



BAKERSFIELD 2024

The
W O M E N S
TENNIS OPEN

SPONSORSHIP PACKET

PRESENTED BY



KERN COMMUNITY
FOUNDATION

Growing community.
Growing philanthropy.



About Us



This is the first Woman's Tennis Open held in Bakersfield since 1983.

Hosted by the Bakersfield Racquet Club, October 7th - 13th we are looking for Sponsorship from local and woman owned businesses throughout Bakersfield and Kern County.

About the WTA

2024 will be the inaugural year of The Women's Tennis Open, a W35 Futures Tournament in partnership with United States Tennis Association (USTA) International Tennis Federation (ITF) & The Bakersfield Racquet Club.

Sunday, October 6th Fan & Player Engagement
Exhibition Match

M - TH, October 7th - 11th Tournament

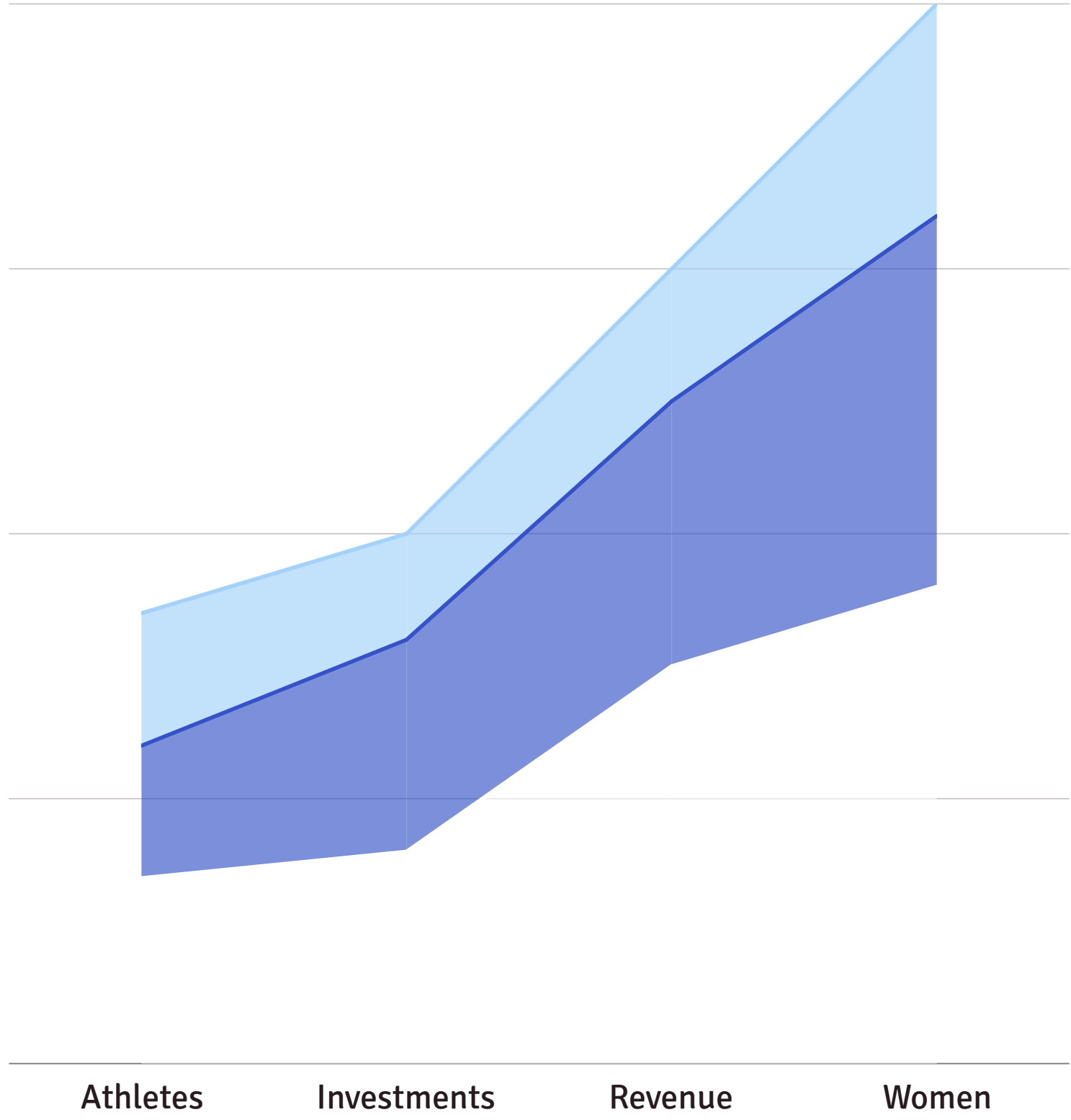
Saturday, October 12th Doubles Finals

Sunday, October 13th Singles Finals

