



A USTA PRO CIRCUIT EVENT

RSF OPEN



USTA Outstanding
Facility Award

TITLE SPONSOR

TALIMARTM
INCOME FUND

PRESENTED BY

TEAM
GILLIAN & PRENTISS
GILLIES VAN DEN BERG
COMPASS

Dear RSF Open Sponsors,

August 2, 2023

This year, we are excited to announce The TaliMar RSF Open presented by the Gillian Gillies and Prentiss Van Den Berg team.

We are excited to share with you that the RSF Tennis Club has been awarded the 2023 USTA Outstanding Facility Award, acknowledging our club as the best private tennis club in the country. The award will be presented at the US Open later this summer. The RSF Open is symbolic of many of the reasons we received this award!

With the strong support of the community, we have the ability to improve the overall sponsor experience in several key ways, including:

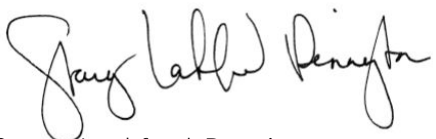
- **Kick Off Cocktail Party:** in addition to the community vibe and feeling of 2021 and 2022, we will also include live music, art and a seamless ticketing / sponsor experience.
- **VIP Tent:** the VIP tent will be available for all sponsors and their guests (per the specific level) to enjoy throughout the week. VIP tickets will be available to purchase for non-sponsors and their guests.
- **Daily Food:** food and drinks available for purchase throughout the week.
- **Enhanced Sponsor Experience:** the overall approach to the RSF Open 2023 championship matches will include an upgrade to the guest and sponsor experience.
- **Non-profit Partner Programming:** we look forward to celebrating the impressive work of Second Serve, Do Cancer and CUREBOUND.
- **Media coverage:** the communications calendar is supported by our publicist, Steve Pratt and will include a robust social media campaign strategy and content calendar.

While we've integrated content into the existing RSFTC Instagram handle in the past, this year, we will be launching @RSFOpen, which is positioned to help us achieve the following: direct engagement with RSF Open Players, community and sponsors, as well as a clear brand identity, tone of voice and point of view that is not confused with the RSFTC as a whole, rather – strengthened by it.

We are very grateful for the early commitments from ENGIE, Vertical Collective and SLP Urban Planning (GOLD), the San Diego District Tennis Association, LaRue Family, Steigerwald-Dougherty Inc. and Seaside Equity (BRONZE), the Family Donors, Fulcrum Surf, Aqua Luna and Skin in the Game (In-Kind) and our Non Profit Partners. Together, we are creating a really impressive tapestry of supporters that represent thoughtful fields of innovation, support, conversation and, most importantly – community.

Looking forward to discussing the opportunity for your ongoing support as we prepare for the third annual RSF Open.

Sincerely,



Stacey Lankford Pennington



John Chanfreau

A USTA PRO CIRCUIT EVENT
RSF OPEN



A USTA PRO CIRCUIT EVENT

RSFO OPEN



The TaliMar RSF Open, presented by the Gillian Gillies and Prentiss Van Den Berg team, will occur October 9-15, 2023 at the Rancho Santa Fe Tennis Club. Featuring WTA players from No. 75 to 300, it is a women's \$60,000 singles and doubles professional tournament and part of the ITF World Tour and USTA Pro Circuit. These young pros, collegiates and even top local juniors will vie for valuable WTA ranking points as they continue their climb up the world rankings ladder with the goal of someday competing in Grand Slam events like Wimbledon and the US Open. The RSFO singles champion in 2021 Rebecca Peterson just a few months ago qualified for the BNP Paribas Open and advanced to the Round of 16 where she fell to Top 10 American Coco Gauff in three close sets. Last year's RSFO doubles finalist Giuliana Olmos is currently in the top 5 in the world doubles rankings, played in the US Open mixed doubles final in 2021 and has made more than \$1 million in prize money during her career.

This year's Rancho Santa Fe Open will be the biggest and best yet with the high level of play once again inspiring our junior and adult players. The up-close and personal interaction with our members and the players makes this a truly club friendly event. Once again, our members will graciously host the players and shower them with hospitality not seen at any other tournament. The players have repeated over and over that the RSFO is one of their favorite events to play on the circuit, and we once again hope to make their week here both enjoyable and something they will remember the rest of their lives.

The RSF Open Kick Off

Friday, October 6th

The night will begin with an Opening Ceremony and Sponsor Recognition, Pro Doubles Exhibition, then enjoy some appetizers and drinks along with local art and live music, while chatting with the community and incoming players.

