



“ONLY IN LAS VEGAS!!”

As the newest and most exciting event on the USTA Women’s Pro Circuit, the Lexus of Las Vegas Open is considered the elite tournament on the 102-stop USTA Tour.

Now is time to partner with Las Vegas’ only professional tennis event, with a reputation for success that spans the nation! The celebration begins with you, a valued sponsor as we host 64 professional athletes for another record-breaking year of one-of-a-kind entertainment and world-class tennis!

Since the beginning, the tournament has connected young and old audiences alike with messages of cultural diversity and personal excellence. But no one was ready for the level of excitement, energy and The tournament has grown in leaps and bounds, setting new records each year for outreach, community participation and daily attendance! Nearly 5,000 fans attend the matches over seven days. In addition, 1,000 school students learn about the world through the eyes of the pros. Outreach programs have expanded to unprecedented numbers and reach out to new groups each year!

To date, nearly 64 world-class athletes have performed at the tournament representing over 30 nations! Top WTA stars like Maria Sharapova, Justine Henin-Hardenne, Anastasia Myskina and Mary Pierce have all played the Pro Circuit events.

Throughout this dynamic history, Las Vegas will soon begin to become a legacy of tennis patronage, providing support and resources to ensure the success of this outstanding event. Today we have grown to over 10 corporate partnerships and together we provide the community with an outstanding event that can be enjoyed by all ages.

*Is Your Business Ready to Court Success?
Get the Sponsor Advantage Today!*

Tyler Weekes
Co-Tournament Director

Jordan Butler
Co-Tournament Director



Testimonials

Lexus of Las Vegas

“We’ve been involved since its inception. It’s truly a world-class event, an outstanding contribution to the community. It is a meaningful partnership with the Red Rock Country Club because we have a shared goal of enriching the community and also outreach to the Las Vegas Area.”

~**Lee Butler, General Manager, Lexus of Las Vegas**

Hand Surgery Specialist of Nevada

The Lexus of Las Vegas \$50K Women’s Pro Circuit in Las Vegas is about world-class athletes and world-class tennis! This Pro Circuit Event provides a unique opportunity for special customers, employees and community members to share in the excitement of professional competition.

Hand Surgery Specialists of Nevada

The CW Las Vegas

“The CW Las Vegas has supported world class pro tennis since the inception in 2009. We look forward to a future of success for this tournament which brings the world of tennis to the door of our community.”

~**Rob Weisbord**
The CW Las Vegas

Zizzazz Energy

“Here at Zizzazz, we are proud to be a part of this outstanding event Red Rock Country Club has the privilege of hosting each year. It is a great opportunity for us to network with our existing and potential customers. We hope to be a part of this event for many years to come.”

~**Rob Wilner**
Zizzazz



Event Essentials

Dates: Qualifying Tournament: Sept. 25th-26th, 2011
Main Draw: Sept. 27th-Sept 29rd, 2011

Site: Red Rock Country Club – Las Vegas, NV
The most luxurious Golf & Tennis Country Club in Las Vegas!

Players: Announced in mid-September & available on the website:
www.lexuslvopen.com

Format: Singles Main Draw: 32 Players
Doubles Main Draw: 16 Teams

Prize Money: \$50,000

History: Tournament's debut was in 2009, and is the only professional tennis tournament currently hosted in Nevada.

Audience: Currently 1500 and growing throughout the week 200-300 seat capacity within Stadium Court for Feature Matches

Tickets: Covered VIP seating and general admission available. Premium Tickets sold in advance and general seating available at the door. Group and corporate packages are also available.



Your Bottom Line, Gets Top Billing with Us

Here's what sponsors of the Lexus of Las Vegas Open said

- Excellent exposure for your business over 7 days before 1,500 high-end consumers
- Multiple impressions in the media, tournament booklet and around the facility with banners and exhibits to strengthen your brand awareness
- Partnership with outreach events for youth with new programs added for the disadvantaged, increased school groups and youngsters with special needs.
- Sponsor VIP seating enables you to entertain special customers or treat your employees to an international night on the town.
- The Sponsor & Player Reception offers an exclusive and unique opportunity to network with other sponsors, players and media.
- Present your products and/or services to an affluent market of prospective customers through marketing and promotional event outlets.
- Demonstrate your commitment to the community through a non-profit, community-focused event reaching new audiences every year.





