

MARDY'S TENNIS & JAKE'S MUSIC FEST

to Benefit the



DECEMBER 9-10, 2011
VERO BEACH, FLORIDA

FRIDAY, DECEMBER 9
KIDS' TENNIS CLINIC
RECEPTION WITH LIVE AND SILENT AUCTION
TENNIS EXHIBITION FEATURING MARDY FISH
at Grand Harbor Golf & Beach Club

SATURDAY, DECEMBER 10
JAKE OWEN CONCERT WITH SPECIAL GUESTS
at Holman Stadium formerly "Dodgertown"
at Vero Beach Sports Complex

MARDY FISH
Event Host

JAKE OWEN

SPONSORSHIP OPPORTUNITIES

Mardy's Tennis & Jake's Music Fest

The Mardy Fish Foundation mission is to provide children access to after school exercise, nutritional and enrichment programs in a safe environment to prepare them for healthy, productive and successful lives so they can achieve their dreams. Since its establishment in 2006, the Mardy Fish Foundation has opened after school programs in 13 elementary schools benefiting more than 2,000 students in Indian River County. The programs provide a place for children to go and partake in various activities that will help them better themselves using sports, music, art, and dance.



In 2009, the Foundation initiated another city-wide program, Mardy's Kids on Courts, that allows local youth to improve their tennis skills through competition while instilling the many life lessons tennis has to offer. The Foundation has supported other youth organizations including The Boys & Girls Club of Vero Beach and The Youth Guidance Foundation.

The Jake Owen Foundation, founded in 2010, was created to offer its support on a national level to children battling cancer and other childhood diseases while also lending its support to the Mardy Fish Foundation and its mission to assist youth in Owen's hometown area of Indian River County, FL. Through Jake's association with the country music community, he has had the opportunity to visit children and families at St. Jude Children's Research Hospital in Memphis, TN, including Nicholas Weiss, who are benefiting from the extensive research and patient care the hospital provides. Once a patient is accepted, St. Jude covers all medical costs beyond those covered by Insurance, and families without insurance are never asked to pay. St. Jude also provides transportation, lodging, and meals for one parent and child.



In June of 2010, young Nicholas lost his battle shortly before his 10th birthday, but as a result of their special friendship, Jake has dedicated himself to raise awareness for children like Nicholas and their families who face these difficult struggles.

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Mardy Fish - Event Host

Vero Beach native Mardy Fish, currently ranked No. 8 in the world, is the top ranked American in professional tennis. Over the course of his career he has won six singles titles and eight doubles titles while defeating players such as Roger Federer, Andy Roddick, Andy Murray and Rafael Nadal. Fish is having a career best season in 2011 reaching the semifinals in Key Biscayne, the third round at the French Open, the Quarterfinals at Wimbledon, the finals in Los Angeles and Montreal, and winning the title in Atlanta for the second consecutive year and the U.S. Open Series.

Fish was a Silver Medalist at the 2004 Olympic Games in Athens. In addition to representing his country at the Olympics, Fish has been an important member of the U.S. Davis Cup team during the past decade.



Jake Owen

Jake Owen, a Vero Beach native, is a Grammy, CMA, ACM and CMT award-nominated artist who was named the 2009 Top New Male Vocalist by the Academy of Country Music. Following the success of his debut album, *Startin' with Me*, Owen's 2009 release *Easy Does It* debuted at No. 2 on the *Billboard's* Top Country Albums chart and his third album was released August 30th. The first single off his third album, "Barefoot Blue Jean Night," is the fastest rising single of Jake's career. It currently has been digitally certified platinum by the Recording Industry Association of America with over 1M downloads. Owen's album *Barefoot Blue Jeans Night* currently holds the No. 16 position on *Billboard's* Hot Country Album chart.

In addition to his own shows, Owen has toured with some of the biggest names in country music, including Brooks & Dunn, Kenny Chesney, Alan Jackson, Brad Paisley, Sugarland and Carrie Underwood, and is presently joining Keith Urban on tour.



