



VELASCO TENNIS CENTER

Sponsorship
OPPORTUNITIES



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Sponsorship Opportunities

The Velasco Tennis Center is actively seeking sponsors for the upcoming year in 2024. Aligning your business with the Velasco Tennis Center offers a distinctive opportunity to garner significant visibility among tens of thousands of local residents and individuals from across the Central Illinois Region. By becoming a sponsor, you not only promote your business but also contribute to family-oriented recreational programming. Every penny from sponsorship funds will be dedicated to supporting the maintenance and upkeep of the Velasco Center.

Our objective is straightforward: to establish the Velasco Tennis Center as the premier destination in the region for tennis, platform tennis, and pickleball. Your support is crucial in achieving this goal, enabling us to elevate the center to its former glory. We extend our heartfelt gratitude to all sponsors, as your partnership is instrumental in making the Velasco Tennis Center the ultimate hub for tennis enthusiasts. Thank you from the entire Velasco Tennis Center team and the Springfield Park District.



ANDREW COON
Tennis Manager
217-546-4103 ext. 2201
aconon@springfieldparks.org

ABOUT THE **VELASCO TENNIS CENTER**

The Velasco Tennis Center acts as the central hub for district-wide tennis activities, housing an indoor pro-shop that serves as a comprehensive resource for tennis enthusiasts. Here, patrons can acquire tennis equipment, available racket stringing services, and request customizations, establishing it as the sold all-in-one destination in the region for all tennis-related needs. Alongside this, the Velasco Tennis Center features six illuminated courts, six non-illuminated courts, and four illuminated platform tennis courts.

Operating throughout the year, the Velasco Tennis Center provides continuous access to equipment and racket stringing services. Additionally, the tennis courts officially open each year during the initial weekend of April, welcoming enthusiasts to enjoy the facilities.

VELASCO TENNIS CENTER

Sponsorship Court

LEVELS →

Welcome to the gateway of opportunity where your support can transcend the boundaries of a mere sponsorship to become an instrumental force in shaping the future of our thriving tennis center.

As a prospective sponsor, you have the power to influence not only the trajectory of the sport within our community but also to contribute to the growth and development of countless individuals who call our tennis center home. Beyond the courts, your sponsorship is a direct investment in fostering a culture of athletic achievement, community engagement, and youth development. Join us on this exciting journey, where your partnership is not just a transaction but a pivotal catalyst for positive change. Discover the unique and rewarding reasons why becoming a sponsor for our tennis center is an opportunity to make a lasting impact on both the game and the community it serves.

The annual court attendance averages **17,000 attendees**, with an additional **3,000** attendees for major events.

Tennis Court Sign Sponsor

\$2,500

- Your company's logo/name will be prominently displayed on a **30 in x 8 in court sign** for the duration of one year.

Tennis Flag Sponsor

\$2,000

- Your company's logo/name will be displayed on one **3' x 5' flag** located along one row on the North and South ends of the Tennis fences for the duration of one year.

Platform Tennis Court Sponsor

\$1,500

- Your company's logo/name will be displayed on a **30 in x 8 in court sign** for the duration of one year.

Ace Sponsor

\$1,250

- Your company's logo/name will be featured on a **3' x 3' windscreen** exhibited at the Southside of the Velasco Tennis Center Courts throughout the entire year, from April 1, 2024, to April 1, 2025.
- The average daily traffic of vehicles passing through Washington Park is 5,800 cars per week.

Game Set Match Sponsor

\$1,000

- Name and logo on **sponsor banner**
- Name and logo listed on **promotional materials**
- Recognition on **social media posts and event email blast**
- Player **swag bag promotional** and **marketing opportunities**

LEAGUE

Sponsorship Levels



Step onto the court of opportunity and consider the transformative role you can play as a sponsor for our dynamic tennis league.

The heartbeat of our community, our tennis leagues embody more than just athletic prowess; it symbolizes unity, competition, and a shared love for the game. By becoming a sponsor, you are not merely associating your brand with a league; you are investing in the spirit of camaraderie, sportsmanship, and community building. Your support will not only elevate the league's reach and impact but will also contribute to the development of athletes and enthusiasts alike. Join us in creating a legacy where your sponsorship transcends the boundaries of the tennis court, leaving a lasting impression on both players and spectators. Discover the compelling reasons why aligning your brand with our tennis league is a win-win partnership for fostering both sporting excellence and community growth.

