

EXECUTIVE SUMMARY

Review and discussion of a Category “B” grant application from C&H Events, Inc. for 2008 Swingtime Tennis & Golf Event in the amount of \$7,500

OBJECTIVE: Review and discuss for possible recommendation to fund marketing expenses for C&H Events, Inc. 2008 Swingtime Tennis & Golf event.

CONSIDERATIONS: The TDC has received and recommended funding grant applications for the past four years for support of the C&H Events, Inc. run Swingtime Tennis & Golf Tournament. The proceeds from this event benefit the Tim& Tom Gullikson Foundation. In past years, we have funded advertising and promotion and the television coverage of this event- \$15,000 in 2006 and \$10,000 in 2007. The reports submitted by C&H Events, Inc. so far for the 2007 event indicate 170 room nights used at three Collier County area hotels. The TV coverage of the event was on Sun Sports Cable Network and ran statewide ten times in January of 2008. Each of those broadcasts included at least two of our Paradise Coast: 30 TV spots.

The 2008 event is a pro-am format and is scheduled for November 22-23, 2008 with the tennis tournament at the Players Club at Lely Resort and golf tournament at Olde Cypress. C&H Events has decided to eliminate the TV coverage of the event due to the lean economic times. C&H Events sent us a sponsorship package after the application deadline for FY 09 funding consideration and did not complete the standard Grant Application form. They are requesting \$7,500 for a sponsorship of the 2008 event. Benefits would include our logo on printed pre-event materials, signage at the tournament site and an ad in the event program.

We have committed staff to this event for several years to man an information desk at the tennis event. We have found very few of the spectators originating from out of town. The pro tennis and golf stars and event staff are the ones utilizing the reported hotel rooms associated with the event.

COUNTY ATTORNEY FINDING: The County Attorney has not reviewed this request, but has found the use of tourist development funds for marketing of the past event a lawful use of tourist development tax funds.

FISCAL IMPACT: \$7,500 is available in the Category “B” grant fund for support of this request.

GROWTH MANAGEMENT IMPACT: There is no impact to the Growth Management Plan related to this action.

RECOMMENDATION: Staff feels that this organization has run its course with support of TDC funds. The event has shown minimal tourism impact in past years, except for the TV coverage. Without that coverage and the dwindling number of out of town spectators, staff is not in favor of funding this event again this year.

PREPARED BY: Jack Wert, Tourism Director

SWINGTIME

A PRO-CELEBRITY PRO-AM
TENNIS & GOLF TOURNAMENT

Benefiting the...
TIM & TOM GULLIKSON
FOUNDATION
Support for brain-tumor patients & their families

November 22-23, 2008

Naples, FL



Event Host
Tom Gullikson

Tennis Exhibition

Tennis Pro-Am

Swingtime Gala

Golf Pro-Am Tournament

Past Participants:

Chris Evert



Jennifer Capriati



Jim Courier and
Xavier Malisse



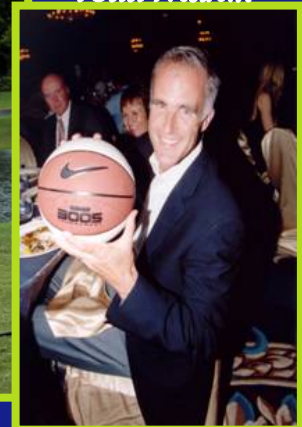
James Blake



Mardy Fish



Todd Martin



Tennis Site



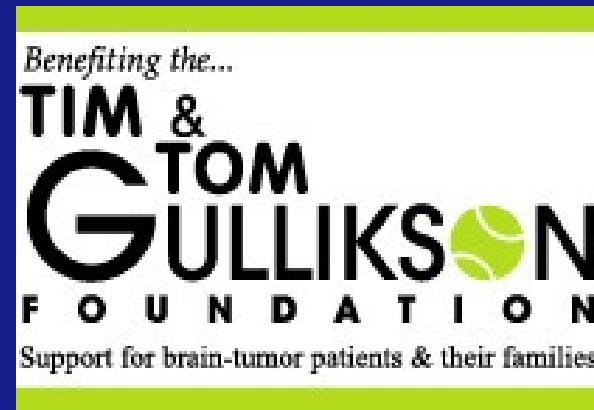
Host Sponsor



Golf Site

2008 Swingtime Official Sponsorship Proposal

June 23, 2008
New Business VI - 2
3 of 18



November 22-23, 2008

Tennis Host: The Players Club & Spa at Lely Resort

Golf Host: Olde Cypress

Naples, Florida

Sponsorship Opportunity for



Tennis Superstars and Celebrities

- ***Additional celebrity participants have included:***

Former participants pictured.