The tournament will feature the future stars of Women's Tennis who are currently playing at the futures and challenger levels.

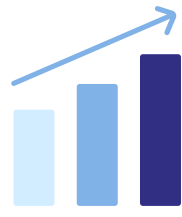
The Women's Tennis Open will utilize the foundation of success that has been created through the men's tournament and will increase the level of engagement with fans and the broader community. Bakersfield Racquet Club is excited to invest in the development of a new generation in women's tennis.





ATHLETES

9 of the 10 highest paid female athletes are women in tennis.



INVESTMENTS

Investment in professional women's sports team is increasing dramatically year over year.



REVENUE

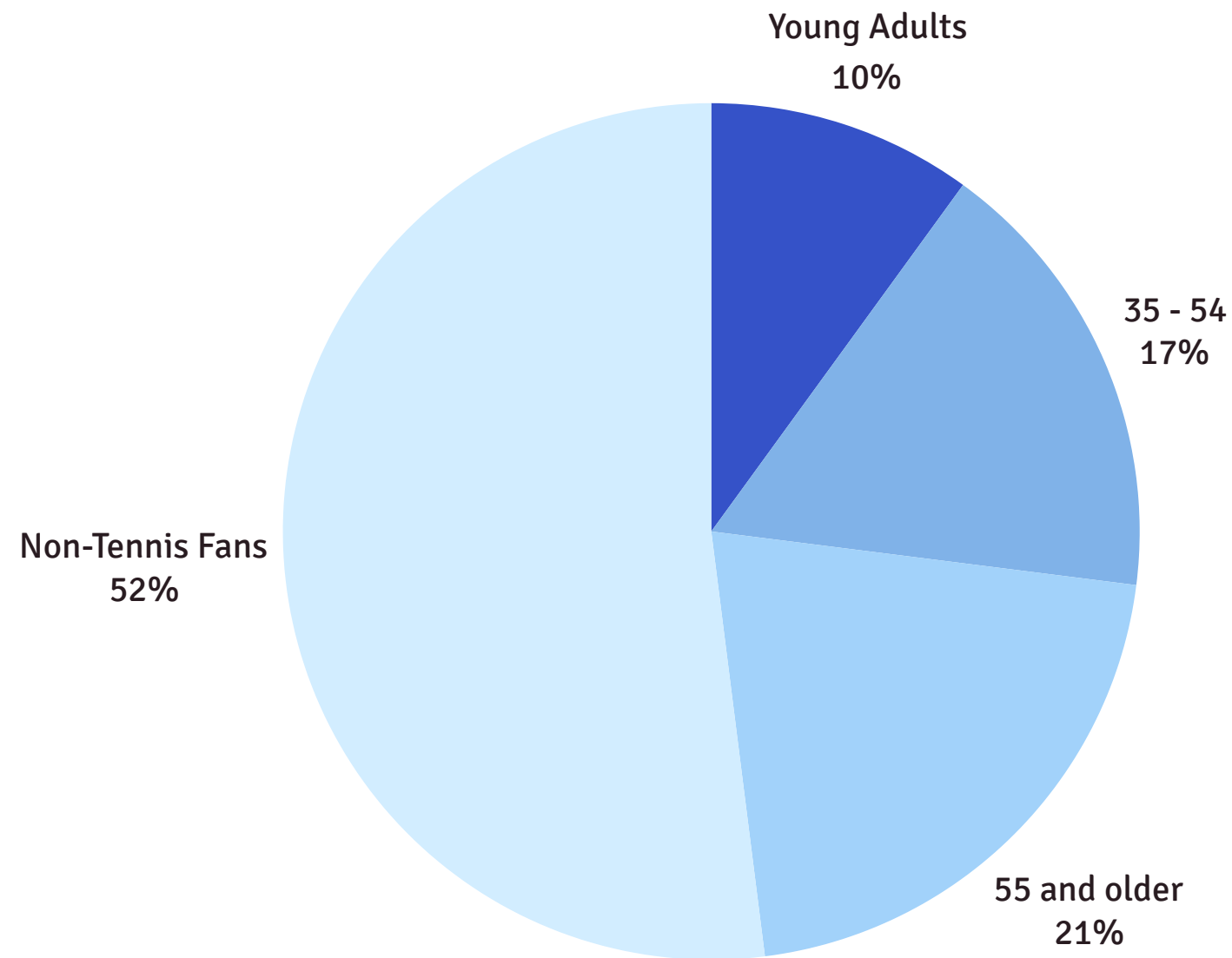
Deloitte predicts that in 2024 revenue generated by women's professional sports will surpass 1 Billion for the first time with a total forecast of \$1.28 billion which is 300% higher than the forecast was in 2021.