Junior Team Tennis League Sponsor \$2,000

Junior Team Tennis, often abbreviated as “JTT,” is a long standing family **FUN** league at the Velasco Tennis Center. It unites young boys and girls aged 5 to 17 in engaging matches of singles, doubles, and mixed doubles against coed teams. More than just a source of enjoyment and physical activity, Junior Team Tennis offers a competitive, level-based setting that fosters individual development, social skills, and life skills.

- Your company's logo/name on the Springfield Park District's **Velasco Tennis Center Page** under the “**Sponsored by**” section
 - The Springfield Park District website receives roughly **171,000 event counts per month** in season
- Your company's logo/name on the **JTT League page**, as well as **USTA Serve Tennis League Page**
- Your company's logo/name on the **Junior League email blast**
 - The Springfield Park District's email blasts go out to roughly 16,000 individuals
- Your company's logo/name on **Junior League social media posts**
 - The Springfield Park District's social media reach is **95,000 +/-month** and **engagement is 12,000+/-month**
- **Verbal recognition** prior to each event
- Your company's logo/name on the event day sign
- **Logo on our JTT shirts** throughout the calendar year

Doubles League Sponsor \$1,500

Adult Doubles Tennis League provides casual play opportunities for players of all skill levels, from those new to tennis to those with years of experience, who are looking to play with their friends and meet new people. On average, you can expect on average 100 participants playing or watching these games each week.

We usually have **two Doubles League Sessions a year, that run for 10 weeks** [about two and a half months] each.

- Your company's logo/name on the Springfield Park District's **Velasco Tennis Center Page under the "Sponsored by" section**
 - The Springfield Park District website receives roughly **171,000 event counts per month** in season
- Your company's logo/name on the **tournament bracket**
- Your company's logo/name on the **Junior League email blast**
 - The Springfield Park District's email blasts go out to roughly **12,200 individuals**
- Your company's logo/name on **Junior League social media posts**
 - The Springfield Park District's social media reach is **95,000 +/month and engagement is 12,000+ /month**
- Verbal recognition prior to each event
- Your company's logo/name on the event day sign

USTA or Public Tournament

Sponsor \$500 tournament or \$2,500 all season

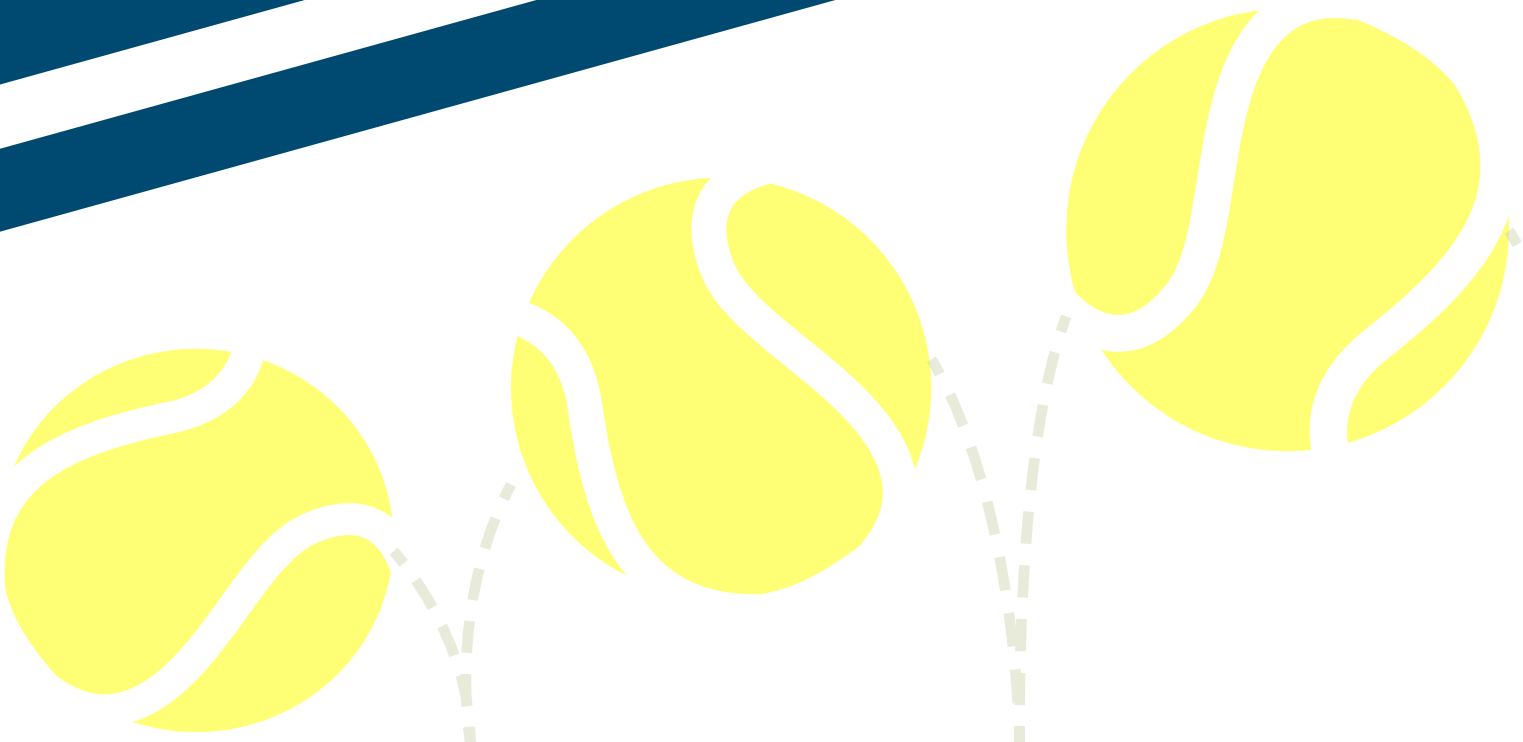
The Velasco Tennis Center hosts a range of tournaments, totaling between 6-12 events annually, including USTA and public tournaments.

