

Rancho Santa Fe Open a USTA Pro Circuit Event

October 3-9, 2022



Rancho Santa Fe Tennis Club
5829 Via de la Cumbre, Rancho Santa Fe, CA 92067
858.756.4459

RSFO OPEN

A USTA PRO CIRCUIT EVENT

The RSF Open at Rancho Santa Fe Tennis Club ignited our membership and community. Last October, RSFTC ran a \$60k USTA Pro Circuit event, which was the biggest tennis event the community has ever hosted. We had players ranked in the top 70 in the world. Rebecca Peterson of Sweden, ranked 71 at the time, won the Singles' Champion.

It was great to see our membership and community come together as sponsors, fans, and volunteers. Last year was a success in RSF and we're looking forward to doing bigger and better things in this years upgraded Women's \$80k USTA Pro Circuit Event. Our goal in running these events is to provide a high level of play to inspire our youth and adult players in the community and across the county.

The RSF Open "Opening Day"

The RSF Open "Opening Day" will be held on Friday, September 30th at 5pm. The night will begin with an Opening Ceremony and Sponsor Recognition, Pro Doubles Exhibition, then enjoy some appetizers and drinks while chatting with the community and incoming players.

Exhibition-Player Party: \$50

Tournament Begins Monday, October 3rd

The "Rancho Santa Fe Open" \$80,000 USTA ITF Pro-Circuit Event. The RSF Open will host some of the top 50 female tennis professionals in the World. The participants in this event range from world class professionals, collegiate stand-outs, to up and coming young stars. The USTA Pro Circuit provides players the stage to gain points they need to compete on the major pro tours.

Rancho Santa Fe Open

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Sponsorship Levels: Overview

As noted by the USTA Pro Circuit Senior Management, we have a proven track record and continue to be invited to host USTA Professional events. As a result of our successful tournament execution in October of 2021 and June 2022, the confidence in our ability to run successful tournaments is reflected by the request to host this \$80K Pro Circuit Event.

We need to raise \$100,000, which goes towards prize money, officiating fees and expenses, day-to-day operations, staffing and equipment.

Breakdown of the Sponsorship Opportunities:

\$20,000	Title (1)*
\$15,000	Presenting (1)*
\$10,000	Gold (2)
\$ 5,000	Silver (4)
\$ 2,500	Bronze (5)
\$ 1,000	Family
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\$100,000	Fundraising Goal

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Sponsorship Opportunities & Benefits

TITLE SPONSOR - \$20,000*

- Title Sponsor
- Present singles trophies
- Featured recognition throughout tournament
- Private banner positioned for full time streaming coverage on courts 1 & 2
- Inclusion on all live media spots
- Full page ad in Tournament guide
- 2 parking spots
- VIP Box for 8 with refreshments (all week)
- Featured in RSFTC social media, newsletter, email blasts, daily play recaps and RSFA (the Rancho Santa Fe Association) community wide, member email
- Hitting session with tennis Professional (current or recent)
- Net banners on all courts
- Acknowledgement during RSF Open Pro-Am/Exhibition/Cocktail Party (Free admission for 6)
- Inclusion in RSF Open flier, distributed to businesses throughout the RSF Village
- RSF Golf Club foursome and lunch
- Private tennis group clinic or group corporate team building clinic
- 4 items (tournament merchandise)
- Opportunity for a featured presence on-site throughout the tournament week

*exclusive

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USTA Pro Circuit Event | October 3-9, 2022

Sponsorship Opportunities & Benefits



PRESENTING SPONSOR - \$15,000*

- Presenting Sponsor
- Present doubles trophies
- Featured recognition throughout tournament
- Private banner positioned for full time streaming coverage on courts 8 & 9
- Half page ad in tournament guide
- 2 parking spots
- Medium logo size on court 1 & 2 runner banner
- VIP Box for 8 with refreshments (Thurs-Sunday)
- Featured in RSFTC social media, newsletter, email blasts, daily play recaps and RSFA (the Rancho Santa Fe Association) community wide, member email
- Acknowledgement during RSF Open Pro-Am/Exhibition/Cocktail Party (Free admission for 4)
- Inclusion on all live media spots
- Inclusion in RSF Open flier, distributed to businesses throughout the RSF Village
- Private tennis group clinic or group corporate team building clinic
- 4 items of (tournament merchandise)
- Opportunity for a featured presence on-site throughout the tournament week

