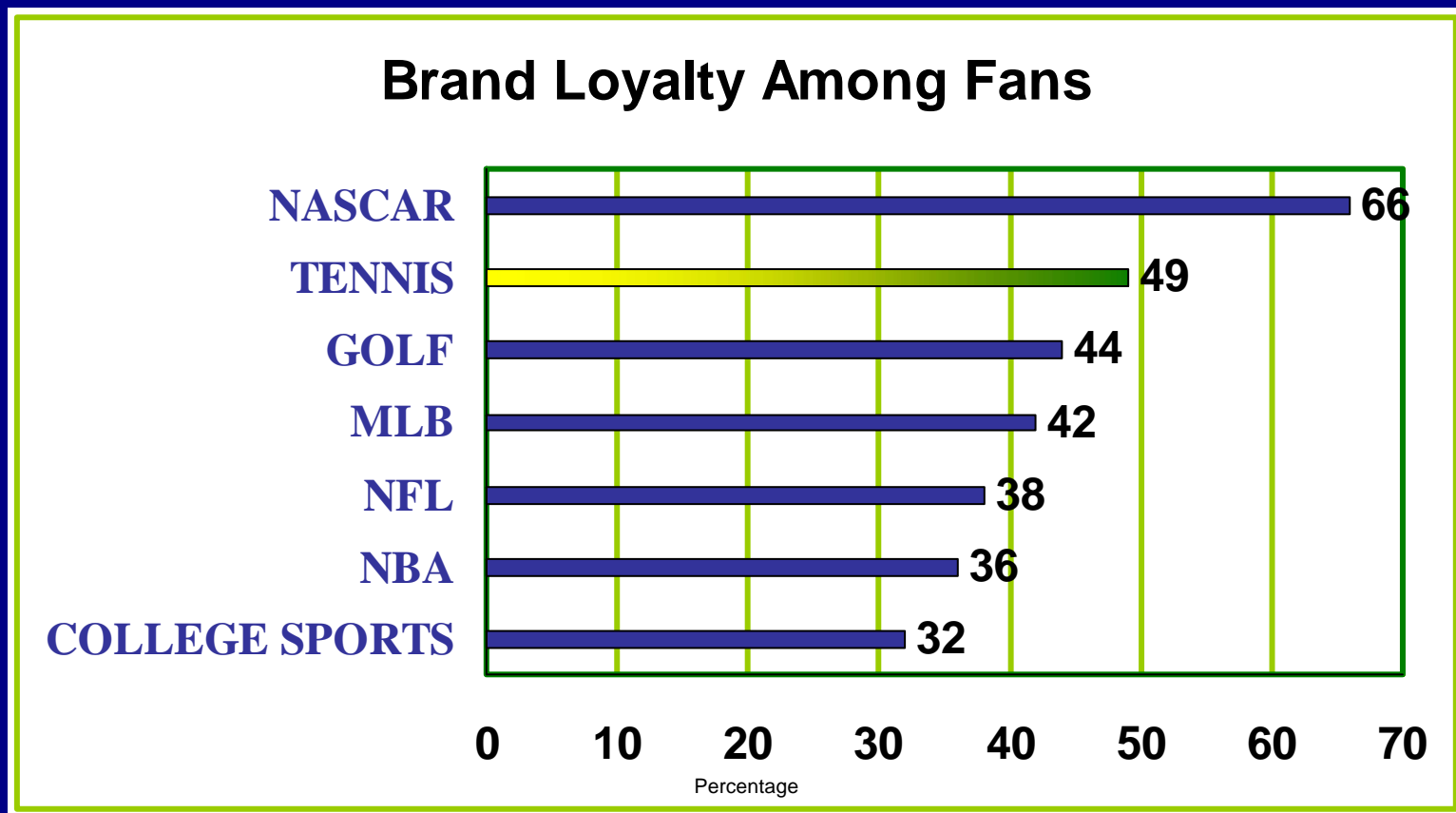
<sup>1</sup> Study from Simmons National Consumer Studies, includes people over 18 who play/watch/attend or purchase tennis merchandise.

<sup>2</sup> Physical Activity Council 2010 Sports, Fitness and Recreation Participation Overview.

<sup>3</sup> According to the United States Tennis Association.

# ***Mardy's Tennis & Jake's Music Fest***

## ***Tennis Fans are Brand Loyal***



Source: 2009 Performance Research Studies

# ***Mardy's Tennis & Jake's Music Fest***

## **Luncheon Sponsor Benefits**

### **SPONSOR IDENTIFICATION**

- Recognition as the Luncheon Sponsor on the Sponsor Board located in a high traffic area.
- Two (2) 3' x 5' banners with Company name or logo placed on Exhibition Court.
- Recognition as the Luncheon Sponsor at the entrance of the Luncheon and through announcements during the Luncheon.