WOMEN

Women's purchasing power 80% of purchases are made or influenced by women.

ALMOST 50% OF OUR POPULATION LOVE TENNIS.



The sport has a multi generational following with roughly 10% of the total population of young adults following tennis, 17% of those in ages 35-54 and 21% in those 55 and older.



3.4 million tv viewers watched Coco Gauff win her first Grand Slam at the US Open in 2023, a record high viewership for the US Open Women's Singles Final.



The Women's NCAA Final Four in 2024 drew 10 million more viewers than the men's final.



Women's tennis outperforms men's tennis in television viewing regularly.



Each of these demographics are continuing a modest growth of around 1% per year in followers of the sport.

Nearly 24 million Americans play tennis with a steady growth.

With women's tennis being dominated over the last twenty years by the Williams sisters, there is a new generation of stars emerging and a young group of Americans sitting at the top of the game.

50 years ago, equal pay for the Grand Slams began in New York at the US Open, the remaining three Grand Slams followed suit in the early 2000's and now all Grand Slams offer equal pay to their professional athletes.

Tennis has a long history as a "lifetime" sport with tennis players living nearly 10 years longer than those who do not play.



S P O N S O R S H I P L E V E L S

1 Presenting Sponsor \$40,000

2 Platinum Sponsors \$10,000

3 Diamond Sponsors \$ 5,000

Woman in Tennis Sponsor \$100 minimum

Only Available the First Four Weeks After Announcement

Ruby Sponsor \$ 2,500

Emerald Sponsor \$ 1,500



P R E S E N T I N G S P O N S O R



- 1/1 Sponsored by Kaiser Permanente \$30,000 for 2024 & 2025
- Naming Rights (The Womens Tennis Classic presented by YOUR NAME HERE)
- Inclusion in all media/marketing activities
- Tier 1 sizing on all banners

Opportunity to join in pre-event media to be determined at time of contract

- Opportunity to provide Opening Night and Closing Night welcome
- Sponsor highlight reel specific to your organization to be used during the event
- Handing out of awards for Women's Finals Singles
- VIP Suite for 20 during women's finals; includes beverages, heavy appetizers & swag
- 2nd Tier Sponsorship mention at the March 2025 Bakersfield Tennis Open Men's Tournament
- Industry exclusivity & first right of refusal for 2025 event
- Women's Charity of your Choice to support on designated night during event
 1. Booth space for your organization & your charity of choice
 2. Coin flip on court for the evening matches
 3. Escort of players to the court for evening matches
- Additional speaking opportunities to be determined at time of contract