Tournament Begins

Monday, October 9th

The RSF Open 2023 will host some of the top 50 female tennis professionals in the World. The participants in this event range from world class professionals, collegiate stand-outs, to up and coming young stars. The USTA Pro Circuit provides players the stage to gain points they need to compete on the major pro tours.

Sponsorship Levels

Overview



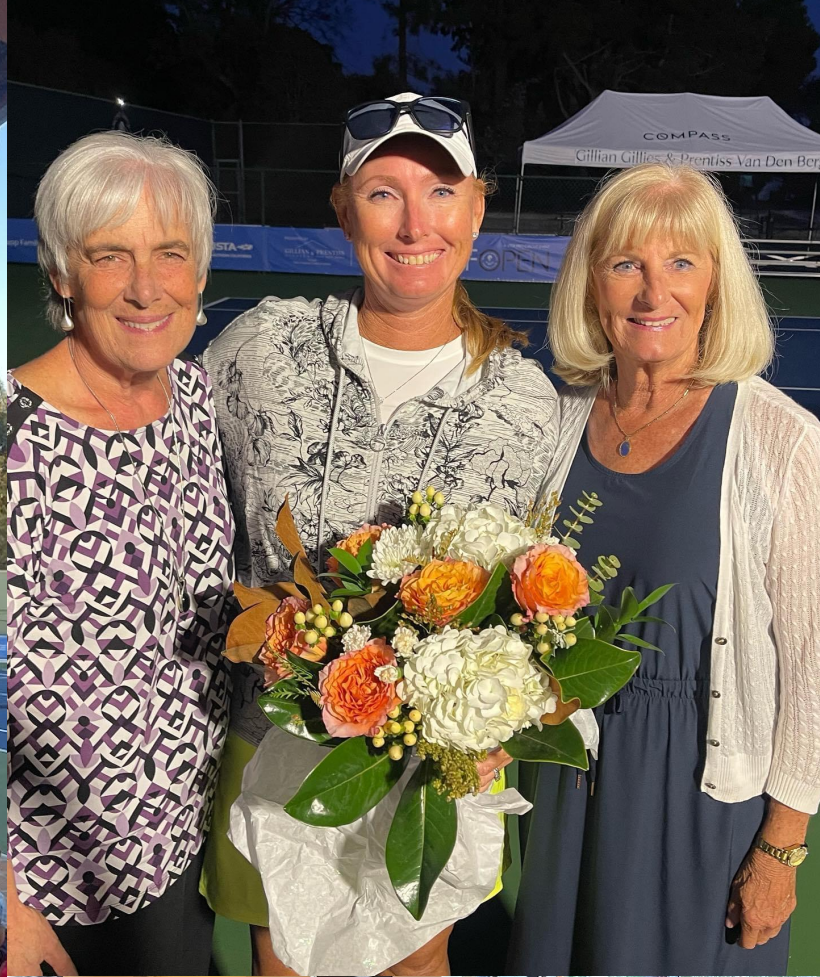
As noted by the USTA Pro Circuit Senior Management, we have a proven track record and continue to be invited to host USTA Professional events. As a result of our successful tournament execution (RSF Open 2021 + 2022; RSF Pro Open 2022 + 2023), the confidence in our ability to run successful tournaments is reflected by the request to host this \$60K Pro Circuit Event.

Our goal is to raise \$135,000, which goes towards prize money, officiating fees and expenses, day-to-day operations, staffing and equipment.

The sponsorship opportunities range from a special chance for youth to meet and greet RSF Open Players with a VIP experience to the rights to be the Title Sponsor. The opportunity for an on-site presence is reserved for Gold and above.

Sponsorship Opportunities:		
Goal		Fulfilled
\$20,000	Title	55% of our goal!
\$15,000	Presenting	
\$30,000	Gold	
\$20,000	Silver	
\$15,000	Bronze	
\$20,000	Family	
	Battle of the Bay	
\$135,000	Fundraising Goal	\$74,000 (as of 8/7)





