



THE 2021 TENACITY CUP – ADVANCING BOSTON’S YOUTH TO POST-SECONDARY SUCCESS

SEPTEMBER 23, 2021 | 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 have made a dramatic and bold transformation from Tenacity’s successful traditional gala to a fresh fundraising effort and a very special day of team-based tennis called the Tenacity Cup where donors and Tenacity students play together to become closer and to support one another.

The event has grossed nearly \$2.7 million in its first three years.

A Meaningful Impact

Funds raised through the Tenacity Cup help less advantaged Boston youth build important academic, college readiness, and life skills while forming positive identities as life-long learners. Your support will help transform the lives of these students, providing access to opportunities and experiences they might not otherwise have - placing them on a pathway to post-secondary success.

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
\$25,000



TRIUMPH
\$10,000



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*



- Opportunity for team entry for 8 company players, partnered with two elite and two student players. *Please note: Captain and players are still obligated to meet fundraising minimums.*
- Lunch with teams and students during the Cup*
- Event volunteer opportunity for Sponsor employees*

- 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.
- Recognition by Tenacity leader and emcee announcements at the event*
- Sponsor clients invited to attend & watch (up to 4)*
- Sponsor clients invited to post-event party (up to 4)*
- Special e-message from Sponsor to event participants recognizing sponsorship
- We welcome the opportunity to design bespoke, tailored engagement opportunities and benefits that align with company or individual sponsor objectives

Fee: \$50,000

VICTORY SPONSOR

- Sponsor representatives photographed with all 24+ Tenacity student players on the lawn courts of the Longwood Club*
- Complimentary lunch with teams and students during the Cup (up to 4 guests)*
- Sponsor recognition in Cup Welcome Guide, on event web page, and in e-communications to more than 100 players and 1,000+ donors
- Sponsor recognition in post-Cup event recap video
- Sponsor clients invited to post-event party (up to 4)*

Fee: \$25,000

* All in-person benefits are weather/COVID conditions permitting

TRIUMPH SPONSOR

- Complimentary lunch with teams and students during the Cup (up to 2 guests)*
- Sponsor guests invited to post-event party (up to 2 guests)*
- Sponsor recognition on Cup Welcome Guide, on event web page, e-communication to more than 100 players and more than 1,000+ donors

Fee: \$10,000

WINNING SPONSOR

- Complimentary lunch with teams and students during the Cup*
- Sponsor guest invited to post-event party*
- Sponsor recognition on Cup Welcome Guide, on event web page, e-communication to more than 100 players and more than 1,000+ donors

Fee: \$5,000