

**Corporate Sponsorship Proposal**  
**2010 USTA Boys' 10**  
**National Clay Court Championships**  
**July 18-25, 2010**



*The Boys' 12s "Dash for the Clays"  
is presented by the  
Randy Pate Tennis Academy,  
in conjunction with  
Winston-Salem Tennis, Inc.*



# History: Boys' 12s Clay Court Championships in Winston-Salem

The Boys' 12s Clay Court Championships was started in Winston-Salem in 1976. This prestigious event has brought 128 players from across the United States together to test their skills against the best players their age in the country. Players are selected by their regional sections to participate. The tournament was removed from the national junior tournament schedule in the late 1990s as less emphasis was placed on 12 and under competition by the United States Tennis Association. Once reinstated, the tournament has been in Greensboro, NC until its return to Winston-Salem in 2010. Many factors contributed to the return of the tournament to Winston-Salem, but the primary attractions were local community involvement, tournament history and superior facilities. We are proud to return the tournament to its original location and hope you will be a part of this great event!



## 2010 Tournament Committee

Chris Cagle  
Randy Pate  
Wayne Tesh  
Tom Peatross  
John Peddycord  
Bonny Bernat

## Notable Past Players

Andre Agassi, 7 time Grand Slam Champion, Former World #1  
Jim Courier, 4 time Grand Slam Champion, Former World #1  
Malivai Washington, Former Wimbledon Finalist

## Host Facilities

Main Tournament Site: *Joe White Tennis Center at Hanes Park, Winston-Salem, NC*

- 14 Clay Courts, 6 Hard Courts, Pro Shop
- On-site racquet stringing, trainer
- Viewing areas for many courts

Secondary Site: *Tanglewood Community Tennis Center, Clemmons, NC*

- 6 Championship Clay Courts
- 4 Cushion Hard Courts
- Beautiful patio area overlooking courts



# History of the Randy Pate Tennis Academy

The Randy Pate Tennis Academy (RPTA) started in Statesville, NC in 1986. The program's founder, Randy Pate, wanted to transfer his passion for junior tennis to all those who passed through the tennis courts at Caldwell Park. The results were staggering as this 10-court facility produced 8 National Champions as well as countless college tennis players over 20 plus years. Even more important were the numerous juniors who were scholarship recipients of the program, enriched by the sport at a greatly reduced cost or no cost at all. The goal was and is now to produce great tennis players but to also use tennis to teach life lessons.



In 2008 the Randy Pate Tennis Academy moved its home base to Hanes Park in Winston-Salem. Through a partnership with the City of Winston-Salem the Randy Pate Tennis Academy manages over 100 public courts and all the tennis programs for the city. In this short time the RPTA has hosted the Davis Cup Team at Hanes Park, coordinated numerous tournaments, assisted with the development of Young Folks Tennis and had players and staff to earn Top 10 National Rankings. This tradition of success continues with the 2010 Boys' 12s Clay Court Championships returning to its original home base in Winston-Salem.



# Winston-Salem Tennis, Inc.

As told in their mission statement, Winston-Salem Tennis, Inc. is dedicated to promoting, supporting and growing the game of tennis in our Winston-Salem Community. This dedicated group of volunteers has made history in the area. The Randy Pate Tennis Academy and the Boys' 12s National Clay Court Championships are excited to extend a portion of the profits from this tournament to support local tennis in Winston-Salem. Below is a brief history of Winston-Salem Tennis, Inc. and a number of accomplishments achieved over the years:

Winston-Salem Tennis, Inc (WSTI) has been bringing tennis to the community of Winston-Salem for over 35 years. Tennis in Winston-Salem spans from world class tennis to grass roots programs such as Young Folks Tennis, the staple of WSTI. Young Folks Tennis give juniors from across the city the opportunity for free tennis clinics over the majority of the year. These clinics are offered at different locations around Winston Salem, with local tennis professionals offering up their talents to introduce this wonderful lifelong sport. Funds for these programs are generated through community tournaments such as the Boys' 12s Clay Court Championships. Other community tournaments include the Tarheel Qualifier, NC State Evens and NC Adult State Combo Championships.