Demographics & Quick Statistics

The Red Rock Country Club is one of the most exclusive tennis facilities in Las Vegas. We host an additional 5 tournaments throughout the year, drawing players locally and from across the nation. The following are average estimated statistics on the Red Rock Country Club member, players and fan base of the Lexus of Las Vegas Open

Quick Statistics (Red Rock Country Club):

- **3,570** members from Red Rock Master Plan and surrounding communities in Las Vegas
 - 275-300 players compete in 30+ leagues offered, 3 times annually
 - Average membership cost, \$2500/ year, family membership
 - Players of all ages, beginning at 4 years-old up to 92 years-old or more
 - Strong Junior Tennis program producing collegiate level athletes, and national/ professional level players
- Lexus of Las Vegas \$50K Women's Pro Circuit, A USTA Pro Circuit Event- draws more than 1,500 guests throughout tournament week
 - 90% local attendance, 10% from Arizona, California, Utah and surrounding Southwestern States
 - 20+ Sponsors partnering with the Lexus of Las Vegas Open
 - Fan Demographic
 - Average Age: 36-45 years old
 - Average Household Income: \$80,000 - \$200,000
 - Education Level: College Degree or above
 - Family: 1-3 Children

The Red Rock Country Club and the Lexus of Las Vegas \$50K Women's Pro Circuit represent a unique niche in our community. With close to 4,000 players on our courts annually, who live, shop and dine in Las Vegas and Summerlin area, this is a consumer base that could benefit any business. Unique from other sporting events, tennis attracts a high discretionary income consumer that notices and responds to brand marketing.

Unique Fact:

Sponsorship Brand Loyalty among tennis fans (United States Tennis Association, USTA) is higher than other major sports affiliates including the MLB, NBA, NFL & NHL, second only to NASCAR.

Schedule of Events 2011

(To Be Confirmed in September)

Sunday, September 25th

Qualifying Rounds Begin – Day 1

FREE General Admission

32 Pros battle for a spot in the main draw

Monday, September 26th

Qualifying Rounds – Day 2

FREE General Admission

Pro-Am Tournament

Ever dreamed about playing tennis against a touring professional? Now's your chance! Open to all Bronze Sponsors and above. *(First come, first serve!©)*

Tuesday, September 27th

Main Draw Matches – Day 1

Watch the action start up close and personal.

Kid's Fun Day

Red Rock Country Club Staff will provide a fun and energized experience. *(Free General Admission for kids 14 years old and under)*

Wednesday, September 28th

Main Draw Matches – Day 2

Sponsor & Player Reception @ RRCC

Guests of the tournament are invited to share in food and fun for an entertaining evening at Red Rock Country Club. Network and socialize with world-class tennis professionals, sponsors, guests and USTA members. Located in the main clubhouse 7-9pm *(Free Admission for ALL ticket holders)*

Thursday, September 29th

Main Draw Matches – Day 3

Food & Beverages will be available for sale.

Open Match Play and Demo Day

Come participate in some FREE match play while demoing the most recent top of the line rackets. Free for all ticket holders 6-8pm.

Friday, September 30th

Main Draw Matches - Quarterfinals

Food & Beverages will be available for sale. Vip seating includes complimentary bar.

Saturday, October 1st

Main Draw Matches – Semifinals

Food & Beverages will be available for sale.

Giveaway Day

Free merchandise and apparel will be passed out in between matches with sponsor recognition.

Super Saturday

Complimentary hotdogs will be available for all fans in attendance.

Sunday, October 3rd

Championship Sunday

Presented by Lexus of Las Vegas

Championship Singles & Doubles Matches.

More giveaways with sponsor recognition in between matches.

Food & Beverages will be available for sale.





Special Event Sponsorship -Brand Enhancers-

- | | | |
|---|--------------------------------|-----------|
| 🎾 | Transportation Shuttle Sponsor | Available |
| 🎾 | Press Conference Luncheon | Available |
| 🎾 | Tournament Website- Banner Ad | Available |
| 🎾 | Player Information Desk | Available |
| 🎾 | Program advertising | Available |
| 🎾 | On site banner placement | Available |
| 🎾 | <i>Inside Tennis Magazine</i> | Available |
| 🎾 | Player gift bags | Available |
| 🎾 | Ground Graphics | Available |

The opportunities listed above are a few examples how your company could maximize your sponsorship with a specific branding opportunity. These brand enhancers all offer an impression point at the Lexus of Las Vegas Open to each guest, player, staff and consumer with just your company logo and branding showcased in a unique way.

