

KN**XVILLE**
• **2019** •  **CHALLENGER**
A USTA Pro Circuit Event

November 4-10, 2019



SPONSORSHIP OPPORTUNITIES

Benefiting Helen Ross McNabb Center
In Memory of Harry W. Stowers





THE KNOXVILLE CHALLENGER

KNOXVILLE 2019 · CHALLENGER

A USTA Pro Circuit Event

- WHAT:** A USTA Pro Circuit Event with \$50,000 in prize money
- WHEN:** November 4-10, 2019
- WHERE:** Goodfriend Indoor Tennis Center
- WHO:** The Challenger was designed for rising professional tennis stars to enable them to earn ATP points and has a proven track record of drawing the new wave of top tennis athletes.
- WHY:** The Knoxville Challenger brings professional tennis to Knoxville and inspires and entertains new and seasoned lovers of the game. The event allows people to discover and create a following for the next generation of great players. The Knoxville Challenger benefits Helen Ross McNabb Center and honors the memory of Harry W. Stowers.



201 West Springdale Ave. ■ Knoxville, Tennessee 37917 ■ 865.637.9711 ■ 800.255.9711 ■ www.mcnabbcenter.org

Welcome to the Knoxville Challenger!

We are thrilled to present this seven day professional tennis event to the Knoxville community on November 4-10, 2019. The Challenger series is part of the USTA Pro Circuit series, which is designed to provide opportunities to aspiring young American professional tennis players to advance to the top levels of the game. Nearly all of the current top-ranked American players as well as many international stars have all competed in the Knoxville Challenger as they were climbing the world rankings. These pros will compete for a total purse of \$50,000 in prize money and for valuable ATP ranking points.

The Knoxville Challenger will be held at the Goodfriend Indoor Tennis Center on the University of Tennessee campus. This has been an exciting community event with great sponsors, great food, wonderful media coverage, and most of all, great tennis! We have seen our finalists go on to compete in major international televised tournaments that have provided us with additional thrills.

In addition to great tennis, there is one component of Knoxville Challenger that sets it apart from nearly all other professional tennis tournaments. This event is run entirely for the benefit of Helen Ross McNabb Center, a local non-profit organization that provides mental health, substance abuse treatment and social services to those in our community who can least afford it. Knoxville Challenger has raised more than \$1.3 million for the Center over the past ten years. This event is also in memory of Harry W. Stowers. His life, work, commitment and passion for Helen Ross McNabb Center were of significant benefit to our entire community.

I hope you will want to be part of this exciting event and take advantage of the numerous opportunities presented in this package in support of the Knoxville Challenger and Helen Ross McNabb Center.



Sincerely,

Scott Patrick
Tournament Director
Knoxville Challenger
scottpatrick@knoxvilleraquetclub.com

A premier provider of behavioral health care in East Tennessee



- » The USTA Pro Circuit was founded in 1979 and is the largest most comprehensive developmental professional tennis circuit in the world.
- » Over 100 events, hosting over 2,000 international men and women players, are held across the country each year awarding from \$10,000 to \$100,000 in prize money per tournament and ATP ranking points.
- » Players competing include pros beginning their careers, pros trying to improve their ATP rankings, and top-ranked junior players.
- » Players from the USTA Pro Circuit rise to a level of prominence in the major tour.

Former players in the USTA Pro Circuit include:



