

2017 APTA Board Meeting

SPONSORSHIP COMMITTEE REPORT

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.

Accomplishments:

- Moved to 30% commission model for third party agencies on APTA pre-approved prospects.
- Renegotiated terms of last two years of current Viking Official Sponsorship.
- Liaised between GP/Nationals TDs and APTA at all events via Tour Director role.
- Achieved barter-led Narragansett official beer deal for multiple events (i.e. Boston GP, Short Hills GP, Philly Nationals).
- Drafted APTA President sponsor message for member e-blast, resulting in a small handful of new prospects.
- Signed SavATree, APTA's second national Official Sponsor; launched successfully at Philly Nationals.
- Developed "punch list" for sponsor-related photos.
- Created template for streamlined Viking/APTA communication at GPs and Nationals for 2017-2018 season.
- Communicated minimum \$4500 advertising threshold for non-Viking endemics in *Platform Tennis Magazine* for 2017-2018 to have option to negotiate for any presence at GPs or Nationals.

Goals:

- Sign one additional non-endemic Official Sponsor prior to first 2017-2018 Grand Prix.
- Deliver all benefits for both Viking and SavATree---ensuring best opportunity for extension if desired and APTA advocacy to other prospects (which we expect to need for a title sponsor).
- Ensure APTA Board supports existing sponsor initiatives (e.g. SavATree/club "at bats").
- Determine strategy for endemic category starting 2019-2020 season.
- Qualify APTA interest/expense in a one to two hour cable network show (e.g. Tennis Channel, NBCSN, FS1, CBSSN) for Nationals edited broadcast in either April 2018 or 2019.
- Formulate a plan for GP/Nationals event compensation for key sponsor categories taken by APTA national deal (and/or local sponsor upsells to national level on a case-by-case basis).
- Continue to work with Digital and Social Media Committees to utilize data points of growing number of stream viewers to highlight APTA relevance to sponsors.
- Create an opportunity for sharing of sponsorship information across GP and Natl events.