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 raised over $5 million since its inception in 2018.

**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 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 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