### **ADVERTISING**

- Company's name or logo will be mentioned in Event promotional material as the Luncheon Sponsor, including Luncheon invitations, brochure, poster, press releases, and website.
- One (1) full-page, black and white advertisement in the Event Program (based on deadline).
- Recognition as the Luncheon Sponsor on the Sponsor Page in the Event Program.

### **PROMOTIONS**

- Recognition as the Luncheon Sponsor over the public address announcement system during the Tennis Exhibition.
- A premier on-site display area to distribute literature and information to fans (one 10' x 10' tent, one skirted table and two chairs).

### **ENTERTAINMENT**

- Ten (10) box seats for the Tennis Exhibition.
- Six (6) general admission tickets for the Tennis Exhibition.
- Ten (10) invitations to the Luncheon, to include:
  - Lunch and drinks including wine and beer.
  - Live and silent auction.
  - Opportunity to mingle and dine with participating athletes and celebrities.
- Ten (10) premier seats for the Jake Owen Concert.
- Four (4) invitations to the Kids' Tennis Clinic.
- Five (5) VIP parking passes for the Tennis Exhibition and Concert.

### **Foundation**

- Opportunity to designate a portion of funds to a specific area of one of the Mardy Fish Foundation After School Programs.

**Investment: \$20,000**



# ***Mardy's Tennis & Jake's Music Fest***

## **Platinum Sponsor Benefits**

### **SPONSOR IDENTIFICATION**

- Recognition as a Platinum Sponsor on the Sponsor Board located in a high traffic area.
- Two (2) 3' x 5' banners with Company name or logo placed on Exhibition Court.

### **ADVERTISING**

- Company's name or logo will be mentioned in Event promotional material as a Platinum Sponsor, including brochure, poster, press releases, and website.
- One (1) full-page, black and white advertisement in the Event Program (based on deadline).
- Recognition as a Platinum Sponsor on the Sponsor Page in the Event Program.

### **PROMOTIONS**

- Recognition over the public address system during the Tennis Exhibition.

### **ENTERTAINMENT**

- Six (6) box seats for the Tennis Exhibition.
- Six (6) invitations to the Luncheon, to include:
  - Lunch and drinks including wine and beer.
  - Live and silent auction.
  - Opportunity to mingle and dine with participating athletes and celebrities.
- Six (6) premier seats for the Jake Owen Concert.
- Six (6) playing spots in the Kids' Tennis Clinic.
- Three (3) VIP parking passes for the Tennis Exhibition and Concert.

**Investment: \$10,000**

# ***Mardy's Tennis & Jake's Music Fest***

## **Official Sponsor Benefits**

### **SPONSOR IDENTIFICATION**

- Recognition as an Official Sponsor on the Sponsor Board located in a high traffic area.
- One (1) 3' x 5' banner with Company name or logo placed on Exhibition Court.

### **ADVERTISING**

- Company name or logo will be mentioned in Event promotional material as an Official Sponsor, including brochure, poster, press releases, and website (if desired).
- One (1) full-page, black and white advertisement in the Event Program (based on deadline).
- Recognition as an Official Sponsor on the Sponsor Page in the Event Program.

### **PROMOTIONS**

- Recognition as an Official Sponsor over the public address system during the Tennis Exhibition.

### **ENTERTAINMENT**

- Six (6) box seats for the Tennis Exhibition.
- Six (6) invitations to the Luncheon, to include:
  - Lunch and drinks including wine and beer.
  - Live and silent auction.
  - Opportunity to mingle and dine with participating athletes and celebrities.
- Six (6) premier seats for the Jake Owen Concert.
- Four (4) playing spots in the Kids' Tennis Clinic.
- Three (3) VIP parking passes for the Tennis Exhibition and Concert.

**Investment: \$5,000**

# ***Mardy's Tennis & Jake's Music Fest***

## **Ace Sponsor Benefits**

### **SPONSOR IDENTIFICATION**

- Recognition as an Ace Sponsor on the Sponsor Board located in a high traffic area.

### **ADVERTISING**

- One (1) full-page, black and white advertisement in the Event Program (based on deadline).
- Recognition as an Ace Sponsor on the Sponsor Page in the Event Program.

### **ENTERTAINMENT**

- Four (4) Box seats for the Tennis Exhibition.
- Four (4) invitations to the Luncheon, to include:
  - Lunch and drinks including wine and beer.
  - Live and silent auction.
  - Opportunity to mingle and dine with participating athletes and celebrities.
- Four (4) premier seats to the Jake Owen Concert.
- Two (2) playing spots in the Kids' Clinic.
- Two (2) VIP parking passes for the Tennis Exhibition and Concert.

**Investment: \$2,500**

# ***Mardy's Tennis & Jake's Music Fest***

## **Patron Sponsor Benefits**

### **SPONSOR IDENTIFICATION**

- Recognition as a Patron Sponsor on the Sponsor Board located in a high traffic area.

