



## INTERNATIONAL TENNIS CHAMPIONSHIP

Presented by:



December 14 - December 23, 2019

Crandon Park  
Salvadroe Park  
William H. Kerdyk Biltmore Tennis Center  
University of Miami Neil Schiff Tennis Center

2019-2020  
Funding Request



**The Junior Orange Bowl serves the South Florida Community and the Youth of the World by providing competitive, academic, and multicultural experiences.**



# YOUR MARKET REACH

## 58th International Tennis Championship

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The Junior Orange Bowl International Tennis Championship is one of the most important and prestigious junior tennis tournaments in the world! The tournament boasts an impressive alumni list of current pros including; Caroline Wozniacki, Genie Bouchard, Alexander Zverev, Roger Federer, Juan Martin del Potro, Kei Nishikori, and Andy Murray, **John Isner, 2018 Miami Open Champion and 2016 Honorary Chair** of the Junior Orange Bowl Tennis Championship, and **Sloane Stephens, 2018 Miami Open Champion**. Over the past 58 years, tennis legends such as Chris Evert, Jimmy Connors, Mary Joe Fernandez, Monica Seles, Andre Agassi and Steffi Graf have participated.

### Dates & Locations:

The Junior Orange Bowl International Tennis Championship spans eleven days, ten days of competition, and is hosted at four sites. December 14 - December 23.

- Qualifying registration is on December 13 and Main Draw registration is on December 16.
- University of Miami, Salvadore Park, Crandon Park Tennis Center, William H. Kerdyk Tennis Center
- Registration events take place at the University of Miami Fieldhouse
- Finals to be held at newly renovated Kerdyk Biltmore Tennis Center December 23rd. TBC Coral Gables TV Coverage

### Players:

**More than 1,300** of the top Under-12 and Under-14 boys and girls players from 76 countries. The Junior Orange Bowl works directly with the USTA and International Federations to bring in top competition to join the best U.S. players from around the nation. The player market is split nearly 50/50 between International and U.S. players.

### Coaches, Parents, and Attendees:

Hundreds of parents, coaches, and fans attend the tournament to watch the action and interact with our sponsored activations. All matches are open to the public and free to attend. The matches are advertised to encourage the community and tennis fans to attend.

### Partners:

As a sponsor of the Junior Orange Bowl International Tennis Championship, you will join the largest brands in the Tennis community including FILA and Wilson.







# YOUR MARKET REACH

## 58th International Tennis Championship

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### Registration Events

A sponsorship with the Junior Orange Bowl International Tennis Championship allows your company the opportunity to have face-to-face interactions with EACH player, parent, and coach at the two Registration Events. The Qualifying and Main Draw Registration Events each host nearly 1,000 people; the players check-in for the tournament, and sponsors are encouraged to offer engaging activations to capture the attending audience.

Based on your sponsorship commitment, the Junior Orange Bowl offers different levels of activation opportunities.

#### Key Dates

##### Registration:

**Qualifying:** Friday, December 13 2:00pm - 5:00pm

**Main Draw:** Monday, December 16 2:00pm-5:00pm

**Location:** University of Miami Field House  
1245 Dauer Dr. Coral Gables, FL 33146

**Awards Ceremony:** Monday, December 23, 2019

#### Opportunities:

The Junior Orange Bowl works with each sponsor to ensure you maximize your sponsorship ROI. Based on your sponsorship commitment, opportunities include:































- Hosting a branded activation table
- Selling merchandise
- Offering prizes and giveaways
- Branding a unique item to be included in players' gift bags.



# YOUR REACH

## 2019-2020 SPONSORSHIP BENEFITS

### 58th International Tennis Championship Sponsorship Opportunities

	\$25,000	\$10,000	\$5,000	\$2,500	\$1,500	\$1,000
Recognized as the Presenting Sponsor of the 58th International Tennis Championship	CONFIRMED					
Opportunity to present Championship Trophies at awards ceremony	CONFIRMED					
Recognized as host of either Qualifying or Main Draw Event or Tournament						
Premier branding of company logo at all four tournament play sites and at registration event sites						
Unique activation opportunity at Qualifying and Main Draw Registration. Junior Orange Bowl will strategize to maximize ROI						
Premier branding at University of Miami Neil Schiff tournament site (main tournament site) and at Registration events						
Full page, 1/2 page, or 1/4 page ad (depending on sponsor level) in commemorative tournament program book, and						
Recognition as sponsor at University of Miami tournament site (main tournament site)						
Company Logo on official tournament t-shirt, program book, and website), in recognition of sponsorship						
Logo with weblink on Junior Orange Bowl International Tennis Page weblink						

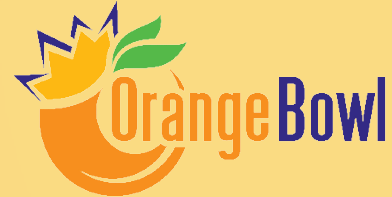


INTERNATIONAL  
TENNIS CHAMPIONSHIP

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## OUR PREMIER PARTNERS

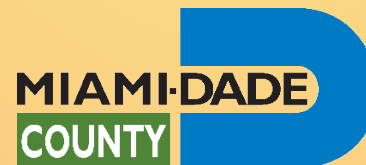


**Wilson**

Official Ball and String Sponsor

**FILA**

Official Apparel and Footwear Sponsor



CORAL  
GABLES  
THE CITY BEAUTIFUL





## Who We Are

Founded in 1948 with the inaugural Junior Orange Bowl Parade through downtown Coral Gables, our organization has expanded its vision to host competitive athletic, academic and cultural arts events in a culturally, diverse and safe environment. Annually, our premier international youth festival includes athletic programs; basketball, golf, tennis, cross country, and events specifically designed for student-athletes with physical disabilities. The Junior Orange Bowl also includes educational programs aimed at increasing access to and furthering interest in various fields including; robotics and STEM education, creative writing, photography, and more.

## OUR GOAL

We are committed to the youth by providing platforms for success in our activities regardless of their economic/social status and/or physical disability. Our goal is to

- Build self-worth and self-esteem as our youth compete and accomplish their goals.
- Promote healthier lives by keeping our youth engaged.
- Provide a forum for future champions/leaders

## NOTABLE ALUMNI

Several of today's top athletes and Olympians started their journeys to stardom by participating in Junior Orange Bowl events. Here are some of our many notable alumni:

- Roger Federer, Sloane Stephens, Alexander Zverev, Andy Murray, Caroline Wozniacki (Tennis)
- Tiger Woods and Annika Sorenstam (Golf)
- Dominique Dawes and Dominique Moceanu (Olympic Gymnasts)

## COMMUNITY IMPACT

Each year, the Junior Orange Bowl annually attracts more than 7,500 of the world's best athletes ranging in ages 8 to 18 from over 76 countries. With coaches and parents in tow, the local hotels, restaurants and retail businesses in event proximity see a marked increase during Festival Season. The Junior Orange Bowl provides an Annual Economic Impact of over \$10 million to the Miami-Dade County community.

Contributions to the Junior Orange Bowl Committee, Inc. are tax deductible according to IRS regulations and 100% of gift proceeds benefit the Junior Orange Bowl Committee, Inc. No goods and services were received for your gift. Please keep this acknowledgement as a receipt of your charitable contribution pursuant to IRS Code 6115. The Junior Orange Bowl Committee, Inc., registration number CH3121, has complied with the registration requirements of Chapter 496, Florida Statutes, the Solicitation of Contributions Act. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE 1.800.435.7352 WITHIN THE STATE OF FLORIDA. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.