These encompass USTA 10 & under, 12-18 & under categories, as well as regional USTA tournaments and events, each featuring a designated “tournament sponsor.” Serving as the central tennis hub in the region, the Velasco Tennis Center attracts participants of all ages – children and adults alike – every weekend from **May to September** throughout the year.

- Your company’s logo/name on the Springfield Park District’s **Velasco Tennis Center Page under the “Sponsored by”** section
 - The Springfield Park District website receives roughly **171,000 event counts per month** in season.
- Your company’s logo/name on the **tournament bracket**
- Your company’s logo/name on the **Junior League email blast**
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- Verbal recognition prior to each event
- Your company’s logo/name on event day sign

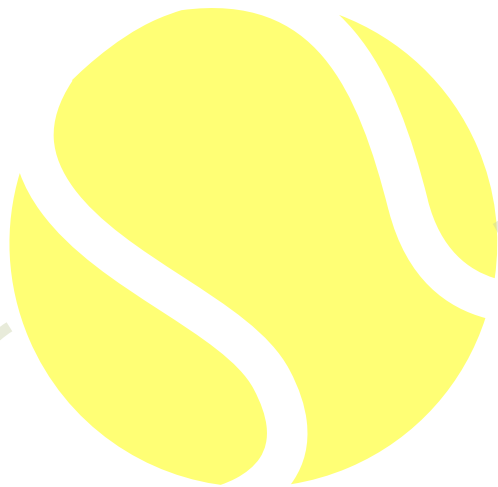
Grand Slam Sponsor \$2,500

- Sponsor of players' **hospitality lounge**
- Business name and logo prominently displayed in the players' hospitality lounge
- **Prominent placement of name and logo on sponsors' banner**
- Name and logo listed on promotional materials
- **Recognition on event email blasts**
- Social media sponsor shout out
- Player swag bag promotional and **marketing opportunities**



