

# HONOLULU CHALLENGER



PRO CIRCUIT



2012

presented by



## AMERICAN

Savings Bank

### January 22 - 29, 2012

### Kailua Racquet Club

629 Oneawa Street | Kailua, Hawaii | 96734



## SPONSORSHIP PACKAGES



**Ryan Harrison**  
2011 Singles Champion



**Michael Russell**  
2011 Semifinalist  
2010 Champion



**Jan Axel Tribler & Mikael Maatta**  
2012 Doubles Main Draw Wild Cards  
2011 Triple Crown of Tennis Champions



**Robert Kendrick & Alex Kuznetsov**  
2011 Doubles Finalists

[www.hawaii.usta.com](http://www.hawaii.usta.com)



January 22-29, 2012 | Kailua Racquet Club  
2012 SPONSORSHIP PACKAGES

**INDIVIDUAL ACE CONTRIBUTION**

**INVESTMENT \$100**

- ◆ Recognition on on-site *Special Mahalo* board
- ◆ Recognition in the USTA Hawaii Pacific Section e-newsletter
- ◆ Recognition on USTA Hawaii Pacific Section web site

**CENTER COURT SPONSORSHIP**

**INVESTMENT \$500**

- ◆ Two **VIP Passes** during *Finals Weekend*, January 28 & 29, 2012\* that include:
  - ◆ Premiere reserved seating
  - ◆ Complimentary food and beverages
- ◆ Two, one-hour court rental certificates at the Waikiki Tennis Club
- ◆ Participation for two in Pro/Am Tournament on Sunday, Jan. 22, 2012\*
- ◆ One Session of *USTA Play To Learn Tennis* Lessons for one person
- ◆ One limited-edition US Open cap
- ◆ On-site banner placement
- ◆ Recognition on on-site *Special Mahalo* board
- ◆ Recognition in the USTA Hawaii Pacific Section e-newsletter

**FIRST SERVE SPONSORSHIP**

**INVESTMENT \$1,500**

- ◆ Two **VIP Passes** during *Finals Weekend*, January 28 & 29, 2012\* that include:
  - ◆ Premiere reserved seating
  - ◆ Complimentary food and beverages
- ◆ Five, one-hour court rental certificates at the Waikiki Tennis Club
- ◆ Participation for two in Pro/Am Tournament on Sunday, Jan. 22, 2012\*
- ◆ Two Sessions of *USTA Play To Learn Tennis* Lessons for one person
- ◆ Two limited-edition US Open caps
- ◆ One ¼-page, black & white ad in the annual USTA Hawaii Pacific Section Yearbook
- ◆ Company logo & link on the USTA Hawaii Pacific Section web site for three months
- ◆ On-site banner placement
- ◆ On-site display booth during *Finals Weekend*, January 28 & 29, 2012\*
- ◆ Recognition on event promotional materials
- ◆ Recognition on on-site *Special Mahalo* board
- ◆ Recognition in USTA Hawaii Pacific Section e-newsletter

**MASTERS SPONSORSHIP**

**INVESTMENT \$3,500**

- ◆ Four **VIP Passes** during *Finals Weekend*, January 28 & 29, 2012\* that include:
  - ◆ Premiere reserved seating
  - ◆ Complimentary food and beverages
- ◆ Ten, one-hour court rental certificates at the Waikiki Tennis Club
- ◆ Participation for four in Pro/Am Tournament on Sunday, Jan. 22, 2012\*
- ◆ Four Sessions of *USTA Play To Learn Tennis* Lessons for two people
- ◆ Four limited-edition US Open caps
- ◆ One ½-page, black & white ad in the annual USTA Hawaii Pacific Section Yearbook
- ◆ Company logo & link on the USTA Hawaii Pacific Section web site for three months
- ◆ On-site banner placement
- ◆ On-site display booth during *Finals Weekend*, January 28 & 29, 2012\*
- ◆ Recognition on event promotional materials
- ◆ Recognition on on-site *Special Mahalo* board
- ◆ Recognition in USTA Hawaii Pacific Section e-newsletter
- ◆ 2012 US Open President's Suite package for two:
  - ◆ Invitation for two individuals to be guests for one day OR evening session
  - ◆ Lunch or dinner in the USTA President's Dining Room
  - ◆ Access to all other courts at the USTA Billie Jean King National Tennis Center
- ◆ Seating in the USTA President's Courtside Box
- ◆ Hospitality in the USTA President's Suite during the session