World class tennis in Winston-Salem has included three Davis Cup ties and the Flow Motors professional events. Players who have competed in Davis Cup ties in Winston-Salem have included Andy Roddick, James Blake, and the Bryan brothers, just to name a few. We are proud to say that the US has won all three ties! The Flow Motors event was a way of bringing great players to our area in a relaxed exhibition format. Past players have included Andre Agassi, Michael Chang, Patrick McEnroe, Malivai Washington and others.

Other items regarding Winston-Salem Tennis, Inc. and it's actions/accomplishments:

- Established as the first North Carolina Community Tennis Association in 1972
- Home to three past presidents of USTA North Carolina, one former USTA Southern president and numerous state/sectional committee members
- Five Members of the NC Tennis Hall of Fame
- Named 1992 Southern Tennis Association of the Year
- Hosted Flow Motors Invitational, professional tennis tournament (named 1994 NC Event of the Year)
- Supported and provided a volunteer network to help make three Davis Cup Ties successful in our tennis community
- Developed the long-standing Young Folks Tennis Program in 1972
- Sponsored the Tar Heel Qualifier for it's entire tournament life
- Sponsored and supported the Southern Combo Doubles State Championships since 2005 which brings in over 2000 players, and was named 2006 NC Event of the Year by NCTA

More information can be found regarding Winston-Salem Tennis, Inc. at [www.wstennis.com](http://www.wstennis.com).



## United States Tennis Association

*Founded in 1881 to Promote the Game of Tennis*

This year the USTA selected the Joe White Tennis Center at Hanes Park to be the host facility for The Nationals. The rules and regulations of the tennis tournament are determined and enforced by the USTA. In order to continue to bring the USTA Boys' 12 Clay Court National Championships to Winston Salem, it must coordinate a successful event.



The USTA is a non-profit corporation with more than 665,000 individual members whose volunteers, professional staff, and financial resources support a single mission: to promote and develop the growth of tennis. It's purposes include:

- To promote the development of tennis as a means of healthy recreation and physical fitness;
- To establish and maintain rules of play and high standards of amateurism and good sportsmanship;
- To foster national and international amateur tennis tournaments and competitions;
- To encourage, sanction and conduct tennis tournaments and competitions open to athletes without regard to race, creed, color, sexual preference, or national origin and under the best conditions possible so as to effectively promote the game of tennis with the general public; and
- To generally encourage through tennis the development of health, character and responsible citizenship.

The USTA provides support to the junior players that compete at The Nationals through: coaching; training centers; local, national, and international competition; and financial assistance to players.



## Why be a sponsor?

Your sponsorship of this tournament will help juniors to participate in a well-rounded event that they will share fond memories of with others. In addition you will be helping to support local tennis, help boost Winston-Salem's tennis reputation and as well as contribute to the success of local businesses that will benefit from this tournament being hosted in our area. Lastly, sponsorship dollars will be reinvested into the tournament to add amenities for parents and players.

### **Premiere Sponsor - Contribution of \$10,000+**

- Premier Sponsors will receive all of the benefits of a Gold Sponsor.
- A Premier Sponsor's name and/or logo will be set apart, enlarged or distinguished from the names and/or logos of the other tournament sponsors and will be labeled in the tournament program "Premiere Sponsor of the Nationals" and/or the tournament will be "Presented by" a Premier Sponsor.
- Premiere Sponsors will be given priority to have a portion of the event to sponsor and/or assigned a title referring to the nature of their sponsorship. Examples include: Official Tournament Hotel of The Nationals; Official Transportation of The Nationals; Official Sponsor of the Welcome Player Dinner.
- Premiere Sponsors will be given priority to have a booth at the Joe White Tennis Center at Hanes Park for the purpose of promoting or selling their products.
- Premiere Sponsors will be seated with other Premiere Sponsors and dignitaries invited to the tournament at the opening day Player Dinner.
- A Premiere Sponsor may participate in the final day awards ceremony, handing out prizes to place finishers and players recognized for outstanding sportsmanship.
- By reservation, Premiere Sponsors will receive preferred seating on the final day of competition.
- By reservation, Platinum Sponsors will receive reserved parking at Hanes Park.