Mardy's Tennis & Jake's Music Fest

Event Schedule

Friday, December 9

Kids' Tennis Clinic

Children will enjoy a fun tennis clinic with lots of prizes and tennis tips from Event Host Mardy Fish.

4:00 p.m. – 5:00 p.m.

Reception

Join Mardy Fish and Jake Owen for dinner, drinks, and live and silent auction.

6:00 p.m. – 7:30 p.m.

Tennis Exhibition

Exhibition featuring Mardy Fish vs Sam Querrey in singles followed by a doubles match including other tennis professionals.

7:30 p.m.

Saturday, December 10

Jake Owen Concert

Performance by Grammy nominated RCA recording artist Jake Owen with Special Guest Chris Young.

7:00 p.m.

Mardy's Tennis & Jake's Music Fest

Kids' Tennis Clinic

- *Children will enjoy a fun tennis clinic with lots of prizes.*
- *Local USTA tennis professionals will run the clinic with special appearance by Event Host Mardy Fish.*



Event Host Mardy Fish rallying the kids who attended the Mardy's Tennis & Jake's Music Fest Kids' Tennis Clinic.



Youth that participated in the Kid's Tennis Clinic line-up for tennis drills with Mardy Fish.

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Reception

- *Join Event Host Mardy Fish for dinner, drinks, and live and silent auctions*
- *Held at the beautiful Grand Harbor Golf & Beach Club.*



Mardy and Stacey Fish and Meredith Fish Mackey at the Reception.



Mardy and Jake during the Reception.



The Live Auction Items on Display.

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Tennis Exhibition

- Top tennis stars competing in a singles and doubles match.
- Up to 1,500 seat stadium with box and general admission seating.



Mardy on court during the Exo.



Broadcaster Brett Haber, tennis legend Ivan Lendl, Bob and Mike Bryan with Jake Owen, Mardy Fish and ball kids.



Andy Roddick supports the Mardy Fish Foundation.

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Jake Owen Concert

- *Special performance by Grammy Nominated RCA recording artist Jake Owen and special guests.*
- *Concert held at Holman Stadium, formerly "Dodgertown" at Vero Beach Sports Village where Owen performed in front of 5,000 fans last year.*



Special Guest Platinum-selling Capitol Nashville recording artists Little Big Town.



Jake Owen wows the crowd.



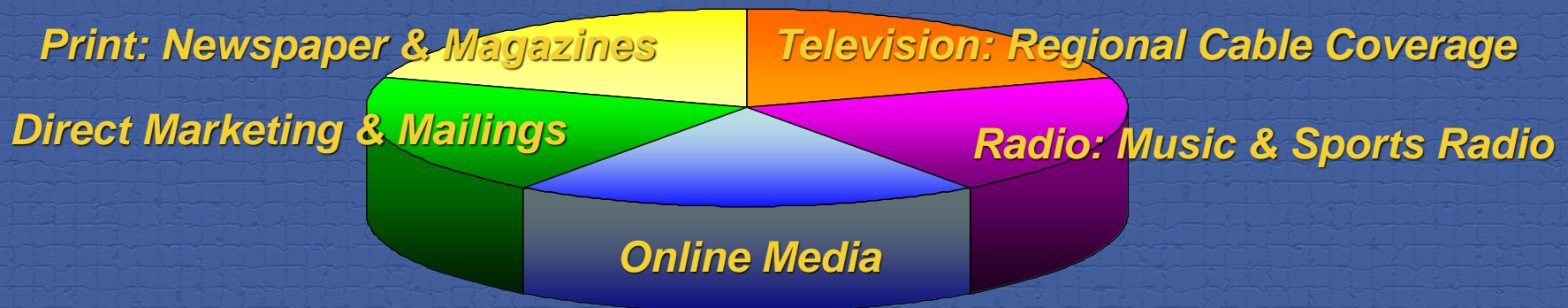
Jake Owen (center) and the members of Little Big Town at the Concert VIP Reception.