Williams · Givens · McGann · Faxon · Roddick · Williams

Plus Tennis' Tommy Haas, Aaron Krickstein, Stan Smith and Mary Joe Fernandez

Baseball's Jim Palmer, Keith Hernandez, Gary Carter and Bill Gullickson

Olympians Bob Beamon, Shannon Miller and Blaine Wilson

Pro Footballs' Paul Warfield, Earl Morrall, Joe Namath, Jim Hart and more!

(2008 field to be announced soon)

Swingtime Schedule

June 23, 2008
New Business VI - 2
5 of 18

Saturday

10:00 a.m. *Tennis Pro-Am*

1:00 p.m. *Tennis Competitions*

2:00 p.m. *Tennis Exhibition*

7:00 p.m. *Swingtime Gala*

Tennis pro
Jimmy Arias hits
a backhand
during the
Tennis
Exhibition



Tennis pros Taylor
Dent and Jenny
Hopkins at the
Swingtime Gala

Sunday

9:00 a.m. *Golf Pro-Am Tournament*

1:30 p.m. *Awards Reception*



Gymnast Blaine Wilson shows off for his foursome
at the Golf Pro-Am Tournament

Tennis Pro-Am and Tennis Exhibition

- **Tennis Pro-Am**
 - *Play with and against tennis superstars*
 - *Round-Robin doubles format*
 - *Nike gift bags for participants*
- **Tennis Exhibition**
 - *Top tennis stars competing in three matches*
 - *Stadium seating*



Tennis stars Johan Kriek and Kathy Rinaldi rush to the net during the Tennis Exhibition



Sold out stadium during the Tennis Exhibition



Tennis Stars Mardy Fish, Chris Evert, Tom Gullikson, and Carling Bassett-Seguso during the Tennis Pro-Am

Swingtime Gala

- **Swingtime Gala**
 - **Over 30 Celebrities in attendance**
 - **Mingle and Dine with the celebrities**
 - **Evening includes a reception, dinner, silent and live auctions and entertainment**



The Wiseguys perform Swing music at the 2007 Swingtime Gala, "Swingin' at the Ritz"



Tennis Star Tommy Haas with one of the great auction items, a Kobe Bryant autographed basketball



Sold out Swingtime Gala

Golf Pro-Am Tournament and Awards

- **Golf Pro-Am Tournament**

- **Celebrity plays with each foursome**
- **Play on an exclusive golf course**
- **Competitions include longest drive, closet to the pin, hole-in-one, straightest drive and team placements**
- **Nike gift bags for all participants**



Former LPGA professional Michelle McGann with her foursome at the Golf Pro-Am Tournament

- **Awards Reception**

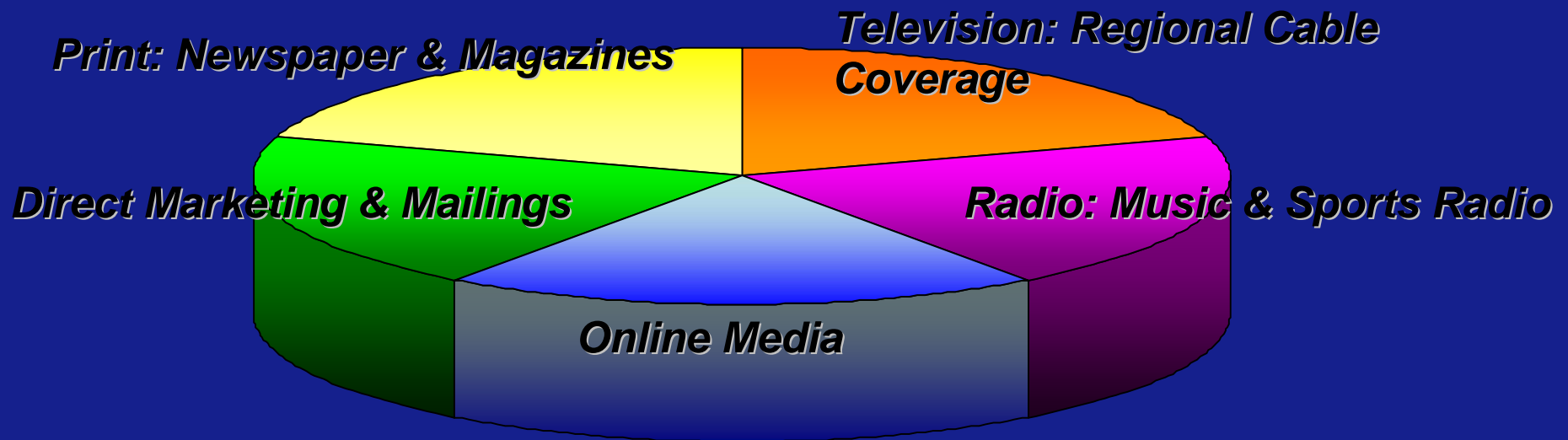
- **Celebrities in attendance**
- **Luncheon**
- **Prizes awarded for all weekend competitions**