Other ideas are encouraged and can be discussed on an individual basis with the tournament directors. Any of the above opportunities are included with sponsorship commitments at the Bronze Tier or above. These Brand Enhancers may also be added to an existing sponsor agreement.



Sponsorship Opportunities Benefit Packages

TITLE SPONSOR:

\$25,000 – Unavailable

Crown Jewel Tier

Lexus of Las Vegas

As the highest sponsorship category, this tier is exclusive to one company and presides over the tournament as the lead sponsor receiving the most prominent identification. It is offered on a continual partnership basis and includes a guaranteed right to continued sponsorship for the next year, enabling maximum sponsorship benefits.

- Company name identified as Title Sponsor within the event naming rights
- Strategic corporate branding throughout the tournament
- Designation as the official Crown Jewel sponsor
- Exclusive company rights to the presentation of awards on Championship Sunday
- Sponsor and Player Reception speaking/presentation opportunities
- Twenty (20) VIP Reception Invitations
- Six (6) Stadium and Side Court banners located strategically throughout the venue, VIP tent and in a high visibility areas
- Eight (8) Executive courtside seats located in VIP seating
- Guests of the Hospitality Lounge for all feature (quarterfinals, semifinals, finals) sessions
- Twenty (20) General Admission Tickets available for “Lexus of Las Vegas Employees”
- Recognition on all tournament printed materials
- Front Cover advertisement in the tournament program booklet
- Your company name & logo featured prominently on our website with a link to your company website
- Company branding on all tournament apparel
- Your company logo printed on all tickets
- Selected Brand Enhancers (lanyards, t-shirts, player bags, etc.)
- Daily Stadium PA Sponsor Acknowledgments
- Prominent exhibit/booth display space
- Five (5) Rounds of Golf at Red Rock Country Club
- Five (5) 1-hour tennis lessons at Red Rock Country Club
- Two (2) Pro-Am entries to play with tournament tennis professionals
- Three (3) month Sports Membership at Red Rock Country Club
- Three (3) night stay at Green Valley Spa & Resort in St. George, UT
- Media Recognition (Radio, Print, TV, Social Media, TV)
- Valet Parking
- Complimentary Gift Bag



PRESENTING SPONSOR: \$15,000

Premier Tier – Currently Available

This tier is exclusive to one company and is secured on a first-come, first-serve basis. It is a guaranteed right to continued sponsorship for the next year.

- Company name identified as Title Sponsor within the event naming rights
- Strategic corporate branding throughout the tournament
- Exclusive company rights to the presentation of awards on Championship Sunday
- Sponsor and Player Reception speaking/presentation opportunities
- Twenty (20) VIP Reception Invitations
- Six (6) Stadium and Side Court banners located strategically throughout the venue, and in a high visibility areas
- Eight (8) Executive courtside seats located in VIP seating
- Twenty (20) complimentary General Admission tickets for Employees, Friends, Family, etc. (Qualifying and Main Draw only)
- Guests of the Hospitality Lounge for all feature (quarterfinals, semifinals, finals) sessions
- Recognition on all tournament printed materials
- Full page advertisement in the tournament program booklet
- Your company name & logo featured prominently on our website with a link to your company website
- Company branding on all tournament apparel
- Your company logo printed on all tickets
- Daily Stadium PA Sponsor Acknowledgments
- Prominent exhibit/booth display space
- Selected Brand Enhancers (lanyards, t-shirts, player bags, etc.)
- Four (4) Rounds of Golf at Red Rock Country Club
- Four (4) 1-hour tennis lessons at Red Rock Country Club
- Two (2) Pro-Am entries to play with tournament tennis professionals
- Media Recognition (Radio, Print, TV, Social Media, TV)
- Valet Parking
- Complimentary Gift Bag



EMERALD SPONSOR:

\$10,000

Premier Tier

This tier is exclusive to multiple sponsors and is secured on a first-come, first-serve basis. It is a guaranteed right to continued sponsorship for the next year.