Mardy's Tennis & Jake's Music Fest

Marketing

The Event has an integrated marketing campaign including:

- Print advertisements in newspapers, tennis publications and lifestyle magazines;*
- Radio;*
- Television;*
- Direct Mail; and*
- Internet.*



Mardy's Tennis & Jake's Music Fest

Pre-Event

- *Co-promote Company with Event.*
- *Recognition on all marketing materials.*
- *Exclusivity in business category.*



Florida USTA Section promotes its organization and services during Mardy's Tennis & Jake's Music Fest.

Event

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



Official Sponsor signage displayed on the Exhibition Court.

Mardy's Tennis & Jake's Music Fest

Fan Base for Tennis

Interest is Strong

- *1/3 of all U.S. Adults have a connection to tennis.¹*
- *Tennis has experienced 43% growth since 2000, making it the fastest growing traditional sport in the U.S.²*
- *54% of tennis facilities reported an increase in new players in the late season of 2010.³*

A Desirable Demographic

- *Educated, affluent, average income of over \$156,935.⁴*

Culturally Diverse

- *Increase in Black, Asian and Hispanic players.⁴*

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

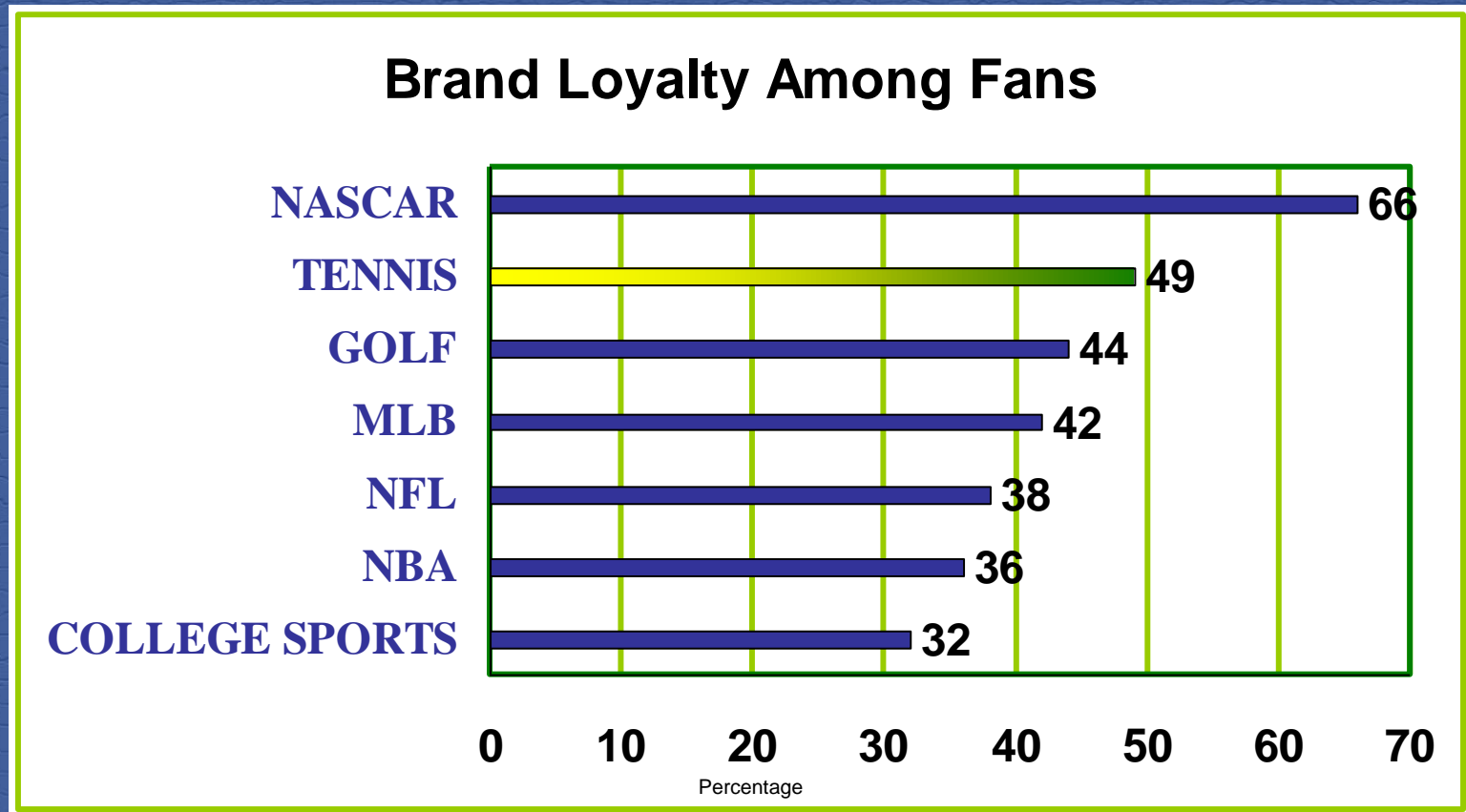
² *Physical Activity Council 2010 Sports, Fitness and Recreation Participation Overview.*