Jared Donaldson



Tennys Sandgren



Kevin Anderson



John Isner



Frances Tiafoe



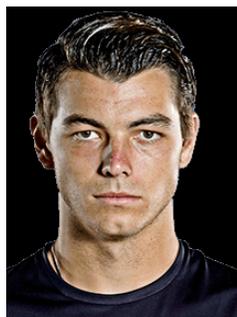
Jack Sock



Sam Querrey



Kei Nishikori



Taylor Fritz



Steve Johnson



SUPPORTING THE COMMUNITY

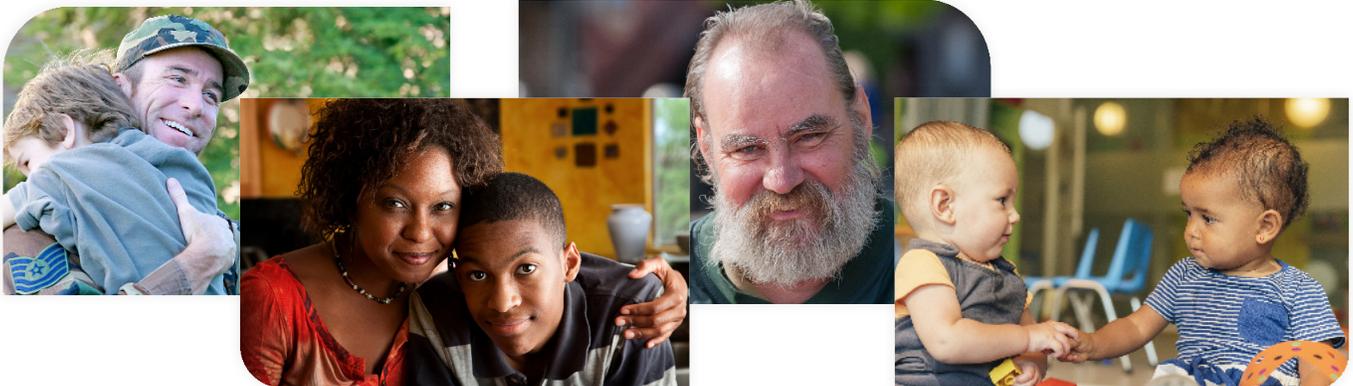


Helen Ross McNabb Center

Helen Ross McNabb Center is a premier, not-for-profit provider of behavioral health services in East Tennessee. **Since 1948**, the Center has provided quality and compassionate care to children, adults and families experiencing mental illness, addiction and social challenges. The Center has expanded to more than 90 unique programs in Knox and 24 other East Tennessee counties, serving more than 27,000 individuals each year. Historically, the clients we serve have the greatest needs and the fewest resources.

After more than 70 years of providing services to communities in East Tennessee, its mission remains clear and simple; “Improving the lives of the people we serve.”

For more information about Helen Ross McNabb Center, please visit our website at mcnabbcenter.org.





Harry W. Stowers (1930-2007)

Harry Stowers was the co-founder of Stowers Machinery Corporation, the Caterpillar dealer of East Tennessee, which he began with his brothers in 1960. After managing the company's Chattanooga operations, he moved to Knoxville in 1982 where he gave generously of his time and talents to the community, his family and his friends.

One of Harry's major passions while living in Knoxville was Helen Ross McNabb Center where he was actively involved in every major fundraising effort for The Center from 1987 until his death. He served as Executive Chairman of Helen Ross McNabb Foundation Board in 1994-95. In 2007, he was the recipient of the prestigious Helen Ross McNabb Spirit Award. A tireless supporter of all programs at The Center, Harry was particularly drawn to the programs for at-risk children.

A great sports enthusiast, Harry played basketball at Lehigh University and was an avid tennis player and fan throughout his life. Harry Stowers was well-known for his kindness, generosity, integrity and humble spirit.

Surviving Harry are his wife, Sarah Hobson Stowers who is continuing Harry's legacy of philanthropy, his children Harry (Wes) Stowers, Jr., Stewart F. Stowers, MD, Jenny Stowers Brock and eight grandchildren.

SPONSORSHIP LEVELS

SPONSOR BENEFITS

	PRESENTING \$15,000	GRAND SLAM \$10,000	CHAMPIONSHIP \$5,000	COURT \$2,500	NET \$1,100	PATRON \$700
BANNERS & SIGNAGE						
Logo on large banner in prime location	●					
Logo on medium banner in prime location	●	●	●	●		
On-court signage (logo based on level)	●					
Visibility in hospitality area (logo size based on level)	●	●	●	●	●	●
Sponsor board (logo size based on level)	●	●	●	●	●	●
PRESS & MEDIA						
Radio mention	●	●	●			
Social media	●	●	●			
Press release mentions	●	●	●			
Daily sponsor updates (listed in order of prominence)	●	●	●	●	●	●
TV promotion on WBIR	●	●	●			
Inclusion in Knoxville News Sentinel ads	●	●	●			
KNOXVILLE CHALLENGER WEBSITE						
Logo in header of all pages	●					
Logo on sponsor page	●	●	●	●		
Listed on sponsor page	●	●	●	●	●	●
USTA PRO CIRCUIT PROGRAM						
Full-page ad	●	●				
Half-page ad			●			
Quarter-page ad				●		
Business card ad					●	
Listed						●
TOURNAMENT PERKS						
Complimentary event tickets (per day)	20	10	10	6	4	2
Award ceremony presenter	●					
Access to hospitality areas (per day)	20	10	10	6	4	2
Kick-off reception	2	2	2	2	2	2
OTHER BENEFITS						
Logo on ballboy T-shirts (logo size based on level)	●	●	●			
Logo on tickets	●	●	●			
Posters and flyers (logo size based on level)	●	●	●			
T-shirt (logo size based on level)	●	●	●	●		

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