



# THE 2022 TENACITY CUP – ADVANCING BOSTON’S YOUTH TO POST-SECONDARY SUCCESS

JUNE 23, 2022 | 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 \$3 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**