



clay court classic

SFTC Sponsorship Package

Clay Court Classic 2026

[Get Started](#)

Prepared by:
South Florida Tennis Club



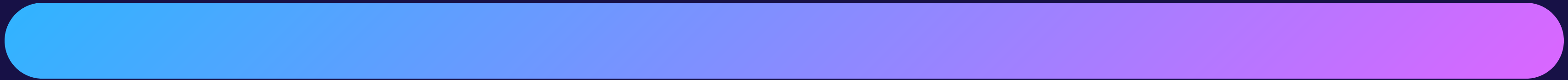


Table of Contents

A quick guide to our mission, impact, and how your support can help shape the future of this one-of-a-kind event.

[Learn More](#)

- 01. Welcome & Mission
- 02. CCC Overview
- 03. Event Impact
- 04. Sponsorship Tiers
- 05. Benefits
- 06. Let's Partner





clay court classic



About SFTC

Founded in 1987, South Florida Tennis Club (SFTC) is a nonprofit that brings together LGBTQ+ and ally players through competitive tennis and vibrant community events. We host two GLTA-sanctioned tournaments a year and support local charities with every event we run.



clay court classic



About the Clay Court Classic

Held over President's Day Weekend, the Clay Court Classic draws over 300 players from across the world for 5 days of matches and events. The tournament includes a welcome party, banquet, social mixers, and visibility for community-minded sponsors.



Feb 13-17, 2026



Lauderdale Tennis Club

[Learn More](#)





clay court classic

Why Sponsor?

Sponsoring the Clay Court Classic means aligning your brand with one of the largest LGBTQ+ sporting events in Florida. Our tournament draws hundreds of engaged, loyal, and socially conscious athletes and fans — both on and off the court. Sponsors enjoy elevated visibility, personalized activations, and lasting brand impressions.

Presented by **Your Brand**



10,000+

Impressions

Across GLTA tournament platform



2,300+

Social Followers

Facebook, Instagram, Discord & Lounge Groups



300+

International Players

Traveling from over 15 states + 5 countries



80% LGBTQ+ Audience

Values inclusivity, visibility & community



"The Clay Court Classic wasn't just another event —it was a powerful connection to a vibrant community. Our brand got meaningful exposure, and the energy all weekend was unforgettable."

-2024 Coral Sponsor, Wilton Manors, FL

What Makes CCC Different?

- Players from around the world
- 5-day event = long exposure
- High-touch experiences (welcome party, banquet, socials)

Event Impact

Sponsor Tiers at a Glance



Tier	Price	Exposure Highlights
Presenting	\$10,000	Website banner, court naming, shirt logo
Coral	\$5,000	Show court, emails, event signage
Ace	\$2,000	Full Ad, social posts, welcome bag insert
Supporter	\$1,000	Half ad, booth space
Community	\$500	Quarter ad, instagram post
Lunch	Provide meal	Half ad, event signage





⋮ Benefits

See how your support fuels visibility, community impact, and year-round brand exposure.

Presenting Sponsor \$10,000

- Top tier year round visibility
- Includes naming rights + custom activations

Community Benefits

- ✓ Dedicated Instagram post once a month for 12 months
- ✓ Dedicated landing page on SFTC website linking to your own social channels all year
- ✓ Branding on ALL signage at 2025-2026 tournaments
- ✓ Logo at top of SFTC website all year long

Branded February Tournament

- ✓ 10% of sponsorship donated to charity of choice
- ✓ 200+ player welcome party at venue
- ✓ Court 1 named after presenting sponsor
- ✓ Step-&-repeat photo backdrop with presenting sponsor logo only
- ✓ Video/slide broadcasted at player banquet
- ✓ Full-page ad in program
- ✓ Logo on player shirt
- ✓ Email marketing to SFTC members & tournament participants
- ✓ Opportunity to include collateral in welcome bags

Coral Sponsor

\$5,000

Sponsor Benefits

- ✓ Secondary show court named after sponsor
- ✓ Video/slide broadcasted at player banquet
- ✓ Full-page ad in tournament program
- ✓ Branding on auxiliary signage at 2025–2026 tournaments
- ✓ Email marketing to SFTC members & tournament participants (up to 3 emails)
- ✓ Logo on SFTC website with embedded link
- ✓ Dedicated Facebook & Instagram post
- ✓ Opportunity to include collateral in welcome bags
- ✓ Dedicated booth for marketing/sales (up to 5 operating days)



Ace Sponsor

\$2,000

Sponsor Benefits

- ✓ Sponsor's logo on SFTC website
- ✓ Opportunity to include collateral in welcome bags
- ✓ Logo displayed in tournament program with other sponsors
- ✓ Full-page ad in program
- ✓ Mentioned in Instagram & Facebook post
- ✓ Included in email blast (up to 2 emails)
- ✓ Dedicated booth for marketing/sales (up to 2 operating days)



Supporter Sponsor

\$1,000

Sponsor Benefits

- ✓ Sponsor's logo on SFTC website
- ✓ Opportunity to include collateral in welcome bags
- ✓ Logo displayed in tournament program
- ✓ Half-page ad in tournament program
- ✓ Mentioned in Instagram & Facebook post
- ✓ Included in email blast (1 email)
- ✓ Dedicated booth for marketing/sales (1 operating day)



Community Sponsor

\$500

Sponsor Benefits

- ✓ Sponsor's logo on SFTC website
- ✓ Opportunity to include collateral in welcome bags
- ✓ Logo displayed in tournament program
- ✓ Quarter-page ad in printed program
- ✓ Mentioned in Instagram post

Lunch Sponsor

The Clay Court Classic supplies daily lunches to registered players for Thursday, Friday, Saturday, and Sunday of the tournament. The lunch price per day typically runs between \$1,000-\$1,500. The lunch feeds between 150 and 200 players. The lunches are served at 12pm and 1:30pm.

Sponsor Benefits

- ✓ Signage in lunch room reading "Lunch Presented by [Sponsor]"
- ✓ Sponsor's logo on SFTC website with embedded link
- ✓ Opportunity to include collateral in welcome bags
- ✓ Logo displayed in tournament program
- ✓ Half-page ad in tournament program
- ✓ Included in email blast to SFTC members & participants



Get in Touch



RAY HILARIO

BUSINESS DEVELOPMENT DIRECTOR

businessdev@sftc.us



ELIU MONTERO

TOURNAMENT DIRECTOR

tournamentdirector@sftc.us



clay court classic



Thank You!

Let's make a racquet — together.

See You On The Court

Prepared by:
South Florida Tennis Club