A USTA PRO CIRCUIT EVENT

RSF OPEN

TITLE SPONSOR

TALIMARTM
INCOME FUND

PRESENTED BY

TEAM
GILLIAN & PRENTISS
GILLIES VAN DEN BERG
COMPASS

2023 Sponsorship Opportunities

Sponsorship

Opportunities & Benefits



TITLE SPONSOR
\$20,000

- Present singles trophies and featured recognition throughout tournament
- Private banner positioned for full time streaming coverage on courts 1 & 2
- Inclusion on all live media spots
- Full page ad in Tournament Program
- 2 VIP parking spots (with branded signage)
- VIP Box for 8 (with refreshment for 1 week) + free admissions
- Featured in RSFTC social media, newsletter, email blasts, daily play recaps and RSFA (the Rancho Santa Fe Association) community wide, member email
- @RSFOpen Instagram feature

- Hitting session with tennis Professional (current or recent)
- Net banners on all courts
- Acknowledgement during RSF Open Pro-Am/Exhibition/Cocktail Party (Free admission for 6)
- Inclusion in RSF Open flyer, distributed to businesses throughout the RSF Village
- RSF Golf Club foursome and lunch
- Private tennis group clinic or group corporate team building clinic
- 4 items (tournament merchandise)
- Opportunity for a featured presence on-site throughout the tournament week

RSF OPEN A USTA PRO CIRCUIT EVENT

TITLE SPONSOR **TALIMARTM**
INCOME FUND

Sponsorship

Opportunities & Benefits



PRESENTING SPONSOR
\$15,000

- Presenting Sponsor
- Present singles and doubles trophies
- Featured recognition throughout tournament, especially during semi-finals and finals, including photo opps

Private dining room for 10-12 people
Coverage on court 1 & 2
Full page ad in tournament guide
2 VIP parking spots (with branded signage)
Largest logo size on court 1 & 2 (upper banner)

- VIP Box for 8 with refreshments (Thurs-Sunday)
- @RSFOpen Instagram feature

- Acknowledgement during RSF Open Pro-Am/Exhibition/Cocktail Party (free admission for 4)
- Inclusion on all live media spots
- Inclusion in RSF Open flier, distributed to businesses throughout the RSF Village

- Private tennis group clinic or group corporate team building clinic
- 4 items of tournament merchandise

- Opportunity for a featured presence on-site throughout the tournament week

- Featured in RSFTC social media, newsletter, email blasts, daily play recaps and RSFA (the Rancho Santa Fe Association) community wide, member email

RSF OPEN



A USTA PRO CIRCUIT EVENT

PRESENTED BY



Sponsorship

Opportunities & Benefits



GOLD SPONSOR

\$10,000

- Large logo on banner around courts
- Large logo size on court 1 & 2 runner banner
- Logo on Promotional Collateral
- VIP tent access and VIP Sponsor Box Seats (8 seats) Saturday/Sunday
- Free admissions to tournament all week
- Featured in Press Release

- Acknowledgement during RSF Open Cocktail Party (free admission for 4)
- Inclusion in RSF Open flier,
- @RSFOpen Instagram feature
- Recognition on all social media and print media marketing
- Opportunity for a presence on-site Thursday thru Sunday



Sponsorship

Opportunities & Benefits



SCOREBOARD SPONSOR

\$10,000

- Permanent namesake rights for the RSFTC Scoreboard
- Large logo on banner around courts
- Large logo size on court 1 & 2 runner banner
- Logo on Promotional Collateral
- VIP tent access and VIP Sponsor Box Seats (8 seats) Saturday/Sunday
- Free admissions to tournament all week

- Acknowledgement during RSF Open Cocktail Party (free admission for 4)
- Inclusion in RSF Open flier, distributed to businesses throughout the RSF Village
- Recognition on all social media and print media marketing
- Opportunity for a presence on-site Thursday thru Sunday

Sponsorship

Opportunities & Benefits



CLOTHING SPONSOR

\$5,000

The RSF Open will include the opportunity for a select clothing brand to be on site and interact with RSF Open players, families and coaches as well as the broader Rancho Santa Fe community and general public.

As a Clothing Sponsor, in addition to the sponsor benefits outlined, you'll also be featured at the Kick Off Cocktail Party, be able to set up a product tent throughout the tournament and collaborate on a fashion show, either during the October 6th party or during Championship Sunday.

These ideas are a starting point and open for discussion!