### **ADVERTISING**

- One (1) half-page, black and white advertisement in the Event Program (based on deadline).
- Recognition as a Patron Sponsor on the Sponsor Page in the Event Program.

### **ENTERTAINMENT**

- Four (4) Box seats for the Tennis Exhibition.
- Four (4) invitations to the Luncheon, to include:
  - Lunch and drinks including wine and beer.
  - Live and silent auction.
  - Opportunity to mingle and dine with participating athletes and celebrities.
- Four (4) premier seats to the Jake Owen Concert.
- Two (2) VIP parking passes for the Tennis Exhibition and Concert.

**Investment: \$2,000**



# ***Mardy's Tennis & Jake's Music Fest***

## **Match Sponsor Benefits**

### **SPONSOR IDENTIFICATION**

- Recognition as a Match Sponsor on the Sponsor Board located in a high traffic area.

### **ADVERTISING**

- Recognition as a Match Sponsor on the Sponsor Page in the Event Program.

### **ENTERTAINMENT**

- Four (4) box seats for the Tennis Exhibition.
- Four (4) invitations to the Luncheon, to include:
  - Lunch and drinks including wine and beer.
  - Live and silent auction.
  - Opportunity to mingle and dine with participating athletes and celebrities.
- Four (4) premier seats to the Jake Owen Concert.
- Two (2) box seat parking passes for the Tennis Exhibition and Concert.

**Investment: \$1,500**

# ***Mardy's Tennis & Jake's Music Fest***

## **Set Sponsor Benefits**

### **SPONSOR IDENTIFICATION**

- Recognition as a Set Sponsor on the Sponsor Board located in a high traffic area.

### **ADVERTISING**

- One (1) half-page, black and white advertisement in the Event Program (based on deadline).
- Recognition as a Set Sponsor on the Sponsor Page in the Event Program.

### **ENTERTAINMENT**

- Two (2) box seats for the Tennis Exhibition.
- Two (2) invitations to the Luncheon, to include:
  - Lunch and drinks including wine and beer.
  - Live and silent auction.
  - Opportunity to mingle and dine with participating athletes and celebrities.
- Two (2) premier seats to the Jake Owen Concert.
- One (1) box seat parking pass for the Tennis Exhibition and Concert.

**Investment: \$1,200**

# ***Mardy's Tennis & Jake's Music Fest***

## **Game Sponsor Benefits**

### **SPONSOR IDENTIFICATION**

- Recognition as a Game Sponsor on the Sponsor Board located in a high traffic area.

### **ADVERTISING**

- Recognition as a Game Sponsor on the Sponsor Page in the Event Program.

### **ENTERTAINMENT**

- Two (2) box seats for the Tennis Exhibition.
- Two (2) invitations to the Luncheon, to include:
  - Lunch and drinks including wine and beer.
  - Live and silent auction.
  - Opportunity to mingle and dine with participating athletes and celebrities.
- Two (2) premier seats to the Jake Owen Concert.
- One (1) box seat parking pass for the Tennis Exhibition and Concert.

**Investment: \$1,000**

# ***Mardy's Tennis & Jake's Music Fest***

## **Point Sponsor Benefits**

### **ADVERTISING**

- Recognition as a Point Sponsor on the Sponsor Page in the Event Program.

### **ENTERTAINMENT**

- Two (2) box seats for the Tennis Exhibition.
- Two (2) premier seats to the Jake Owen Concert.
- One (1) box seat parking pass for the Tennis Exhibition and Concert.

**Investment: \$500**



# ***Mardy's Tennis & Jake's Music Fest***

## ***Management Team***



**Michele Cope,**  
**Founder**

***C & H Events, Inc.***

*Michele founded C & H Events in September 1996 after 10 years of honing her skills as an event management specialist with a number of the foremost event management companies in the country, including ProServ and IMG. Michele's vision for C & H Events was simple and successful – to create and manage the highest quality corporate, charity and sporting events for valued clients, while guaranteeing every client that their event would be handled with her own personal and professional touch. Michele possesses a broad range of experience that includes management of tour-level and senior-level professional tennis tournaments, formulating and handling budgets, creating sponsorship packages, promotion of companies as well as events, and media relations. Among the principal events C & H Events handles are the promotion and management of Mardy's Tennis & Jake's Music Fest to benefit the Mardy Fish Foundation and the ownership and management of Swingtime -- A Pro-Celebrity Pro-Am Tennis & Golf Tournament. Among the blue chip companies appearing on C & H Events client roster are Reebok International, LTD., Swatch Group, JPMorgan Chase, Nike, The Coca-Cola Company, Lincoln, RADO, Clear Channel, Bank of the West, JetBlue Airways, the State of Florida and Navy Bureau of Medicine and Surgery. Michele grew up in Boston, Mass. and graduated from the University of Massachusetts with a B.S. in Sports Management.*

# ***Mardy's Tennis & Jake's Music Fest***

**For further information contact:**

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