- Strategic corporate branding throughout the tournament
- Exclusive company rights to the presentation of awards on Championship Sunday with Title Sponsor
- Sponsor and Player Reception speaking/presentation opportunities
- Eight (8) VIP Reception Invitations
- Two (2) Stadium Court banners located strategically on stadium court and/or in a high visibility areas
- Four (4) Executive courtside seats located in VIP seating with complimentary bar for quarterfinals, semifinals & final matches
- Fifteen (15) complimentary General Admission tickets for Employees, Friends, Family, etc. (Qualifying and Main Draw only)
- Guests of the Hospitality Lounge for all feature (quarterfinals, semifinals, finals) sessions
- Recognition on all tournament printed materials
- Half (1/2) page advertisement in the tournament program booklet
- Your company name & logo featured prominently on our website with a link to your company website
- Selected Brand Enhancers (lanyards, t-shirts, player bags, etc.)
- Daily Stadium PA Sponsor Acknowledgments
- Four (4) Rounds of Golf at Red Rock Country Club
- Four (4) 1-hour tennis lessons at Red Rock Country Club
- One (1) Pro-Am entries to play with tournament tennis professionals
- Media Recognition (Radio, Print, TV, Social Media, TV)
- Valet Parking
- Complimentary Gift Bag





PLATINUM SPONSOR:

\$7,500

Premier Tier

This tier is exclusive to one company and is secured on a first-come, first-serve basis. It is a guaranteed right to continued sponsorship for the next year.

- Strategic corporate branding throughout the tournament
- Ten (10) VIP Reception Invitations
- Two (2) Stadium banners located strategically surrounding stadium court and/or side courts in a high visibility areas
- Four (4) Executive courtside seats located in VIP seating with complimentary bar for quarterfinals, semifinals & final matches
- Fifteen (15) complimentary General Admission tickets for Employees, Friends, Family, etc. (Qualifying and Main Draw only)
- Guests of the Hospitality Lounge for all feature (quarterfinals, semifinals, finals) Recognition on all tournament printed materials
- Three Quarter (3/4) page advertisement in the tournament program booklet
- your company website
- Selected Brand Enhancers (lanyards, t-shirts, Player gift bags etc.)
- Daily Stadium PA Sponsor Acknowledgments
- Four (4) Rounds of Golf at Red Rock Country Club
- Four (4) 1-hour tennis lessons at Red Rock Country Club
- One (1) Pro-Am entries to play with tournament tennis professionals
- Media Recognition (Radio, Print, TV, Social Media, TV)
- Valet Parking
- Complimentary Gift Bag





