



***prince***

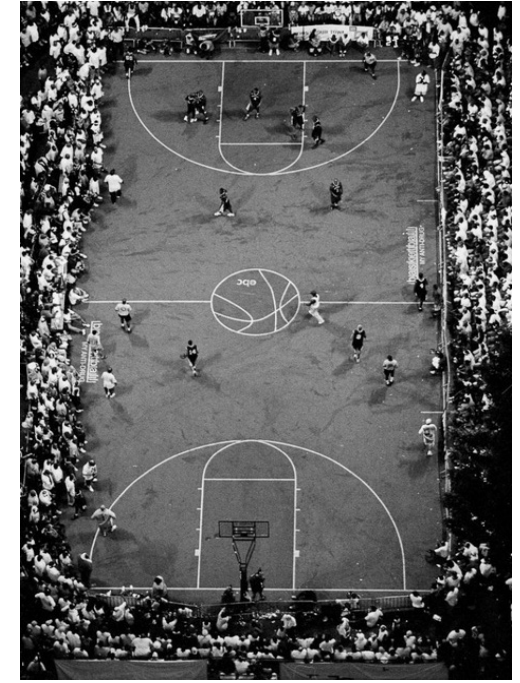
# PRINCE VS REIGNING CHAMP

As we revisit our partnership for round two of the Prince vs Reigning Champ project, this time we mine the rich history of collegiate team tennis, and the concept of being part of something greater than the individual, within the context of a traditionally solo sport. Pulling from rich varsity traditions and symbolism, most often associated with sports other than tennis, we introduce a color palette that is classic and collegiate, focusing on navy and creme.

**CAMPAIGN**



# CAMPAIGN



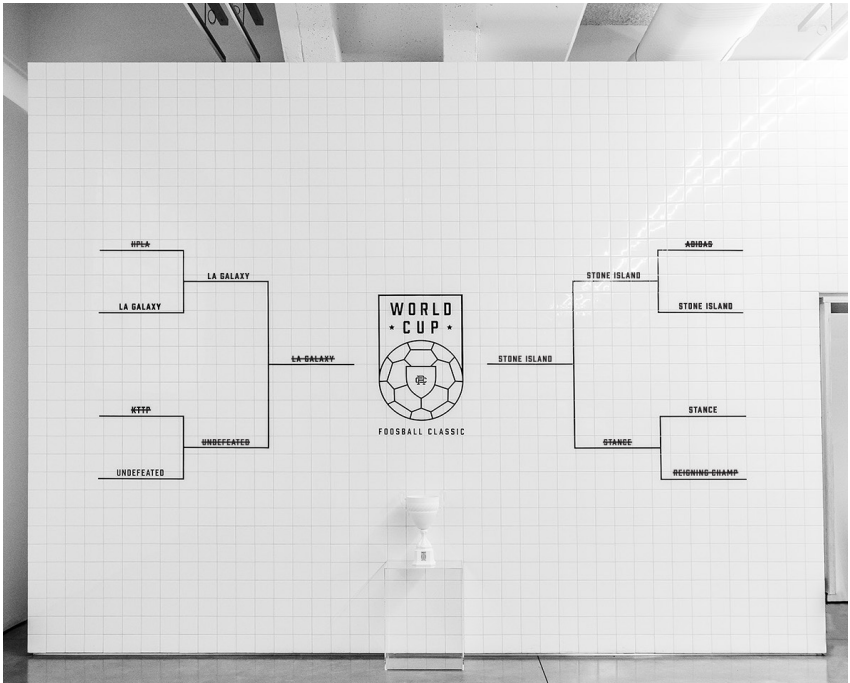
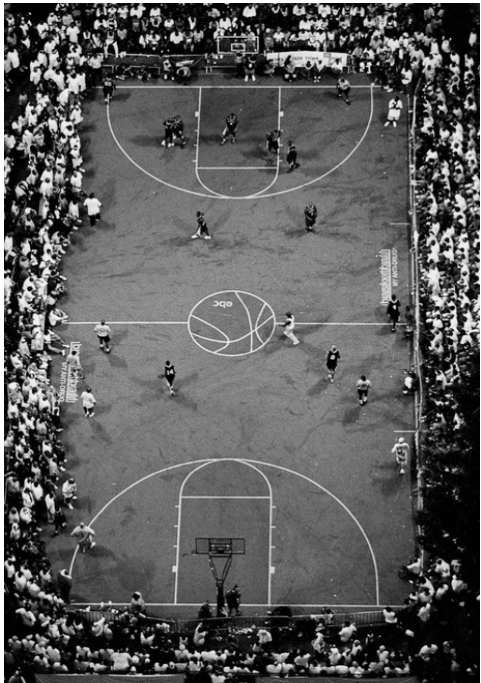