Tennis Professional Xavier Malisse has a little fun during the Golf Pro-Am Tournament

Media & Marketing Summary

- **Comprehensive & Extensive Approach**
 - **Estimated 1,500 Attendees and Coverage to more than 3.5 million through Media Outlets**
 - **Multiple Sources of Media Coverage**



Event Marketing & Promotion

- **Pre-Event**

- *Co-promote Naples, Marco Island, Everglades CVB with event*
- *Recognition on all marketing materials*
- *Exclusivity in business category*

- **Event**

- *Signage in stadium and other areas*
- *Display area*
- *Program advertisement*
- *On-court promotion*



Golf Pro-Am Participants with the Toyota FJ Cruiser at the hole-in-one during the Golf Pro-Am Tournament



Display booths on-site during the Tennis Pro-Am and Tennis Exhibition



Tennis Pros Justin Gimelstob and Graden Oliver participate in the JetBlue Airways hit the target contest during the Tennis Exhibition

Tim & Tom Gullikson Foundation

- ***Tim & Tom Gullikson Foundation***
 - ***Founded in 1995 by tennis professionals Tim and Tom Gullikson and their families.***
 - ***Provides support to brain tumor patients, caregivers and families in a number of profound ways including:***
 - ***A college scholarship program for brain tumor survivors and children of brain tumor survivors.***
 - ***A funding program that allows kids with brain tumors to attend Camp Ronald McDonald for Good Times.***
 - ***Funding the brain tumor support services of neuro-oncology nurses and social workers.***
 - ***Awarding grants for quality of life research issues impacting brain tumor patients.***
 - ***Establishment of a Family Support Center at the Duke University Medical Center.***
 - ***gulliksonfoundation.org.***

Tim & Tom Gullikson Background



Tim and Tom Gullikson

Identical twins from Onalaska, Wisconsin, Tim and Tom Gullikson played on the professional tennis tour for more than a decade. Tim won four singles titles and 16 doubles titles, 10 of them with his brother, Tom. After retiring in 1986, both brothers turned their talents to coaching.

Tom, who is Chairman of the Board of the Tim & Tom Gullikson Foundation, served as Davis Cup captain from

1994 to 1999, winning the prestigious cup in 1995. In 1996, as the men's Olympic coach, Tom guided Andre Agassi to the gold medal in Atlanta. As Director of Coaching for USA Tennis he helped nurture many of the game's future stars, among them Jennifer Capriati, who made her pro debut under his tutelage.

Tim worked with such stars as Martina Navratilova, Mary Joe Fernandez and Aaron Krickstein. At the time of his death on May 3, 1996, from a brain tumor at age 44, Tim was the coach of Pete Sampras, the world's No. 1-ranked player.

Tim Gullikson used the same fighting spirit he developed as an athlete for his courageous battle against brain cancer. During his illness, he was profoundly moved by the toll a serious disease could take on both the patient and the family.

It was Tim's wish to form a foundation to help families in similar situations by supporting organizations and individuals devoted to wellness care, education, and the social and psychological needs of patients and their families and friends.