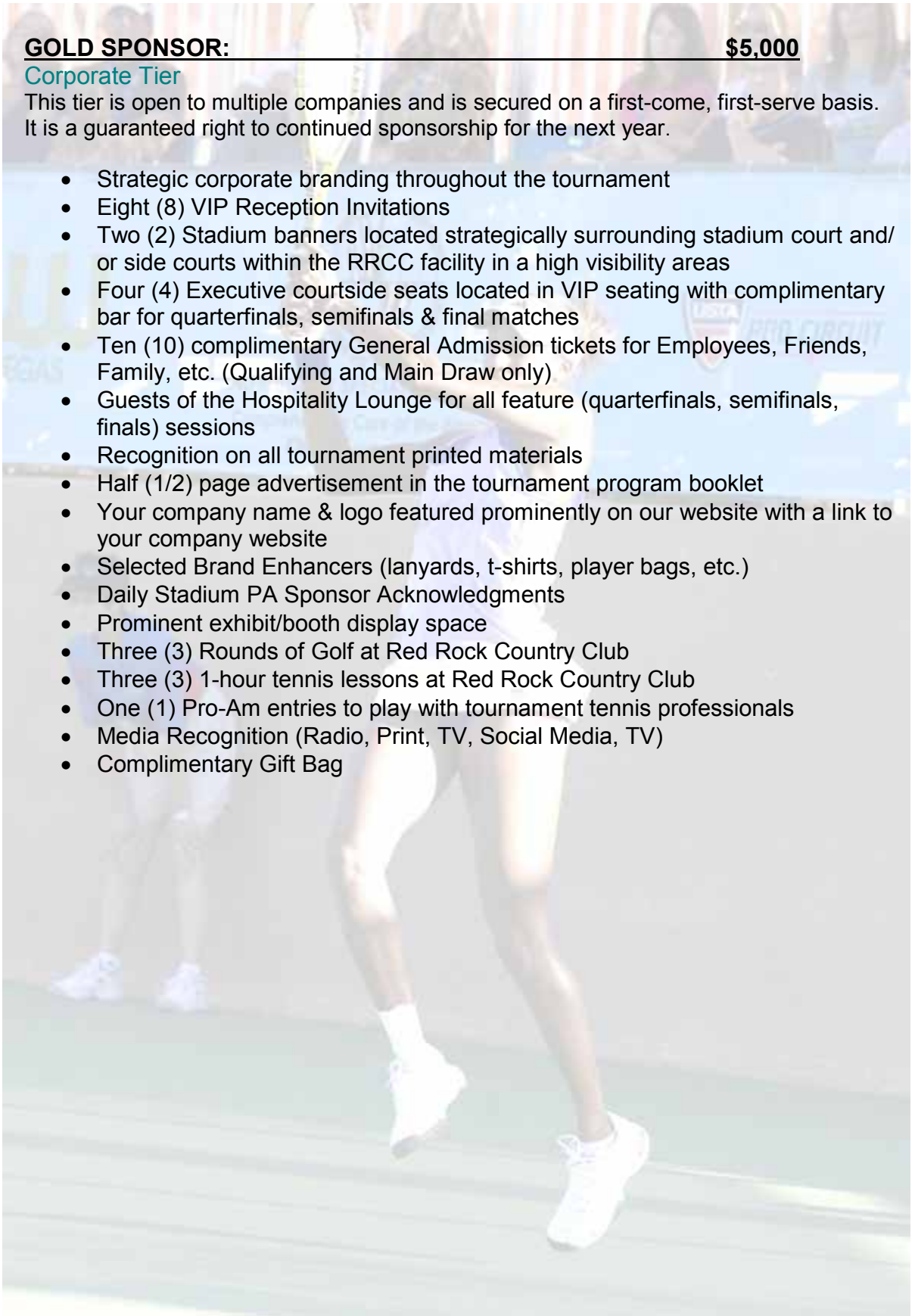
GOLD SPONSOR:

\$5,000

Corporate Tier

This tier is open to multiple companies and is secured on a first-come, first-serve basis. It is a guaranteed right to continued sponsorship for the next year.

- Strategic corporate branding throughout the tournament
- Eight (8) VIP Reception Invitations
- Two (2) Stadium banners located strategically surrounding stadium court and/or side courts within the RRCC facility in a high visibility areas
- Four (4) Executive courtside seats located in VIP seating with complimentary bar for quarterfinals, semifinals & final matches
- Ten (10) complimentary General Admission tickets for Employees, Friends, Family, etc. (Qualifying and Main Draw only)
- Guests of the Hospitality Lounge for all feature (quarterfinals, semifinals, finals) sessions
- Recognition on all tournament printed materials
- Half (1/2) page advertisement in the tournament program booklet
- Your company name & logo featured prominently on our website with a link to your company website
- Selected Brand Enhancers (lanyards, t-shirts, player bags, etc.)
- Daily Stadium PA Sponsor Acknowledgments
- Prominent exhibit/booth display space
- Three (3) Rounds of Golf at Red Rock Country Club
- Three (3) 1-hour tennis lessons at Red Rock Country Club
- One (1) Pro-Am entries to play with tournament tennis professionals
- Media Recognition (Radio, Print, TV, Social Media, TV)
- Complimentary Gift Bag





SILVER SPONSOR:

\$3,500

Corporate Tier

This tier is exclusive to one company and is secured on a first-come, first-serve basis. It is a guaranteed right to continued sponsorship for the next year.