# CAMPAIGN

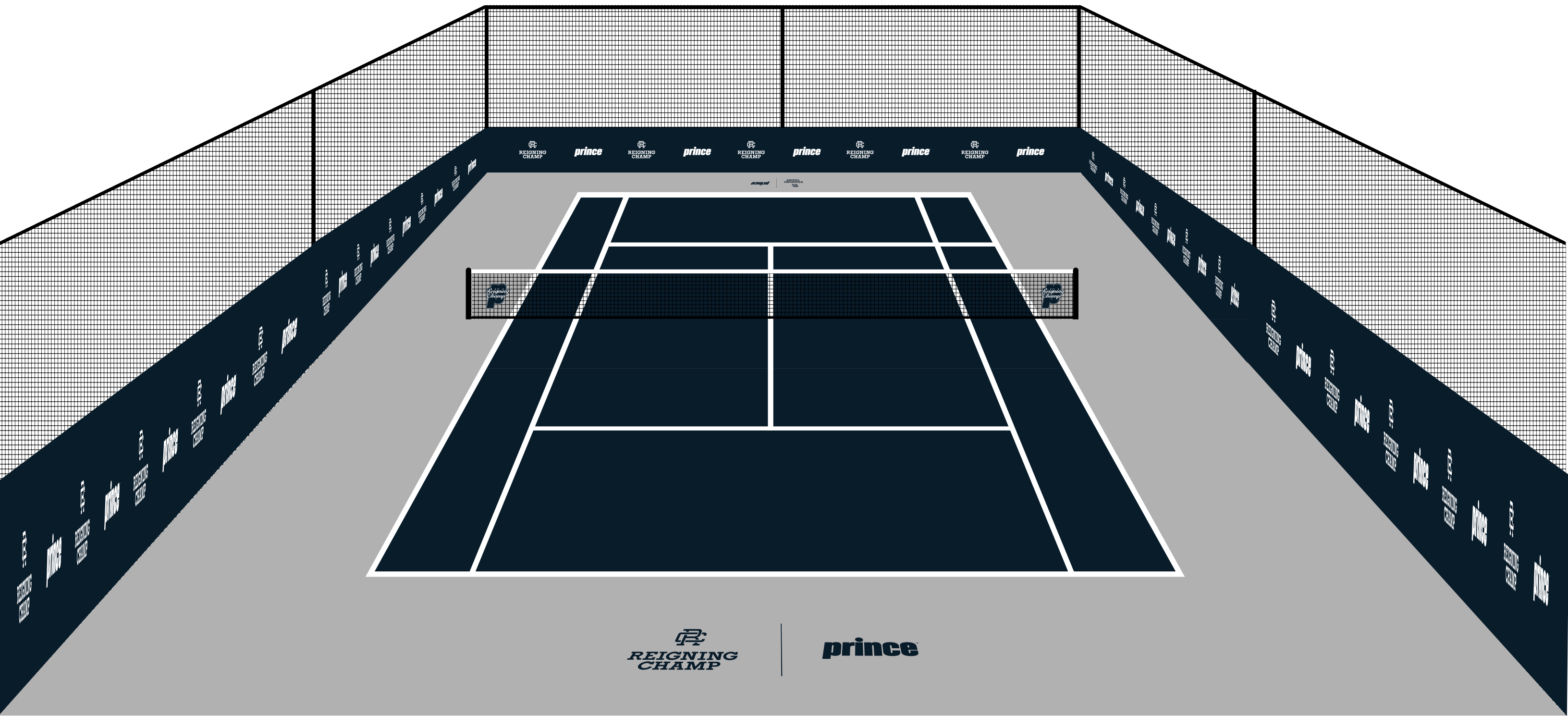
Embracing the spirit of community celebration, we want to channel the energy of iconic settings like Rucker Park at the height of a basketball summer classic, and inject that into the quiet and reserved world of tennis. The vibrant atmosphere, crowd participation, the music, the MC, the noise and playful banter — all provide the elements of a lively, buzzing atmosphere on the courts, where boundaries are blurred and the sound system blares beyond the field of play.

**EVENT**

# EVENT







  
REIGNING  
CHAMP

prince



# EVENT

The experience we capture will be a full-day pro-set tournament held in Brooklyn. As we alluded to with collegiate tennis references, the sport will be transformed into a spirited team event. The camaraderie of players and spectator support elevate the intensity and passion of team play, while feeding an engaged and electric audience.

# PARTNERSHIP OPPORTUNITY

## **GRAND SLAM PARTNER - \$75,000**

Exclusive activation partner for tournament and event, including inclusion on all communication, sole partner of activation, with on-site presence, including staff and physical fixturing, social roll-out tagging, and use of campaign visual assets on own brand channels.

## **MASTERS PARTNER - \$50,000**

Exclusive activation partner for tournament and event, including on-site presence with staff and physical fixturing.

## **CHALLENGERS PARTNER - \$25,000**

Drinks partner for tournament and event, including footer inclusion, using “presented by XXXX”.

**THANK YOU.**