**HALL OF FAME SPONSORSHIP**

**INVESTMENT \$10,000**

- ◆ Presenting sponsor title with your company named in conjunction with Honolulu Challenger on all media, public relations and promotional materials created by the USTA Hawaii Pacific Section
- ◆ Eight **VIP Passes** during *Finals Weekend*, January 28 & 29, 2012\* that include:
  - ◆ Premiere reserved seating
  - ◆ Complimentary food and beverages
- ◆ 20, one-hour court rental certificates at the Waikiki Tennis Club
- ◆ Participation for four in Pro/Am Tournament on Sunday, Jan. 22, 2012\*
- ◆ Three Sessions of *USTA Play To Learn Tennis* Lessons for two people
- ◆ Eight limited-edition US Open caps
- ◆ One full-page, color ad in the annual USTA Hawaii Pacific Section Yearbook
- ◆ Company logo & link on the USTA Hawaii Pacific Section web site for three months
- ◆ On-site banner placement
- ◆ On-site display booth during *Finals Weekend*, January 28 & 29, 2012\*
- ◆ Recognition on event promotional materials
- ◆ Recognition on on-site *Special Mahalo* board
- ◆ Recognition in USTA Hawaii Pacific Section e-newsletter
- ◆ 2012 US Open President's Suite package for two:
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\*subject to change due to inclement weather



For more information, visit [www.hawaii.usta.com](http://www.hawaii.usta.com)  
or contact Melissa Pampulov at [pampulov@hawaii.usta.com](mailto:pampulov@hawaii.usta.com) or (808) 585-9525

## **ABOUT THE HONOLULU CHALLENGER**

- ◆ This professional men's tournament hosts a
  - ◆ 32 Qualifying Singles Draw
  - ◆ 32 Main Singles Draw
  - ◆ 16 Doubles Draw
- ◆ \$50,000 total prize money
- ◆ features top players ranked No.100 and above
- ◆ Tournament is FREE and open to the public



## **RECAP OF 2011 HONOLULU CHALLENGER**

- ◆ SINGLES: Ryan Harrison, Champion; Alex Kuznetsov, Finalist
- ◆ DOUBLES: Ryan Harrison & Travis Rettenmaier, Champions; Robert Kendrick & Alex Kuznetsov, Finalists
- ◆ 250 spectators attended the event during the week
- ◆ 1,100 spectators attended the FINALS WEEKEND
- ◆ 33 local businesses and individuals supported the inaugural tournament
- ◆ KHON2 aired:
  - ◆ 78 total :30 second commercials the week of the Honolulu Challenger
  - ◆ sports reports on both 6pm and 10pm evening news
- ◆ The Honolulu Star Advertiser showcased a total of 15 featured articles on the Honolulu Challenger
- ◆ 145 total :30 second commercials aired on KRTR, KCCN and KINE the week of the Honolulu Challenger
- ◆ The USTA Hawaii Pacific Section website received the following traffic during the event:  
Page Views 60,314 | Unique Visitors 15,573 | Total User Sessions 21,941
- ◆ Community involvement included free tennis clinics during
  - ◆ Schools Day
  - ◆ Jr. Team Tennis Appreciation Day
  - ◆ High School Clinic
  - ◆ Family Tennis Night
  - ◆ USTA Membership Appreciation Days

## **ABOUT THE UNITED STATES TENNIS ASSOCIATION**

The USTA is the national governing body for the sport of tennis in the U.S. and the leader in promoting and developing the growth of tennis at every level -- from local communities to the highest level of the professional game. It owns and operates the US Open, the highest attended annual sporting event in the world, and launched the Olympus US Open Series linking 10 summer tournaments to the US Open. A not-for-profit organization with more than 725,000 members, it invests 100% of its proceeds in growing the game. In addition, it owns the 94 Pro Circuit events throughout the U.S., and selects the teams for the Davis Cup, Fed Cup, Olympic and Paralympic Games. For more information on the USTA, log on to [www.usta.com](http://www.usta.com).