- Strategic corporate branding throughout the tournament
- Eight (8) VIP Reception Invitations
- Two (2) Stadium banners located strategically surrounding stadium court and/or side courts in a high visibility areas
- bar for quarterfinals, semifinals & final matches
- Five (5) complimentary General Admission tickets for Employees, Friends, Family, etc. (Qualifying and Main Draw only)
- Guests of the Hospitality Lounge for all feature (quarterfinals, semifinals, finals) sessions
- Recognition on all tournament printed materials
- Half (1/2) page advertisement in the tournament program booklet
- Your company name & logo featured prominently on our website with a link to your company website
- Selected Brand Enhancers (lanyards, t-shirts, player bags etc.)
- Daily Stadium PA Sponsor Acknowledgments
- Four (4) Rounds of Golf at Red Rock Country Club
- Four (4) 1-hour tennis lessons at Red Rock Country Club
- One (1) Pro-Am entries to play with tournament tennis professionals
- Media Recognition (Radio, Print, TV, Social Media, TV)
- Valet Parking
- Complimentary Gift Bag





BRONZE SPONSOR:

\$2,500

Corporate Tier

This tier is exclusive to one company and is secured on a first-come, first-serve basis. It is a guaranteed right to continued sponsorship for the next year.

- Strategic corporate branding throughout the tournament
- Two (2) Stadium banners located strategically surrounding stadium court and/or side courts in a high visibility areas
- Two (2) Executive courtside seats located in Premium Box Seating with complimentary
- Two (2) complimentary General Admission tickets for Employees, Friends, Family, etc. (Qualifying and Main Draw only)
- Guests of the Hospitality Lounge for all feature (quarterfinals, semifinals, finals) sessions
- Recognition on all tournament printed materials
- Quarter (1/4) page advertisement in the tournament program booklet
- Your company name & logo featured prominently on our website Selected
- Daily Stadium PA Sponsor Acknowledgments
- Selected Brand Enhancers (lanyards, t-shirts, player bags etc.)
- Two (2) 1-hour tennis lessons at Red Rock Country Club
- One (1) Pro-Am entries to play with tournament tennis professionals
- Media Recognition (Radio, Print, TV, Social Media, TV)
- Complimentary Gift Bag



