



# KNOXVILLE CHALLENGER

*benefiting* McNabb Center  
A USTA Pro Circuit Event

November 8-14, 2021

## SPONSORSHIP OPPORTUNITIES

Benefiting the McNabb Center  
In Memory of Harry W. Stowers





## THE KNOXVILLE CHALLENGER

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**WHAT:** A USTA Pro Circuit Event with \$50,000 in prize money

**WHEN:** November 8-14, 2021

**WHERE:** Goodfriend Indoor Tennis Center

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

**WHY:** The Knoxville Challenger brings professional tennis to Knoxville and inspires and entertains new and seasoned lovers of the game. The event allows people to discover and create a following for the next generation of great players. The Knoxville Challenger benefits the McNabb Center and honors the memory of Harry W. Stowers.



McNabb Center

200 Tech Center Drive • Knoxville, TN 37912 • (865)637-9711 • (800)255-9711 • [mcnabbcenter.org](http://mcnabbcenter.org)

## Welcome to the Knoxville Challenger!

We are very excited to be hosting this professional tennis event in Knoxville! Many of the game's top American players along with many top ranked international players have all played in the Knoxville Challenger at one point throughout their careers. These pros will compete for a total purse of \$50,000 and crucial ATP ranking points.

The Knoxville Challenger will be held November 8-14 at the Goodfriend Tennis Center on the University of Tennessee campus. As my first year as tournament director, it is an honor to be a part of helping present this great event to the city of Knoxville. I look forward to continuing the tradition of years past and ensuring that Knoxville is treated to a great week of tennis!

In addition to world-class 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 McNabb Center, a local non-profit organization that provides mental health, substance use treatment, social, and victim services to those in our community with the greatest need and the fewest resources. The Knoxville Challenger has raised more than \$1.6 million for the Center over the past twelve years. This event is also in memory of Harry W. Stowers. His life, work, commitment and passion for Helen Ross McNabb Center were of significant benefit to our entire community.

Please be sure to take a look at the sponsorship opportunities presented in this packet in support of the Knoxville Challenger and the McNabb Center. We looking forward to seeing you all at the Knoxville Challenger.



Sincerely,

Ian Van Cott  
Tournament Director  
Knoxville Challenger  
[ivancott@utk.edu](mailto:ivancott@utk.edu)

WELL MIND, WELL BEING





## THE PRO CIRCUIT

- » The USTA Pro Circuit was founded in 1979 and is the largest, most comprehensive developmental professional tennis circuit in the world. Players competing include pros beginning their careers, pros trying to improve their ATP rankings, and top-ranked junior players.
- » Over 100 events, hosting more than 2,000 international men and women players, are held across the country each year awarding \$10,000 to \$100,000 in prize money per tournament and ATP ranking points.

Former Knoxville Challenger players on the USTA Pro Circuit include:



Michael Mmoh



Tennys Sandgren



Kevin Anderson



John Isner



Frances Tiafoe



Sebastian Korda



Sam Querrey



Kei Nishikori



Taylor Fritz



Steve Johnson



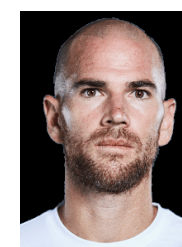
Tommy Paul



Daniel Evans



Reilly Opelka



Adrian Mannarino



Vasek Pospisil





## SUPPORTING THE COMMUNITY



The McNabb Center is the region's leading nonprofit provider of mental health, substance use, social and victim services. By focusing on an individual's "Well Mind, Well Being," we provide a quality and compassionate approach to care from infancy through adulthood. Since 1948, the Center has proudly served individuals with the most needs and fewest resources. Today, the McNabb Center delivers support to more than 30,000 people throughout East Tennessee each year. For more information, visit [www.mcnabbcenter.org](http://www.mcnabbcenter.org) or call 1-800-255-9711.





## 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 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.

Harry's legacy continues through the lives of his wife, Sarah Hobson Stowers, his children, Harry (Wes) Stowers, Jr., Stewart F. Stowers, MD, Jenny Stowers Brock and eight grandchildren.

## SPONSORSHIP LEVELS

### SPONSOR BENEFITS

PRESENTING \$15,000	GRAND SLAM \$10,000	CHAMPIONSHIP \$5,000	COURT \$2,500	NET \$1,100	PATRON \$700
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#### BANNERS & SIGNAGE

Logo on large banner in prime location	●					
Logo on medium banner in prime location	●	●	●	●		
On-court signage	●					
Visibility in hospitality area (logo size based on level)	●	●	●	●	●	●
Sponsor board (logo size based on level)	●	●	●	●	●	●

#### PRESS & MEDIA

Radio mention	●	●	●			
Social media	●	●	●			
Press release mentions	●	●	●			
Daily sponsor updates (listed in order of prominence)	●	●	●	●	●	●
Inclusion in print ads	●	●	●			

#### KNOXVILLE CHALLENGER WEBSITE

Logo in header of all pages	●					
Logo on sponsor page	●	●	●	●		
Listed on sponsor page	●	●	●	●	●	●

#### TOURNAMENT PROGRAM

Full-page ad	●	●				
Half-page ad			●			
Quarter-page ad				●		
Business card ad					●	
Listed						●

#### TOURNAMENT PERKS

Complimentary event tickets (per day)	20	10	10	6	4	2
Award ceremony presenter	●					
Access to hospitality areas (per day)	20	10	10	6	4	2
Kick-off reception	2	2	2	2	2	2

#### OTHER BENEFITS

Logo on ballboy t-shirts (logo size based on level)	●	●	●			
Logo on tickets	●	●	●			
Posters and flyers (logo size based on level)	●	●	●			
T-shirt (logo size based on level)	●	●	●	●		

Marketing Services Provided By

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