



# THE 2019 TENACITY CUP – ADVANCING BOSTON’S YOUTH TO POST-SECONDARY SUCCESS

JUNE 20, 2019 | LONGWOOD CRICKET CLUB

## SPONSORSHIP OPTIONS

The business and tennis community invite you to be part of a success story...

**A Story of Transformation.** The Boston corporate, philanthropic and tennis community made a dramatic and bold transformation from Tenacity’s successful traditional gala to a fresh fundraising effort and a very special day of tennis called the Tenacity Cup. Donors and Tenacity students played together on teams to become closer and to support one another.

The event grossed more than \$920,000 (+33% over Tenacity’s previous gala) and netted \$745,000 (+55%!)

**A Meaningful Impact.** Tenacity could deliver its renowned direct mentoring to more than 1,000 students this year in some of the most challenging neighborhoods as they pursue excellence inside and outside the classroom.

**An Opportunity to Connect.** Events should be about more than banners, logos, speeches, tickets and dinners. Let’s think unconventionally together about how you and/or your firm could benefit from associating with this unusually successful story. At a minimum, The Tenacity Cup offers special relationship opportunities and benefits:



### CHAMPION

\$50,000



### VICTORY

\$15,000



### WINNING

\$5,000



Details on reverse 

## CHAMPION SPONSOR

- Sponsor representatives photographed with all 24+ Tenacity student players on the lawn courts of the Longwood Club to illustrate Sponsor support of education on Boston.



- Escorted by a member of the Tenacity Board of Directors, an opportunity for Sponsor to strategically meet & greet Team Captains & Players (most being corporate leaders, investors and other leaders)
- Event Co-Leadership Sponsor Designation (alongside New Balance)
- Team entry for 8 company players, partnered with two elite and two student players
- Complimentary lunch with teams and students during the Cup

- Sponsor recognition on Cup Welcome Guide, Tenacity home and Cup web pages, e-communication to more than 100 players and more than 1,000 donors
- Sponsor recognition in Cup video released following the event. Opportunity to tailor video content with message from Sponsor representative.
- Event volunteer opportunity for Sponsor employees
- Sponsor logo placement apparel of one team
- Recognition by Tenacity leader and emcee announcements
- Sponsor clients invited to attend & watch
- Sponsor clients invited to post-event party
- Special e-message from Sponsor to event participants recognizing sponsorship
- We welcome to opportunity to design bespoke, tailored engagement opportunities and benefits that align with company or individual sponsor objectives

**Fee: \$50,000**

## VICTORY SPONSOR

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- Sponsor clients invited to post-event party

**Fee: \$15,000**

## WINNING SPONSOR

- Complimentary lunch with teams and students during the Cup
- Sponsor recognition on Cup Welcome Guide, web pages, e-communication to more than 100 players and more than 1,000 donors
- Sponsor recognition in Cup video released following the event
- Sponsor clients invited to post-event party

**Fee: \$5,000**