## **ABOUT THE USTA HAWAII PACIFIC SECTION**

The USTA Hawaii Pacific Section (USTA HPS) one of the 17 geographic Sections within the USTA organizations. Incorporated in 1997, the Hawaii Pacific Section embraces over 7,800 individual members and 109 organizational members in Hawaii, American Samoa, Guam and Saipan. In addition, the Hawaii Pacific Section is further subdivided into five districts: Kauai, Oahu, Maui, East Hawaii & West Hawaii.

The Hawaii Pacific Section is a volunteer-based organization dedicated to carrying out the goals of the national association within its region, particularly with respect to promoting tennis opportunities for juniors and adults of all abilities and all cultural backgrounds. By evaluating and establishing goals, policies and objectives the Board provides the road map from which the professional staff, headed by the executive director, and other volunteers follow to achieve the mission – *To promote and develop the growth of tennis.*

## **TENNIS IN THE UNITED STATES & HAWAII PACIFIC SECTION**

There has been a positive resurgence in tennis participation throughout the United States. In the last few years, 30.1 million people in the United States played tennis are hitting the courts, tennis participation has grown 12% over 2008 and climbed 25% since 2003. In addition, according to the Sporting Goods Manufacturing Association (SGMA), tennis is the only traditional sport to grow in the past five years.

Here in Hawaii, tennis participation has had steady growth over the past five years. Approximately 10% of the population, or 130,000 people in Hawaii, play tennis. Hawaii also has the greatest percentage of frequent players in the United States. A frequent player is defined as a player who plays tennis 21 or more times a year.

Our average tennis player in Hawaii looks something like this:

- ◆57% male
- ◆43% female
- ◆Median age of 39
- ◆34% over age 50
- ◆65% with household incomes of \$50,000 or greater
- ◆40% with household incomes over \$75,000

We look forward to partnering with you to promote the growth of tennis and to gain exposure for your business. We appreciate your support of tennis and our mission to “promote and develop the growth of tennis” here in Hawaii.

For more information, visit [www.hawaii.usta.com](http://www.hawaii.usta.com)  
or contact Melissa Pampulov at [pampulov@hawaii.usta.com](mailto:pampulov@hawaii.usta.com) or (808) 585-9525



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AMERICAN  
Savings Bank

January 22 – 29, 2012 | Kailua Racquet Club

## COMMITMENT FORM

### SPONSOR INFORMATION

Sponsor Name/Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Main Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ Suite: \_\_\_\_\_

City, State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

### SPONSORSHIP PACKAGES

[check level of support]

LEVEL	INVESTMENT
<input type="checkbox"/> INDIVIDUAL ACE CONTRIBUTION	\$ 100
<input type="checkbox"/> CENTER COURT	\$ 500
<input type="checkbox"/> FIRST SERVE	\$1,500
<input type="checkbox"/> MASTERS	\$3,500
<input checked="" type="checkbox"/> HALL OF FAME	<del>\$10,000</del> <b>TAKEN</b>

Make your sponsorship investment check to:  
USTA Hawaii Pacific Section

Please send together with this commitment form, attention to Melissa Pampulov, via:  
932 Ward Avenue, Suite 490  
Honolulu, Hawaii 96814

SIGNATURE

DATE

By signing I commit to the sponsorship investment checked off above.

For more information, contact:

Melissa Pampulov, Director of Marketing & Communications

Phone: (808) 585-9525

Email: [pampulov@hawaii.usta.com](mailto:pampulov@hawaii.usta.com)