P L A T I N U M S P O N S O R



2 Available \$10,000

- Inclusion in all media/marketing activities
- Tier 2 sizing on all banners and advertising
- Sponsor highlight reel specific to your organization to be used during the event
- Opportunity to provide a welcome on your designed night
- Handing out of awards for Women's Finals Doubles
- VIP Suite for 10 during women's doubles finals; includes beverages & heavy appetizers
- First right of refusal for 2025 event
- Women's Charity of your Choice to support on designated night during event
 1. Booth space for your organization & your charity of choice
 2. Coin flip on court for the evening matches
 3. Escort of players to the court for evening matches



DIAMOND SPONSOR



BMW of Bakersfield

- **2/3 Available \$5,000**
- Inclusion in all social media marketing
- Tier 3 sizing on all banners
- Sponsor highlight reel specific to your organization to be used during the event
- Women's Charity of your Choice to support on designated night during event
 1. Booth space for your organization & your charity of choice
 2. Coin flip on court for the evening matches
 3. Escort of players to the court for evening matches

RUBY & EMERALD SPONSORS



- 8/10 Available \$2,500
- Acknowledgement of name on major banners as a fourth-tier Ruby Sponsor



- 5/10 Available \$1,500
- Acknowledgement of name on banners as a fifth-tier Emerald Sponsor



MEDIA PACKAGE

**KGET is the exclusive media sponsor of
The Women's Tennis Open**

Advertising Package includes the following:

25 spots on KGET/Telemundo/CW during peak news and weekend peak times

25 spots on KGET/Telemundo/CW with piggyback spots for Presenting Sponsor

For a total of 150 spots run during the month with 425,000 potential viewers

3 Studio 17 sessions (1 dedicated to Presenting Sponsor)

Key Target Demographic is women ages 25-54

33K Targeted Connected Digital Reach

S O C I A L M E D I A P A C K A G E

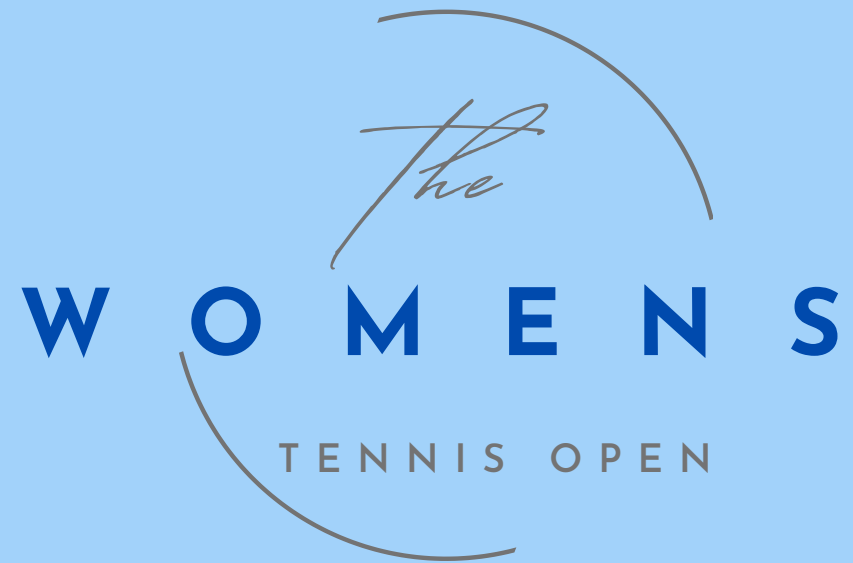
Dedicated Page on the bakersfieldracquetclub.com website

Social Media takeover of all Bakersfield Racquet Club assets for the two weeks preceding the event and the week of the event
Dedicated Social Media team supporting the constant updating of content including draws, spotlight on players, spotlight on sponsors

Sponsor highlight reel for all sponsors at the Diamond and above levels; replayed multiple times during the two weeks leading up to the event and during the week of the event; specifically on dedicated days for the Diamond level and above sponsors



BAKERSFIELD 2024



C O N T A C T



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