




DATE	Sunday, March 21, 2010
LOCATION	Belleair Country Club Tennis Facility 1 Country Club Lane Belleair, FL 33756
CELEBRITY PARTICIPANTS	Tennis hall of famer and former number one player in the world, Jim Courier and international tennis star and former top ten player, Anna Kournikova . They will be joined by other well known professional athletes from local sports teams and tennis professionals to be announced at a later date. All celebrity participants have generously donated their time to participate in the charity event. The event emcee is popular media personality Jack Harris who is the co-host of "970 WFLA A.M Tampa Bay" morning show.
OVERVIEW	Local tennis players and fans will enjoy the chance of a lifetime to play tennis with Jim Courier, Anna Kournikova and other sports stars. The eMason One & Done Celebrity Tennis Pro-Am is a private fundraising event for sponsors, participants, their guests and select members of the media. The event offers an intimate setting with friendly play, hospitality and corporate entertaining opportunities. The doubles Pro Am is limited to 42 participants of all playing levels. Pro Am participants will have the opportunity to play with each of the tennis stars as they rotate throughout the courts. The event activities include a celebrity tennis exhibition; a tennis pro-am; and a silent auction featuring grand slam tickets, tennis memorabilia and sports experiences. The Pro Am winner will receive unlimited bragging rights, a custom event trophy and a championship photo with celebrity participants.
BENEFICIARY	<p> Morton Plant Mease Foundation</p> <p>Proceeds from the eMason One & Done Celebrity Tennis Pro Am benefit Morton Plant Hospital's Doyle Women's & Children's Health Initiative. As a nationally ranked community focused hospital, this initiative will create a leading edge women's facility dedicated to helping women and their families take important steps toward a life time of well-being. The initiative is essential to meet the growing and changing needs of women's health care; to service the increasing number of patient visits and to enhance facilities to match the quality care provided by the hospital's physicians and staff.</p>

EVENT SCHEDULE

9:00 – 10:30am	Registration and valet parking opens. Each Pro Am participant will be assigned a court for the day. Each court will have: <ul style="list-style-type: none">☉ A local club professional for warm up☉ Official score keeper☉ Ball kids☉ Beverages and towels Silent auction begins.
10:30am	Event format overview and participating player introductions.
11:00am	Celebrity tennis exhibition.
11:30am	First round of the spirited Pro Am competition.
1:00pm	Lunch for all Pro Am participants and their guests.
1:45pm	Silent auction ends. Participants report to the courts for warm-up and sponsors pose for photos with Anna and Jim.
2:00pm	Second round of the Pro Am competition.
3:30pm	Competition ends. Pro Am winner ceremony and silent auction winners announced.

SPONSOR LEVELS & BENEFITS

Title Sponsorship Package – (SOLD)



The event is proud to have eMASON, a Clearwater-based business software provider and one of the nation's fastest-growing private companies as the flagship sponsor.

Supporting Sponsorship Package- \$10,000 (ONLY ONE AVAILABLE)

- ☉ Company name and/or logo will be used in all event promotions and correspondence including but not limited to: posters, flyers, scorecards, press releases, signage and the media backdrop. Category exclusivity.
- ☉ Other rights and benefits include:
 - One designated sponsor court with two baseline banners (one on each end)
 - 3 Pro Am spots in the tournament
 - 6 Guest credentials to attend the Pro Am
 - 3 Valet parking passes
 - Photo opportunity for each Pro Am player with Anna Kournikova and Jim Courier
 - Opportunity to utilize the event name in any sponsor activated promotions, pending advance approval
 - Opportunity to provide participants and their guests with a promotional merchandise
 - Opportunity to create on-site promotions

Court Sponsorship Package- \$5,000 (ONLY THREE AVAILABLE)



- ⊗ Company name and/or logo will be used in all event promotions and correspondence including but not limited to: posters, flyers, scorecards, press releases, and signage. Category exclusivity.
- ⊗ Other rights and benefits include:
 - One designated sponsor court with two baseline banners (one on each end)
 - 2 Pro Am spots in the tournament
 - 4 Guest credentials to attend the Pro Am
 - 4 Valet parking passes
 - Opportunity to provide participants and their guests with a promotional

The Player Package- \$1,000 (ONLY 18 AVAILABLE ON A FIRST COME FIRST PAID BASIS)

- ⊗ 1 Pro Am spot in the tournament
- ⊗ The opportunity to purchase one guest credential to attend the Pro Am for \$250.00

PLEASE NOTE: In the event of rain, the Pro Am activities will move inside the Belleair Country Club Clubhouse. A round table discussion and ping pong tournament will be arranged as there is not a make-up rain date.

EVENT HOST

The volunteer chair and host of the event is Soosie Lazenby of URBANcoast. Facing her own health care challenges, Soosie is committed to championing the Doyle Women's & Children's Health initiative by creating this charity event and pledging to underwrite the renovation of two private hospital rooms. This includes a VIP Suite dedicated in the name of her father, Dr. G. William Lazenby who has served on staff at Morton Plant Hospital for over thirty years, and a room dedicated in the names of her team of outstanding physicians who have improved the quality of her life: Dr. Chrisoula Kiriazis, Dr. John Ofenloch and Dr. Adam Rosen.

EVENT INFORMATION

For more information about the eMason One & Done Celebrity Tennis Pro Am and sponsorship opportunities please contact Soosie Lazenby at URBANcoast: soosie@urbancoast.com or 727-584-8400 or Ernestine Bean at the Morton Plant Mease Foundation: Ernestine.Bean@baycare.org or 727-462-7036.