Fan Base for Tennis



Interest is Strong

- ***1/3 of all U.S. Adults have a connection to tennis¹***
- ***1.1 millions people participate in tennis which was a 4.1% increase from 2004 to 2005. This is the largest number of players since 1992²***



A Desirable Demographic

- ***Educated, affluent, average income of over \$100,000³***



Culturally Diverse

- ***Increase in Black, Asian and Hispanic players³***

¹ Study from Simmons National Consumer Studies, includes people over 18 who play/watch/attend or purchase tennis merchandise

² USTA/ Tennis Industry Association's Tennis Participation Study - 2005

³ According to the United States Tennis Association

Fan Base for Golf¹



Interest is Strong

- *30.5 million Americans play golf at least once a year*



A Desirable Demographic

- *Educated, affluent, average income of over \$70,000*



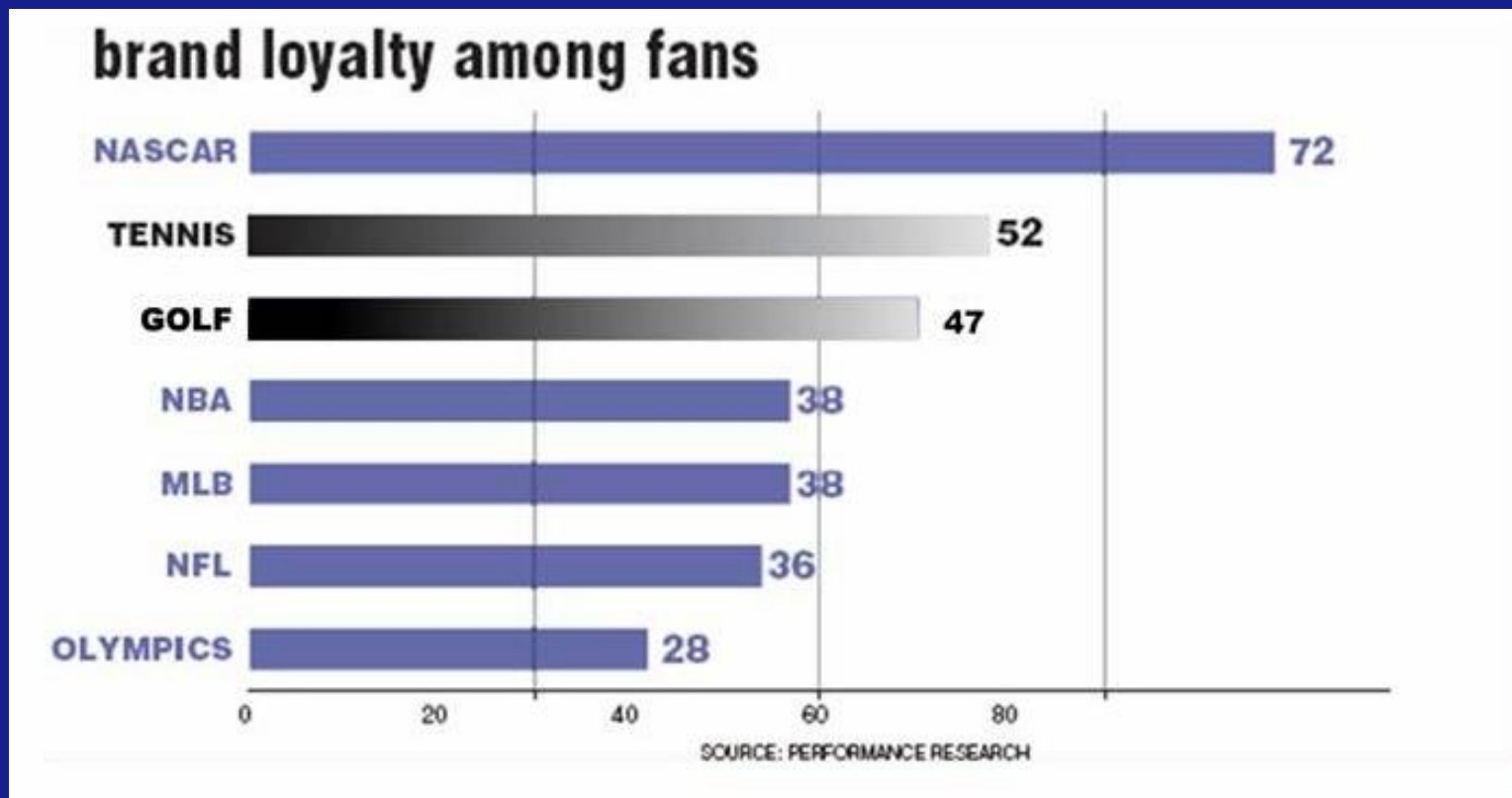
Culturally Diverse

- *1.3 million African-American golfers ages 18+*
- *1.1 million Asian-American golfers age 18+*
- *965,000 Hispanic-American golfers age 18+*

¹*According to the National Golf Foundation*

Fan Base for Tennis and Golf

- ***Tennis and golf fans are Brand Loyal***



Official Sponsorship Opportunity Cont.

