

SPONSORSHIP COMMITTEE REPORT

17-18

Mission: Unlock the marketing value of APTA membership base (players and clubs) TO DRIVE SPONSOR REVENUE in a prudent, sustainable way consistent with its mission and its responsibility to its membership base.

2017-2018 Looking Back

- Finalized new five (5) year deal with Viking valued to commence with 2018-2019 season (category: balls, paddles, footwear, mutually agreeable accessories)
- ULINE committed to become the 3rd APTA Official Sponsor (2017-2018 the first year of a potential three year initial term)
- SavATree benefits delivered by APTA team across ten events (specifically two Nationals, five GP's, three NRTs)...but APTA did not deliver very well against club intros
- Narragansett beer provided VIK product to multiple events worth ~\$5k total (Long Island GP, Boston GP, Philly GP, Short Hills NRT, Sound Shore NRT)
- Improved sponsor delivery (e.g. integration in live streams, consistent signage at GPs/Natls, Viking pre-event signage plan, 1x APTA sponsor recap)
- No endemics met minimum ad threshold or \$4500 (between PTM and Live Streams). In fact, APTA ad support from endemics other than Viking almost non-existent.

2018-2019 Looking Forward

- Deliver against new Viking deal
- Try to extend both ULINE and SavATree for 2018-2019 (note: we must bat at least .500)
- Identify which events would like Narragansett support and renew for VIK
- Create updated, more professional version of 2-slide executive summary/sales sheet (budget \$3k to achieve)
- Add one new Official Sponsor at minimum \$30k for 2018-2019 season
- Figure out a potential path to title sponsor to commence with 2019-2020 season (to include net signage at GPs/Natls and umbrella naming rights over GPs/Natls)