*exclusive

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USTA Pro Circuit Event | October 3-9, 2022



Sponsorship Opportunities & Benefits

GOLD SPONSOR - \$10,000 (2)

- Half page ad in tournament guide
- Large logo on banner around courts
- Large logo size on court 1 & 2 runner banner
- 2 parking spots
- Logo on Promotional Collateral
- VIP Sponsor Box Seats (4 seats) Saturday/Sunday
- Acknowledgement during RSF Open Pro-Am/Exhibition/Cocktail Party
- Inclusion in RSF Open flier, distributed to businesses throughout the RSF Village
- Recognition on all social media and print media marketing
- Featured in Press Release
- Opportunity for a presence on-site Thursday thru Sunday

SILVER SPONSOR - \$5,000 (4)

- Quarter page ad in tournament guide
- Medium banner size around court
- Medium logo size on court 1 & 2 runner banner
- Logo on Promotional Collateral
- VIP Sponsor Box Seats (4 seats) Saturday/Sunday
- Acknowledgement during RSF Open Tennis Fest program
- Inclusion in RSF Open flier, distributed to businesses throughout the RSF Village
- Recognition on all social media and print media marketing

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USTA Pro Circuit Event | October 3-9, 2022



Sponsorship Opportunities & Benefits

BRONZE SPONSOR - \$2,500 (5)

- Logo on all social media and print media marketing
- Name recognition in Tournament guide
- Small banner size around courts
- Acknowledgement during RSF Open Pro-Am/Exhibition/Cocktail Party
- Free admissions to the RSF Open Exhibition/Player Party (4)

FAMILY DONOR - \$1,000

- Logo on all social media and print media marketing
- Name recognition in Tournament guide
- Small banner size around courts
- Acknowledgement during RSF Open Pro-Am/Exhibition/Cocktail Party
- Free admissions to the RSF Open Exhibition/Player Party (4)

Our community welcomes the opportunity to host world class players.



2021 RSF Past Champions



Community Participation and Attendance



Community Participation and Attendance



Media Coverage + Live Streaming



Sponsor Recognition



Banner Layout and Design (RSF Open 2021)



The Secret Garden
At Rancho Santa Fe



THE VERTICAL COLLECTIVE

GOLD SPONSORS



STEIGERWALD-DOUGHERTY
builders of fine custom homes



GILLIAN
&
PRENTISS
TRUSTED REALTORS®



COASTAL SKIN
&
EYE INSTITUTE

SILVER SPONSORS

FAMILY DONORS

Sabrina & Brian Applegate
The Farajollahi Family
Mary Gaylord
The Haklar Family
Ken Kalb
Robert and Susan Lankford
The LeBeau Family

The Leffer Family
The Pennington Family
The Roorda Family
The Ruzeck-Feerick Family
Jamie and Jenna Stein
The Steinmeier Family
The Schiffman Family

LEAGUE SPONSORS

RSF Women's Tennis, Fall 2021

A / 4.0 Division

B / 3.0 Division
"OUR BRAND IS POW!"



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MORRIS FAMILY



INTERCONTINENTAL
SAN DIEGO

RANCHO SANTA FE
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Family of Dealerships



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COMMUNITY



A Tibone Portfolio Hotel



RANCHO SANTA FE
Golf Club



IN KIND

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THE VERTICAL COLLECTIVE



The Secret Garden
At Rancho Santa Fe

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STEIGERWALD-DOUGHERTY
SOLANA BEACH, CALIFORNIA

RSF Open 2021 Silver Sponsors

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The Morris Family



RSF OPEN

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FAMILY DONORS

Robert and Susan Lankford

The Leffler Family

The Steinmeier Family

The Haklar Family

The Roorda Family

Mary Gaylord

Ken Kalb

Sabrina and Brian Applegate

The Farajollahi Family

Jamie and Jenna Stein

The Pennington Family

The LeBeau Family

The Ruzich-Feerick Family

The Schiffman Family

RSF Open 2021 Family Sponsors

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Rancho Santa Fe Open | Key Contacts

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Dr. Cary Mells
Tournament Physician

Official Tournament Hotel

The Inn at Rancho Santa Fe

Rancho Santa Fe Tennis Club | Board of Directors

Jamie Stein
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