- Medium banner size around court
- Medium logo size on court 1 & 2 runner banner
- Logo on Promotional Collateral
- VIP Sponsor Box Seats (4 seats) Saturday/Sunday
- Free admissions to tournament all week (for 4)
- Acknowledgement during RSF Open Cocktail Party (free admission for 2)
- Recognition on social media (dedicated social media posts) and inclusion in print media marketing (including RSF Open flier)

Sponsorship

Opportunities & Benefits



SUNSCREEN SPONSOR

\$5,000

This year at the RSF Open, we are excited to showcase the intersection of health, well being and athleticism. In honor of October as Breast Cancer Awareness month, we have partnered with CUREBOUND and Do Cancer, two powerful local non-profits, to showcase the important work they are doing. We are also working with Dr. Aislyn Nelson and her practice, Skin in the Game, to broaden awareness regarding skin care and sun protection.

Along those lines, we would love to feature a sunscreen line and develop on-site experiences, which connect the dots between our extraordinary setting in San Diego, the courage it requires to compete and strive for excellence and the importance of community and wellbeing.

- Customized banner recognition
- VIP tent access throughout the week and Championship Weekend
- Logo on all Promotional Collateral
- Featured recognition during RSF Open Cocktail Party
- @RSFOpen feature
- Tailored, brand aligned on-site experiences

Sponsorship

Opportunities & Benefits



BEER / WINE / COCKTAIL SPONSOR **product donation**

The RSF Open will have two bars set up throughout the tournament week – a cash bar as well as a VIP bar.

We would love to partner with San Diego based breweries, wineries, distilleries and craft cocktail producers to offer local products while also providing exposure to the Rancho Santa Fe and greater San Diego community.

This sponsorship level will include the following opportunities:

- on site representation, including:
 - branded cups and cocktail napkins
 - branded giveaways
 - direct access to the RSF Open audience
- inclusion in @RSFOpen social media
- expected attendance:
 - 10/6 cocktail party: 200
 - VIP experience / weeklong: 500
 - championship weekend: 300
 - cash bar: 400

Sponsorship

Opportunities & Benefits



SILVER SPONSOR

\$5,000

- Medium banner size around court
- Medium logo size on court 1 & 2 runner banner
- Logo on Promotional Collateral
- VIP Sponsor Box Seats (4 seats) Saturday/Sunday
- Free admissions to tournament all week (for 4)
- Acknowledgement during RSF Open Cocktail Party (free admission for 2)
- Recognition on social media (dedicated social media posts) and inclusion in print media marketing (including RSF Open flier)

BRONZE SPONSOR

\$2,500

- Name recognition in digital daily recap and RSFTC communication
- Small banner size around courts
- Acknowledgement during RSF Open Cocktail Party (free admissions for 2)
- Free admissions to tournament all week (for 2)

SEASIDE
EQUITY PARTNERS

ds
STEIGERWALD-DOUGHERTY
SOLANA BEACH, CALIFORNIA

The LaRue
Family

Sponsorship

Opportunities & Benefits



IN KIND

- Recognition in courtside banner (adjacent to Court 1)
- Acknowledgement during RSF Open Cocktail Party (free admission for 2)
- Free admissions to the Tournament (4)
- Name recognition in Tournament guide
- the opportunities and benefits for in-kind sponsors are scaled to the level of donation and contributions.

FAMILY DONOR \$1,000

- Inclusion in the Large Family Donor Banner
- Acknowledgement during RSF Open Exhibition/Cocktail Party
- Free admissions to the RSF Open Exhibition/Player Party (2)



Sponsorship

Opportunities & Benefits - SDDTA



COMMUNITY PARTNER **\$1,000**

- Inclusion in the Large Family Donor / Community Partner Banner
- Acknowledgement during RSF Open Exhibition/Cocktail Party
- Free admissions to the RSF Open Exhibition/Player Party (5)
- VIP Tent Access all week (2)

Cross Promotion Commitment includes:

- 2 SDDTA email blasts
- 4 SDDTA unique social media posts
- Inclusion in the SDDTA website
- collaborative effort to help get the word out regarding the RSF Open

SILVER **\$2,500**

- Medium banner size around court
- Medium logo size on court 1 & 2 runner banner
- Logo on Promotional Collateral
- VIP Sponsor Box Seats (4 seats) Saturday/Sunday
- Free admissions to tournament all week (for 4)
- Acknowledgement during RSF Open Cocktail Party (free admission for 2)
- Recognition on social media (dedicated social media posts) and inclusion in print media marketing (including RSF Open flier)

Cross Promotion Commitment includes:

- 3 SDDTA email blasts
- 6 SDDTA unique social media posts
- Inclusion in the SDDTA website
- collaborative effort to help get the word out regarding the RSF Open

Sponsorship

Opportunities & Benefits



FEATURED NON-PROFITS

Customized recognition and experiences tailored to the unique vision and goals of each non-profit. We look forward to celebrating the amazing work within our community that not only intersects matters of health, sustainability and equity, but also cancer research, patient wellness and the overall positive economic development within our region.