³ *Source - tennisindustry.org*

⁴ *According to the United States Tennis Association.*

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Tennis Fans are Brand Loyal



Source: 2009 Performance Research Studies

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Fan Base for Country Music

Interest

- *Country music is America's best liked music.*
- *According to a Harris Poll 60% of the adult population likes country music.*
- *Country music delivers a large, exclusive audience. 25.4% of its listeners only listen to country music.*

A Desired Demographic

- *64% of the country music audience is in the powerful 25 - 54 age group, the peak buying years for American consumers.*

Growth

- *Today's expanding country music audience has created a market for more than 2,000 full-time country radio stations. Up 92% since 1978.*

Mardy's Tennis & Jake's Music Fest

Reception Sponsor Benefits

SPONSOR IDENTIFICATION

- Recognition as the Reception Sponsor on the Sponsor Board located in a high traffic area at the Tennis Exhibition and Concert.
- Two (2) 3' x 5' banners with Company name or logo placed on Exhibition Court.
- Recognition as the Reception Sponsor at the entrance of the Reception and through announcements during the Reception.

ADVERTISING

- Company's name or logo will be mentioned in Event promotional material as the Reception Sponsor, including Reception invitations, brochure, poster, press releases, and website.
- One (1) full-page, black and white advertisement in the Event Program (based on deadline).
- Recognition as the Reception Sponsor on the Sponsor Page in the Event Program.

PROMOTIONS

- Recognition as the Reception Sponsor over the public address announcement system during the Tennis Exhibition.
- A premier on-site display area to distribute literature and information at Reception, Tennis Exhibition and Concert (10' x 10' area).

ENTERTAINMENT

- Ten (10) box seats for the Tennis Exhibition.
- Ten (10) invitations to the Reception, to include:
 - Dinner and drinks including wine and beer.
 - Live and silent auction.
 - Opportunity to mingle with participating athletes and celebrities.
- Ten (10) premier seats (within first 15 rows) for the Jake Owen Concert with Special Guests.
- Ten (10) invitations to the Concert VIP Reception.
- Four (4) invitations to the Kids' Tennis Clinic.
- Five (5) VIP parking passes for the Tennis Exhibition and Concert.

Foundation

- Opportunity to designate a portion of funds to a specific area of one of the Mardy Fish Foundation After School Programs.

Investment: \$20,000

Mardy's Tennis & Jake's Music Fest

Platinum Sponsor Benefits

SPONSOR IDENTIFICATION

- Recognition as a Platinum Sponsor on the Sponsor Board located in a high traffic area at the Tennis Exhibition,
- Reception and Concert.
- Two (2) 3' x 5' banners with Company name or logo placed on Exhibition Court.

ADVERTISING

- Company's name or logo will be mentioned in Event promotional material as a Platinum Sponsor, including brochure, poster, press releases, and website.
- One (1) full-page, black and white advertisement in the Event Program (based on deadline).
- Recognition as a Platinum Sponsor on the Sponsor Page in the Event Program.

