



LEXINGTON TENNIS CLUB  
**TENNIS CLASSIC**

Sponsorship Opportunities  
February 9, 2024



## EVENT OVERVIEW: TENNIS CLASSIC

Friday, February 9, 2024  
Lexington Tennis Club

### DESCRIPTION OF THE EVENT:

Tennis Classic is an exciting event, hosted by a dedicated committee of Lexington locals who all share a passion for helping children with cancer. 100% of the proceeds will be donated to Kids Cancer Alliance for their programs for kids with cancer and their families.

The event will feature round robin style play of both tennis and pickle ball, auction/raffles and dinner. This special event gives players and sponsor partners a chance to come together and make a difference in the lives of children with cancer and their family members who are affected by this terrible disease.

### ATTENDANCE:

Expected in-person attendance is between 60-75 guests. In addition to the in-person attendees, this event will feature a virtual event with an online auction/raffle, reaching our email lists of over 4,500 and our social media followers of over 3,300. We will also be encouraging the sharing of this event to all of our friends, friends-friends, family, in-laws, college classmates, etc.

### IMPACT:

Kids Cancer Alliance has been in operation for 42 years serving over 5,000 children and families affected by childhood cancers. Kids Cancer Alliance's mission is to enhance the quality of life for children with cancer and their families through recreational and support programs. Kids Cancer Alliance strives to give kids back the part of their childhood that cancer took away. Because Kids Cancer Alliance understands the financial strain that cancer puts on families, [they provide all of their programs free of charge and rely 100% on donations from individuals, businesses, and events such as this.](#) Your business could be instrumental in helping Kids Cancer Alliance change the lives of children with cancer.





# TENNIS CLASSIC SPONSOR OPPORTUNITIES AND BENEFITS:

## PRESENTING SPONSOR \$5,000

- Limited to one company
- Welcome and introduction of company during the event
- Company logo on all prominent signage at event
- Opportunity for company to give out promotional item at the event
- Opportunity for company representative to assist in distribution of awards
- Company name and sponsor recognition at awards ceremony
- Company logo will appear on all promotional materials
- Company logo in Kids Cancer Alliance E-Newsletter and on social media



## GOLD SPONSOR \$2,500

- Limited to three companies
- Welcome and introduction of company during the event
- Company logo on prominent signage at event
- Opportunity for company to give out promotional item at the event
- Company name and sponsor recognition at awards ceremony
- Company logo will appear on promotional materials
- Company name noted in Kids Cancer Alliance E-Newsletter



## SILVER SPONSOR \$1,000

- Limited to five companies
- Company logo on signage at event
- Opportunity for company to give out promotional item at the event
- Company name and sponsor recognition at awards ceremony

## BRONZE SPONSOR \$500

- Company logo on signage at event

## COURT SPONSOR \$250

- Company name on signage at event



TO LEARN MORE ABOUT KIDS CANCER ALLIANCE AND OUR PROGRAMS,  
PLEASE VISIT OUR WEBSITE AT [WWW.KIDSCANCERALLIANCE.ORG](http://WWW.KIDSCANCERALLIANCE.ORG)

## TENNIS CLASSIC COMMITMENT FORM:

- January 20: Sponsor commitments due to secure logo on eligible print materials
- February 2: All commitments and payments are due

### SPONSOR INFORMATION:

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

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

Sponsor Level: \_\_\_\_\_

Payment:                      Enclosed    OR    Invoice Please

Send logo in .eps & .jpeg formats to [Becca@kidscanceralliance.org](mailto:Becca@kidscanceralliance.org)

### QUESTIONS? PLEASE CONTACT:

Becca Crandall, Philanthropy Director  
Kids Cancer Alliance  
(502) 365-1538  
[Becca@kidscanceralliance.org](mailto:Becca@kidscanceralliance.org)  
[www.kidscanceralliance.org](http://www.kidscanceralliance.org)

Mailing Address:  
Kids Cancer Alliance  
P.O. Box 24337  
Louisville, Ky 40224

Thank you for your consideration of supporting this special event &  
helping local children battling cancer!

**KIDS CANCER ALLIANCE**

**EIN: #61-1256743**