CUREBOUND



Calendar of Events

Programming throughout the week



**Friday
October 6th
5:30pm**

Kick Off Cocktail Party!

Join us to help kick off the 2023 TaliMar RSF Open - known as one of the best parties at the RSFTC, this evening will be filled with great tennis, art in the park, delicious food and cocktails and featuring local musician, **Zach Barnhorst**.

Night of the Legends!

Our broader community is the home of many impressive legends, including Valerie Ziegenfuss, Marita Redondo, Anne Guerrant, Allie DeNike, Caroline Vis, Racquel Giscafre, Charlie Pasarell, Terry Holliday, Rod Laver and James Blake.

These local legends will be invited to join us for the Kick Off Cocktail Party!

**Wednesday
October 11th
evening**

Happy Hour!

Tournament guests, sponsors and VIPs will be welcomed at a local restaurant to enjoy Happy Hour discounts all following matchplay.

Monday, October 9th - Sunday, October 15th

Championship Weekend (matchplay begins at 10am)

Free Kids Day!

Join for Kids Day then stay for the Finals!

RSF Covenant families are invited to join for a beginning and intermediate youth tennis clinic on Championship Sunday, paired with an opportunity to meet one of the RSF Open Pros!

Community Weekend

The RSF Open will feature the following non-profits throughout the Championship Weekend::

- Second Serve
- CUREBOUND
- Do Cancer

Instagram

@RSFOpen

RSF OPEN

Strategy

RSF Open social media

The contents of this proposal for the Rancho Santa Fe Open will cover:

- Overview of 5-week timeline for contract.
- Instagram facelift
- Content calendars (4)
- Campaign plan outline
- Sponsors
- Plan for integrating older RSF Open content

PROJECT CONTACT
Charity Pfeiffer
charitypfeiffer@gmail.com
(843) 461-7001

CONTRACT DATES
July 17 - August 18

CHARITY PFEIFFER

Estimated Timeline

WEEK 1 Jul 17-22	Campaign Schedule & Color Palette Create a plan for the RSF Open's Instagram campaigns. This will include an "upload schedule" + establishing a color scheme.
WEEK 2 Jul 24-29	Content Template Library Create a portfolio of cohesive Instagram post templates that can easily be recycled for each tournament.
WEEK 3 Jul/Aug 31-5	Instagram Facelift & Inventory Change the RSF Tennis Club's Instagram handle + create an effective bio for RSF Open's Instagram. As well as create more picture & video posts for inventory.
WEEK 4-5 Aug 7-19	Establish Upload Rhythms According to Content Calendar's schedule, begin posting content to Instagram, and ultimately, establish a predictable pattern for uploading.

Campaigns

1 Information	
Weekly digest of both RSF Open & Club news:	- About RSFTC - Big news - Upcoming dates - Seeds & draws - Locations - Logistics - Merch
FREQUENCY	???
HASHTAG	???

Campaigns

1 Information	
Weekly digest of both RSF Open & Club news:	- About RSFTC - Big news - Upcoming dates - Seeds & draws - Locations - Logistics - Merch
FREQUENCY	???
HASHTAG	???

Campaigns

2 Sponsors	
Weekly acknowledgement of sponsors:	- Title - Presenting - Gold
FREQUENCY	Every Monday
HASHTAG	#RSFOpenSponsors

Campaigns

3 TBT	
Throwback Thursday:	- Highlight content from 2021 & 2022 RSF Opens into the new Instagram page. - Highlight past players - Then vs. Now - Childhood pics
FREQUENCY	Every Thursday
HASHTAG	#RSFOpenTBT

Campaigns

4 Community Candids	
Highlight our RSF community:	- Mini interviews - Past RSF Opens snapshots Ultimately to build excitement for the year's RSF Open.
FREQUENCY	Every Saturday
HASHTAG	#RSFOpenCommunityCandids

Content Calendar

THE LAUNCH EDITION → Week 1

THURSDAY 8/17	Launch Day! - Introduction Post - Carousel - What, who, why - Info for 2023.	THURSDAY	Cancer Awareness - Carousel - Explain the PINK RSF Open. - Use 1 slide per past RSF Open & explain why we chose those different colors.
TUESDAY 8/15	Sponsors Spotlight Introduction of the Title + Presenting sponsors.	FRIDAY	Fun Facts - Carousel - Fun facts about the RSF Open.
WEDNESDAY 8/16	#WayBackWednesday - Post a carousel of pictures from the past. - Include small-typed descriptions of the player & the moment.	SATURDAY	Court Tour - Video touring the courts + facility. - Featuring John, Derek, Brigitte and Stacy.