PROMOTIONS

- Recognition over the public address system during the Tennis Exhibition.
- A premier on-site display area to distribute literature and information at the Tennis Exhibition and Concert (10' x 10').

ENTERTAINMENT

- Six (6) box seats for the Tennis Exhibition.
- Six (6) invitations to the Reception, to include:
 - Dinner and drinks including wine and beer.
 - Live and silent auctions.
 - Opportunity to mingle with participating athletes and celebrities.
- Six (6) premier seats f(within first 15 rows) for the Jake Owen Concert with Special Guests.
- Six (6) invitations to the Concert VIP Reception, to include:
 - Hors D'ouvres and Open Bar.
 - Opportunity to mingle with participating artists and celebrities.
- Six (6) playing spots in the Kids' Tennis Clinic.
- Three (3) VIP parking passes for the Tennis Exhibition and Concert.

Investment: \$10,000

Mardy's Tennis & Jake's Music Fest

Official Sponsor Benefits

SPONSOR IDENTIFICATION

- Recognition as an Official Sponsor on the Sponsor Board located in a high traffic area at the Tennis Exhibition and Concert.
- One (1) 3' x 5' banner with Company name or logo placed on Exhibition Court.

ADVERTISING

- Company name or logo will be mentioned in Event promotional material as an Official Sponsor, including brochure, poster, press releases, and website (if desired).
- One (1) full-page, black and white advertisement in the Event Program (based on deadline).
- Recognition as an Official Sponsor on the Sponsor Page in the Event Program.

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 at the Tennis Exhibition (10' x 10' area).

ENTERTAINMENT

- Six (6) box seats for the Tennis Exhibition.
- Six (6) invitations to the Reception, to include:
 - Dinner and drinks including wine and beer.
 - Live and silent auction.
 - Opportunity to mingle with participating athletes and celebrities.
- Six (6) premier seats (within first 15 rows) for the Jake Owen Concert with Special Guests.
- Six (6) invitations to the Concert VIP Reception, to include:
 - Hors D'oeuvres and Open Bar.
 - Opportunity to mingle with participating artists and celebrities.
- Four (4) playing spots in the Kids' Tennis Clinic.
- Three (3) VIP parking passes for the Tennis Exhibition and Concert

Investment: \$6,000

Mardy's Tennis & Jake's Music Fest

Ace Sponsor Benefits

SPONSOR IDENTIFICATION

- Recognition as an Ace Sponsor on the Sponsor Board located in a high traffic area at the Tennis Exhibition and Concert.

ADVERTISING

- One (1) full-page, black and white advertisement in the Event Program (based on deadline).
- Recognition as an Ace Sponsor on the Sponsor Page in the Event Program.

ENTERTAINMENT

- Four (4) box seats for the Tennis Exhibition.
- Four (4) invitations to the Reception, to include:
 - Dinner and drinks including wine and beer.
 - Live and silent auction.
 - Opportunity to mingle with participating athletes and celebrities.
- Four (4) premier seats (within first 15 rows) for the Jake Owen Concert with Special Guests.
- Four (4) invitations to the Concert VIP Reception, to include:
 - Hors D'oeuvres and Open Bar.
 - Opportunity to mingle with participating artists and celebrities.
- Two (2) playing spots in the Kids' Clinic.
- Two (2) VIP parking passes for the Tennis Exhibition and Concert.

Investment: \$3,000

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Patron Sponsor Benefits

SPONSOR IDENTIFICATION

- Recognition as a Patron Sponsor on the Sponsor Board located in a high traffic area at the Tennis Exhibition and Concert.

ADVERTISING

- One (1) half-page, black and white advertisement in the Event Program (based on deadline).
- Recognition as a Patron Sponsor on the Sponsor Page in the Event Program.