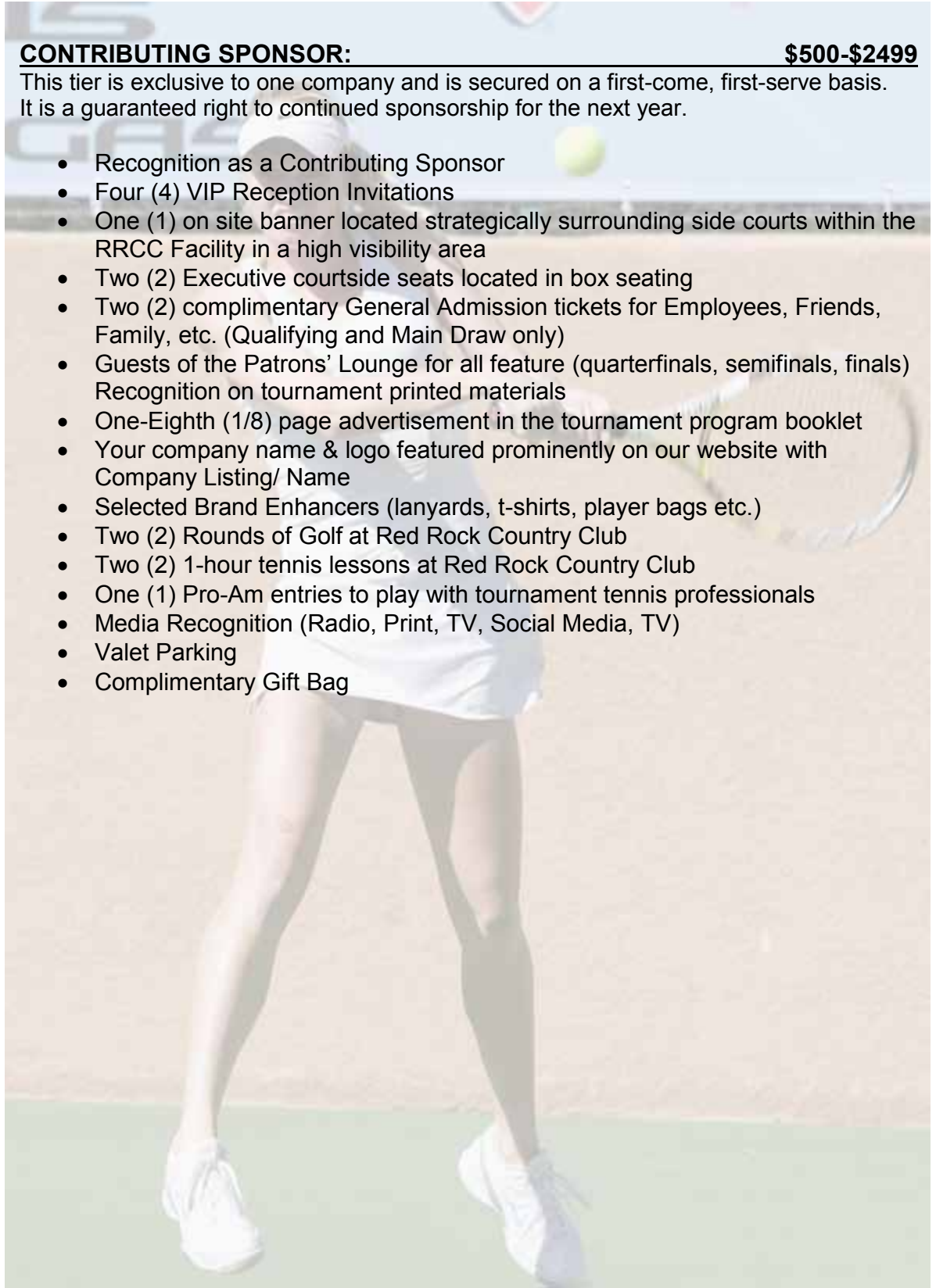


CONTRIBUTING SPONSOR:

\$500-\$2499

This tier is exclusive to one company and is secured on a first-come, first-serve basis. It is a guaranteed right to continued sponsorship for the next year.

- Recognition as a Contributing Sponsor
- Four (4) VIP Reception Invitations
- One (1) on site banner located strategically surrounding side courts within the RRCC Facility in a high visibility area
- Two (2) Executive courtside seats located in box seating
- Two (2) complimentary General Admission tickets for Employees, Friends, Family, etc. (Qualifying and Main Draw only)
- Guests of the Patrons' Lounge for all feature (quarterfinals, semifinals, finals)
- Recognition on tournament printed materials
- One-Eighth (1/8) page advertisement in the tournament program booklet
- Your company name & logo featured prominently on our website with Company Listing/ Name
- Selected Brand Enhancers (lanyards, t-shirts, player bags etc.)
- Two (2) Rounds of Golf at Red Rock Country Club
- Two (2) 1-hour tennis lessons at Red Rock Country Club
- One (1) Pro-Am entries to play with tournament tennis professionals
- Media Recognition (Radio, Print, TV, Social Media, TV)
- Valet Parking
- Complimentary Gift Bag



CourtThink.
Understanding the Game



The Vic Braden
Tennis College

Wilson



INTERMOUNTAIN
NEVADA

**YOU make all
the difference!**

**Become a
sponsor
TODAY!!**



5975
INTERNATIONAL TENNIS CENTRE
Las Vegas



MARQUIS & AURBACH
ATTORNEYS AT LAW



Sept. 25 - Oct. 2, 2011

Sponsorship Agreement

My organization is interested in supporting the 2010 Lexus of Las Vegas Open by being an official tournament sponsor at the following level:

- _____ Title Sponsor - \$25,000 (not avail.)
- _____ Silver Sponsor - \$3,500
- _____ Presenting Sponsor \$15,000 (avail.)
- _____ Bronze Sponsor - \$2,500
- _____ Platinum Sponsor - \$7,500
- _____ Contributing Sponsor \$500-\$1000

Sponsorship Amount: _____

Company Name: _____

Address: _____

Website Primary Contact (name/phone/email): _____

Marketing Contact (name/phone/email): _____

Authorizing Name, Signature and Date: _____

(On behalf of Lexus of Las Vegas Open)

A copy of this Sponsorship Agreement and an electronic version of your company logo must be submitted to Co-Tournament Director Tyler Weekes at tweekes@redrockcc.com.

Please make sponsors checks payable to: Lexus of Las Vegas Open.
Checks may be mailed to:

*Red Rock Country Club
Lexus of Las Vegas Open
c/o Tyler Weekes, Tournament Co-Director
2250-B Red Springs Dr., Las Vegas, NV 89135
FAX (702)360-2288 PHONE (702)304-5635*