



KN**XVILLE** **• 2018 • CHALLENGER**

A USTA Pro Circuit Event

November 6-11, 2018

SPONSORSHIP OPPORTUNITIES

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





THE KNOXVILLE CHALLENGER

KNOXVILLE • 2018 • CHALLENGER

A USTA Pro Circuit Event

WHAT: A USTA Pro Circuit Event with \$75,000 in prize money

WHEN: November 6-11, 2018

WHERE: Goodfriend Indoor Tennis Center

WHO: Rising professional tennis stars. The Challenger was designed for rising stars to enable them to earn ATP points and has a proven track record of drawing the new wave of top tennis athletes.

WHY: Bring professional tennis to Knoxville. Inspire and entertain new and seasoned lovers of the game. Allow people to discover and create a following for the next great players. Benefit for The Helen Ross McNabb Center and to honor the memory of Harry W. Stowers.



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

Welcome to the Knoxville Challenger!

We are thrilled to present this six day professional tennis event to the Knoxville community on November 6-11, 2018. 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 \$75,000 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 the Knoxville Challenger that sets it apart from nearly all other professional tennis tournaments. This event is run entirely for the benefit of the 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. The Knoxville Challenger has raised more than \$1.2 million for the Center over the past eight years. This event is also in memory of Harry W. Stowers. His life, work, commitment, and passion for the 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 the Helen Ross McNabb Center.

Sincerely,

Adam Brock
Tournament Director
Knoxville Challenger
abrock@patriotinvestment.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 90 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



Adrian Mannarino



Kevin Anderson



John Isner



Frances Tiafoe



Jack Sock



Sam Querrey



Kei Nishikori



Taylor Fritz



Steve Johnson



SUPPORTING THE COMMUNITY



Helen Ross McNabb Center

celebrating 70 years

The 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 26,000 individuals each year. Historically, the clients we serve have the greatest needs and the fewest resources.

As the Center celebrates 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 The 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 The 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 The 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
\$25,000

GRAND SLAM
\$10,000

CHAMPIONSHIP
\$5,000

COURT
\$2,500

NET
\$1,100

PATRON
\$700

BANNERS & SIGNAGE

Large banner in prime location	●					
Logo med. banner in prime location	●	●	●			
Visibility in hospitality area <i>(logo size based on level)</i>	●	●	●	●	●	●
On-court signage <i>(logo size based on level)</i>	●	●	●	●	●	
Sponsor board <i>(logo size based on level)</i>	●	●	●	●	●	●

PRESS & MEDIA

Radio mention	●	●	●			
Social media	●	●	●			
Press release mentions	●	●	●			
Daily sponsor updates <i>(listed in order of prominence)</i>	●	●	●	●	●	●
TV promotion on WBIR	●	●	●			

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 <i>(per day)</i>	20	10	10	6	4	2
Award ceremony presenter	●					
Access to hospitality areas <i>(per day)</i>	20	10	10	6	4	2
Kick-off reception	2	2	2	2	2	2

OTHER BENEFITS

Logo on ballboy T-shirts <i>(logo size based on level)</i>	●	●	●			
Logo on tickets	●	●	●			
Posters and flyers <i>(logo size based on level)</i>	●	●	●			
T-shirt <i>(logo size based on level)</i>	●	●	●	●		

Marketing Services Provided By