ENTERTAINMENT

- Four (4) box seats for the Tennis Exhibition.
- Four (4) invitations to the Reception, to include:
 - Dinner and drinks including wine and beer.
 - Live and silent auction.
 - Opportunity to mingle with participating athletes and celebrities.
- Four (4) premier seats for the Jake Owen Concert with Special Guests.
- Two (2) VIP parking passes for the Tennis Exhibition and Concert.

Investment: \$2,000

Mardy's Tennis & Jake's Music Fest

Match Sponsor Benefits

SPONSOR IDENTIFICATION

- Recognition as a Match Sponsor on the Sponsor Board located in a high traffic area at the Tennis Exhibition and Concert.

ADVERTISING

- Recognition as a Match Sponsor on the Sponsor Page in the Event Program.

ENTERTAINMENT

- Four (4) box seats for the Tennis Exhibition.
- Four (4) invitations to the Reception, to include:
 - Dinner and drinks including wine and beer.
 - Live and silent auction.
 - Opportunity to mingle with participating athletes and celebrities.
- Four (4) premier seats for the Jake Owen Concert with Special Guests.
- Two (2) box seat parking passes for the Tennis Exhibition and Concert.

Investment: \$1,500

Mardy's Tennis & Jake's Music Fest

Set Sponsor Benefits

SPONSOR IDENTIFICATION

- Recognition as a Set Sponsor on the Sponsor Board located in a high traffic area at the Tennis Exhibition and Concert.

ADVERTISING

- One (1) half-page, black and white advertisement in the Event Program (based on deadline).
- Recognition as a Set Sponsor on the Sponsor Page in the Event Program.

ENTERTAINMENT

- Two (2) box seats for the Tennis Exhibition.
- Two (2) invitations to the Reception, to include:
 - Dinner and drinks including wine and beer.
 - Live and silent auction.
 - Opportunity to mingle with participating athletes and celebrities.
- Two (2) premier seats for the Jake Owen Concert with Special Guests.
- One (1) box seat parking pass for the Tennis Exhibition and Concert.

Investment: \$1,200

Mardy's Tennis & Jake's Music Fest

Game Sponsor Benefits

SPONSOR IDENTIFICATION

- Recognition as a Game Sponsor on the Sponsor Board located in a high traffic area at the Tennis Exhibition and Concert.

ADVERTISING

- Recognition as a Game Sponsor on the Sponsor Page in the Event Program.

ENTERTAINMENT

- Two (2) box seats for the Tennis Exhibition.
- Two (2) invitations to the Reception, to include:
 - Dinner and drinks including wine and beer.
 - Live and silent auction.
 - Opportunity to mingle with participating athletes and celebrities.
- Two (2) premier seats for the Jake Owen Concert with Special Guests.
- One (1) box seat parking pass for the Tennis Exhibition and Concert.

Investment: \$1,000

Mardy's Tennis & Jake's Music Fest

Point Sponsor Benefits

ADVERTISING

- Recognition as a Point Sponsor on the Sponsor Page in the Event Program.

ENTERTAINMENT

- Two (2) box seats for the Tennis Exhibition.
- Two (2) premier seats for the Jake Owen Concert with Special Guests.
- One (1) box seat parking pass for the Tennis Exhibition and Concert.

Investment: \$500

Mardy's Tennis & Jake's Music Fest

Management Team



Michele Cope,
Founder
C & H Events, Inc.

Michele founded C & H Events in September 1996 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 promotion and management of Mardy's Tennis & Jake's Music Fest to Benefit the Mardy Fish Foundation and Jake Owen Foundation and the ownership and management of Swingtime -- A Pro-Celebrity Pro-Am Tennis & Golf Tournament. Among the blue chip companies appearing on C & H Events client roster are Reebok International, LTD., Swatch Group, JPMorgan Chase, Nike, The Coca-Cola Company, Lincoln, RADO, Clear Channel, Bank of the West, JetBlue Airways, the State of Florida and Navy Bureau of Medicine and Surgery. Michele grew up in Boston, Mass. and graduated from the University of Massachusetts with a B.S. in Sports Management.

Mardy's Tennis & Jake's Music Fest

For further information contact:

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