### **Platinum Sponsor - \$5,000 Contribution**

- Platinum Sponsors will receive all of the benefits of a Gold Sponsor.
- A Platinum Sponsor's name and logo will be set apart, enlarged or distinguished from the names and/or logos of the Gold, Silver and Bronze Sponsors and will be labeled in the tournament program "Platinum Sponsor of The Nationals."
- Platinum Sponsors will be given priority, after Premiere Sponsors, to have a portion of the event to sponsor and/or assigned a title referring to the nature of their sponsorship. Examples include: Official Tournament Hotel of The Nationals; Official Transportation of The Nationals; Official Sponsor of the Welcome Player Dinner.
- Platinum Sponsors will be given priority, after Premier Sponsors, to have a booth on site for the purpose of promoting or selling their products.
- By reservation, Platinum Sponsors will receive preferred seating on the final day of competition.
- By reservation, Platinum Sponsors will receive reserved parking at Hanes Park.

### **Gold Sponsor - \$2,500 Contribution**

- Sponsor name on the 275 T-shirts given to community volunteers and players.
- Banner hung at Joe White Tennis Center at Hanes Park during The Nationals and displayed on the Championship Court during the finals.
- Corporate name and/or logo listed as a sponsor of the Nationals on the tournament's website. A link to your website will also be provided.
- Full page advertisement in Tournament Program - 7" wide x 9.5" high.
- Corporate logo on the Corporate Sponsor page of the Tournament Program.
- Corporate representatives of the Gold Sponsor may take group photograph with tournament competitors at the Player Check in Meeting.
- Sponsor may use its sponsorship of the USTA Boys' 12 Clay Court National Championships in its advertising to promote products and in news releases.
- Gold Sponsors will be given priority, after Premiere and Platinum Sponsors, to have a booth on site for the purpose of promoting or selling their products.
- Open invitation to attend the social activities of the tournament.

### **Silver Sponsor - \$1,000 Contribution**

- Sponsor name on the 275 T-shirts given to community volunteers and players.
- Banner hung at the Joe White Tennis Center at Hanes Park during The Nationals and displayed on the Championship Court during the finals.
- Half page advertisement in the Tournament Program - 7" wide x 4.625" high
- Silver Sponsors will be given priority, after premiere, Platinum, and Gold Sponsors, to have a booth on site for the purpose of promoting or selling their products.
- Open invitation to attend the social activities of the tournament.



### **Bronze Sponsor - \$500 Contribution**

- Banner hung at the Joe White Tennis Center at Hanes Park during the tournament.
- Quarter page advertisement in the Tournament program - 3.374" wide x 4.625" high.
- Open invitation to attend the social activities of the tournament.

### **Tournament Benefactor - \$250 Contribution**

- One-eighth page advertisement in Tournament Program - 3.375" wide x 2.125" high.
- Open invitation to attend the social activities of the tournament.

### **Tournament Patron - Contribution of less than \$250**

- Name of Tournament patron will be listed in the Tournament Program.
- Open invitation to attend the social activities of the tournament.

## **Sponsorship Deadlines:**

### ***Commitment/Payment date: April 1, 2010***

Please reply to [Cagletennis@gmail.com](mailto:Cagletennis@gmail.com) to commitment to your sponsorship level by this date. Sponsorship payment is due by this date as well. Please make sponsorship payment to the Randy Pate Tennis Academy.

### ***Player Packet Gift/Information date: June 15, 2010***

This packet will be given to each participant upon check-in, and cannot include any nutritional supplement samples.

### ***Program Advertisement date: June 15, 2010***

Please return your advertisement or logo to [Cagletennis@gmail.com](mailto:Cagletennis@gmail.com) by this date.

### ***Tournament Banner due: July 11, 2010***

Please drop off banner to Hanes Park Pro Shop by this date or we can order a banner for you (cost paid by sponsor) if we have your logo and information by June 15, 2010.