Naples, Marco Island, Everglades CVB will receive:

SPONSOR IDENTIFICATION

- Recognition as an Official Sponsor on the Sponsor Board located in a high traffic area.
- One (1) 3' x 6' banner with Naples, Marco Island, Everglades CVB name or logo placed on Center Court in a prominent location.
- One (1) court sponsorship for the Tennis Pro-Am that includes two (2) signs. One (1) on the court and one (1) at the court entrance.
- Tee sponsor for one (1) hole in the Golf Pro-Am Tournament.

ADVERTISING

- Naples, Marco Island, Everglades CVB's name or logo will be used in all event promotion materials and correspondence as an Official Sponsor, including: brochures, posters, press releases, and website.
- Naples, Marco Island, Everglades CVB's name and logo will be included in 50,000 direct mail pieces and email blasts promoting Swingtime and vacation packages to attend the Event, stay at local hotels, and information about local attractions.
- One (1) full page, black and white advertisement in the Event Program.
- Naples, Marco Island, Everglades CVB will receive recognition as an Official Sponsor on the Sponsor Page in the Event and Gala Programs.

PROMOTIONS

- Recognition as an Official Sponsor over the public address system during the Tennis Exhibition.
- A premier on-site display area to distribute literature and information to fans (one skirted table and two chairs).
- Naples, Marco Island, Everglades CVB may contribute product to Event Gift Bag for distribution to players, press, and Event VIPs upon Event approval.
- Naples, Marco Island, Everglades CVB shall have the right to incorporate Naples, Marco Island, Everglades CVB's Event affiliation in promotional activities, with prior written approval of Event.

Investment:

MONETARY

- \$7,500

About C & H Events

- **Management Team**



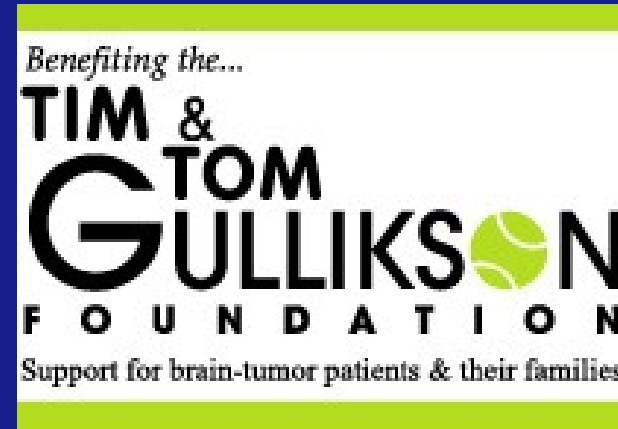
Michele Cope,
President & Owner,
C & H Events, Inc.

Michele founded C & H Events in November 1997 after 10 years of honing her skills as an event management specialist with a number of the foremost event management companies in the country, including ProServ and IMG. Michele's vision for C & H Events was simple and successful – to create and manage the highest quality corporate, charity and sporting events for valued clients, while guaranteeing every client that their event would be handled with her own personal and professional touch. Michele possesses a broad range of experience that includes management of tour-level and senior-level professional tennis tournaments, formulating and handling budgets, creating sponsorship packages, promotion of companies as well as events, and media relations. Among the principal events C & H Events handles are the ownership and management of Swingtime – an annual Pro-Celebrity, Pro Am tennis and golf tournament that benefits the Tim & Tom Gullikson Foundation and Bank of the West Pro-Celebrity Tennis Classic, co-management of The Oliver Group Champions Cup – men's senior tennis tournament, and promotion and management of Mardy's Tennis & Jake's Music Fest to benefit the Mardy Fish Foundation and Couples Resort Tennis Fantasy Camp. Among the blue chip companies appearing on C & H Events client roster are: Reebok International, LTD., Swatch Group U.S., RADO Swiss Watches, Nike, Coca-Cola U.S.A., Lincoln, Clear Channel, Bank of the West and the State of Florida. Michele grew up in Boston, Mass. and graduated from the University of Massachusetts with a B.S. in Sports Management.

For Further Information



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