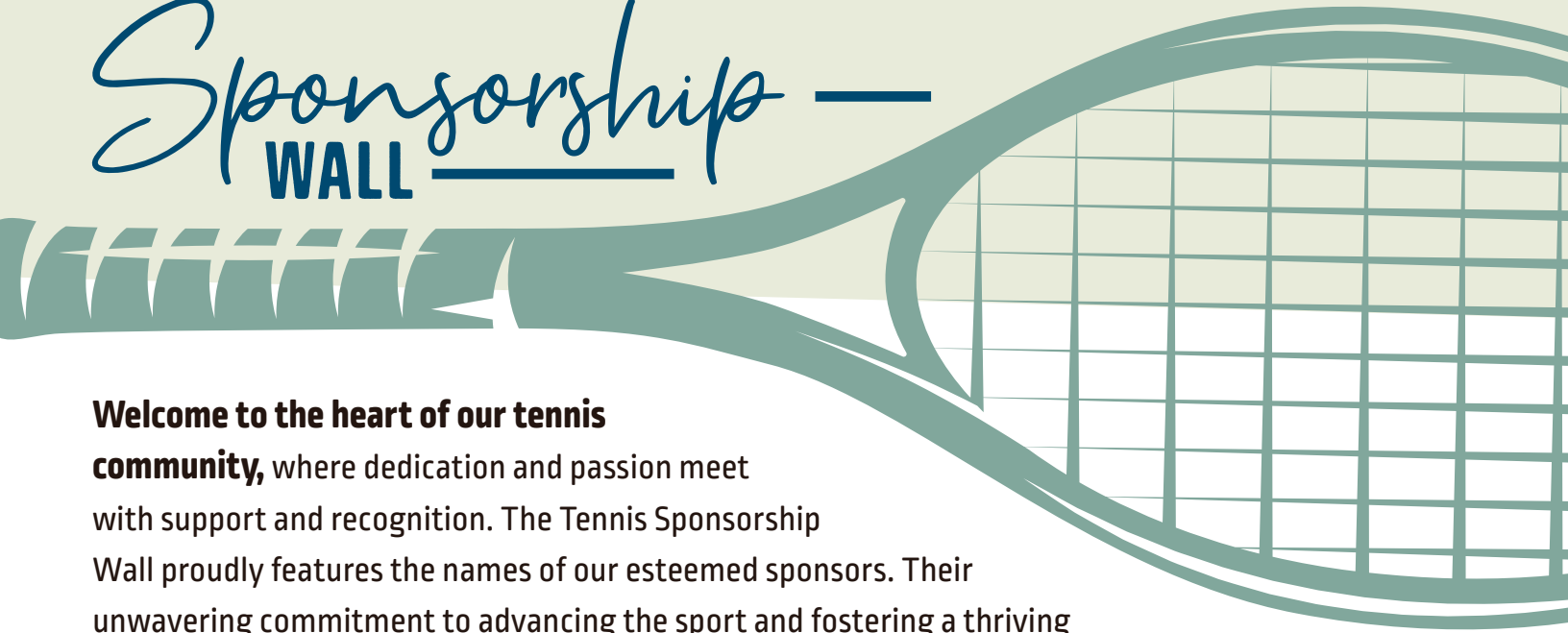
Tennis Net Sponsor \$500

- Your company's logo/name will be displayed on a **24 in x 24in net sign** for the duration of one tournament



VELASCO TENNIS CENTER

Sponsorship WALL



Welcome to the heart of our tennis

community, where dedication and passion meet with support and recognition. The Tennis Sponsorship Wall proudly features the names of our esteemed sponsors. Their unwavering commitment to advancing the sport and fostering a thriving tennis environment has made them a cornerstone of our community.

As we celebrate the spirit of collaboration and shared love for the game, we extend our sincere gratitude to our sponsors for their pivotal role in shaping the future of tennis within our community. This sponsorship wall is not just a display of names; it is a testament to the symbiotic relationship between the Springfield Park District's Velasco Tennis Center and our tennis family, united by a common goal of promoting excellence on and off the court.

SPONSOR NAMES WILL BE PROUDLY LOCATED ON OUR "SPONSORSHIP PLAQUE" INSIDE THE TENNIS CENTER:

Platinum

\$2,500

Gold

\$1,000

Silver

\$500

Bronze

\$250



2024 VELASCO TENNIS CENTER Sponsorship Form

The staff at the Velasco Tennis Center would like to thank you for supporting the Velasco Tennis Center. We would not be where we are today without the support from the community.

SPONSORSHIP LEVEL

Sponsorship Court Levels

- Tennis Court Sign Sponsor.....\$2,500
- Tennis Flag Sponsor.....\$2,000
- Platform Court Sponsor.....\$1,500
- Ace Sponsor.....\$1,250
- Game Set Match Sponsor.....\$1,000

League Sponsorship Levels

- Junior Team Tennis League Sponsor.....\$2,000
- Double League Sponsor.....\$1,500
- USTA or Public Tournament Sponsor (all season).....\$2,500
- Grand Slam Sponsor.....\$2,500
- Tennis Net Sponsor.....\$500

PAYMENT METHOD

Cash

Check

Credit Card

CONTACT INFORMATION

Company Name: _____
(As it should appear on promotional materials)

Contact Name: _____

Phone: _____

Email: _____

Address: _____

City: _____

State: _____

Zip: _____

PLEASE RETURN THIS FORM TO:

Velasco Tennis Center
Andy Coon, Tennis Manager
1501 S Grand Ave W. Springfield, IL 62704

By email at acon@springfieldparks.org



Find your **FUN**, find your *smile* at springfieldparks.org