LAUNCH → LAUNCH → LAUNCH → LAUNCH → LAUNCH

1

2

3

4

5

6

7

8

Content Calendar

THE LAUNCH EDITION —> Week 1

THURSDAY 8/3	Launch Day! - Introduction Post - Carousel - What, who, why. - Info for 2023.	THURSDAY	Cancer Awareness - Carousel - Explain the PINK RSF Open. - Use 1 slide per past RSF Open & explain why we chose those different colors.
TUESDAY 8/8	Sponsors Spotlight Introduction of the Title + Presenting sponsors.	FRIDAY	Fun FACTS - Carousel - Fun facts about the RSF Open.
WEDNESDAY	#WayBackWednesday - Post a carousel of pictures from the past. - Include small-typed descriptions of the player & the moment.	SATURDAY	Court Tour 🎥 - Video touring the courts + facility. - Featuring John, Derek, Birgitte and Stacey.

Content Calendar

THE LAUNCH EDITION —> Week 2

SUNDAY	Spotlight Sunday - Carousel "A few players we are honored to have hosted at RSF!" - Choose 3 diff players. - Share where they're at now.	THURSDAY	#ThrowbackThursday - Post a carousel of interviews from the past. - Include small-typed detail of who the player is.
MONDAY	Meet the Team <3 - Carousel - BEIS-inspired post - Polaroid aesthetic - Mini bio of each person	FRIDAY	Fun NEWS - RSF Tennis Club has been named #1 ... - Accepting award @ US Open !!!
TUESDAY	Tennis Trick Tuesday - Video collage - A handful of skilled members show coolest tennis trick.	SATURDAY	Sponsors Spotlight Introduction of the Gold Sponsors.
WEDNESDAY	RSFO vs RSFPO - Diagram out of tennis rackets. - Pickleball Inso (Pinterest) 4:5 format		

*The RSF Open is more than a tennis
tournament . . .*

*it's a celebration of talent, commitment,
dedication, community and purpose.*



Previous Sponsors RSF Open 2022



FAMILY DONORS

PRESENTING



*The Comstock Family
The Sadowsky Family
The Clark Family
The Roorda Family
The Hui Family
The Erin & Mark Reedy Family
The Gottfried Family
The Morris Family*

*The Guillory Family
The LeBeau Family
The Brown Family
Hilary + Mark Loretta
Scott + Kathy Thurman
The Steinmeier Family
The Stein Family
The Nakamura Family*

*The Bohrer Family
The LaRue Family
RSF Orthodontics
Pizza Nova
The Smith Family
The Schiffman Family
The Pennington Family*

*The Bothmer Family
The Hudson + Ruzich Families
RSF Optometry
GroundLevel Landscape Architecture
The Monday-Yankus Family
Don Looney Architecture
The Young Family
Stacy + Mark Lindsey*

BRONZE

SILVER

IN KIND



STEIGERWALD-DOUGHERTY
SOLANA BEACH, CALIFORNIA



SEASIDE
EQUITY PARTNERS

SYDNEY HOLLAND



SOUTHERN CALIFORNIA
TENNIS ASSOCIATION FOUNDATION

**The Sapp
Family**



A USTA PRO CIRCUIT EVENT

RSF OPEN



Rancho Santa Fe Open | Key Contacts

Derek Miller
RSFTC Director of Tennis
RSF Open Tournament Player Liaison
derek@rsftennis.club

John Chanfreau
RSFTC General Manager
RSF Open Tournament Director
john@rsftennis.club

Stacey Lankford Pennington
Sponsorship + Community Engagement
619-987-6859
stacey@slpurbanplanning.com

Birgitte Bradshaw
Tournament Support
birgitte@rsftennis.club

Publicist
Steve Pratt
stevep@bzapr.com

Rancho Santa Fe Tennis Club | Board of Directors

Deb Gustafson
President

Geoffrey Morris
Director

Jill Ruzich
Vice President

Pat Dougherty
Director

Greg Wormeester
Secretary

Stacey Lankford Pennington
Director

Jeff Stafford
Treasurer