



# 2017 GEORGIA STATE ADULT/SENIOR OPEN TENNIS CHAMPIONSHIP

Bitsy Grant Tennis Center  
July 29 - August 1



## ABOUT THE EVENT AND VENUE

### Recent Facility Highlights

A 2017 USTA Facility Award winner

Hosted 2016 Keith Donoff Challenge Cup

Hosted 12th Annual Peachtree Invitational

Recommended by Atlanta Magazine

### Quick Stats

Email Subscribers  
834

Facebook Likes  
717

Twitter Followers  
909

## ABOUT THE GEORGIA STATE ADULT/SENIOR OPEN TENNIS CHAMPIONSHIP

Now in its 10<sup>th</sup> year, the annual Georgia State Adult/Senior Open Tennis Championship is an all-inclusive adult tennis tournament. The tournament includes both men's and women's open events as well as the senior events (ages 25-85).

## ABOUT BITSY GRANT TENNIS CENTER

Bitsy Grant Tennis Center is Atlanta's first and largest public tennis facility. Located in Atlanta Memorial Park, the tennis center is named for Atlanta tennis legend Bryan "Bitsy" Grant, Jr.

The tennis center served as the headquarters of the Atlanta Lawn Tennis Association (ALTA), the largest grass roots tennis organization in the country, and for a long time hosted its major event, the Atlanta Invitational. It was once the showplace for tennis in the southeastern United States, hosting the 1955 U.S. clay court championships and many other national and sectional championships. Famous patrons have included Arthur Ashe, Tony Trabert, Chuck McKinley, and Charlie Pasarell, as well as local greats like Ned Neely, Horace Reid, and Crawford Henry.

Today, Bitsy continues to make tennis available and affordable to a wide range of people. In addition to its 10 hard courts, it offers the only public clay and paddle tennis courts in the City of Atlanta. Through its partnership with Universal Tennis Management, Bitsy also offers weekly clinics for juniors and adults of all levels throughout the year. It is home to 69 ALTA teams; 21 USTA teams; and 4 Junior teams, as well as weekly round robins for senior players.

The Atlanta Beltline completed the extension from Tanyard Creek to Northside Drive behind courts 7-13 and the three paddle courts. This has increased interest in Bitsy Grant with many walkers, joggers and bicyclists passing by on a regular basis.

## SPONSORSHIP LEVELS & BENEFITS

<p><b>Gold Ball - Presenting Sponsor Benefits - \$2,500.00</b></p>	<ul style="list-style-type: none"> <li>• Announcement of sponsorship at Players Lunch on Saturday</li> <li>• Opportunity to present trophies to winner(s)</li> <li>• Opportunity for logo printed balls if time permits</li> <li>• Logo on Draw Boards</li> <li>• Logo on Facebook</li> <li>• Linked logo on event webpage (to remain for 1 year) and event emails</li> <li>• Sponsor listed on all correspondence with player database</li> <li>• Supplied corporate banners posted on Courts 1 &amp; 3 (to remain on court 1 month)</li> <li>• Prominent logo on t-shirts</li> <li>• Opportunity for gift items in player bags</li> <li>• On-site vendor opportunities</li> </ul>
<p><b>Silver Ball Sponsor Benefits - \$1,000.00</b></p>	<ul style="list-style-type: none"> <li>• Announcement of sponsorship at Players Lunch on Saturday</li> <li>• Logo on Facebook</li> <li>• Logo on event webpage (to remain for 1 year) and event emails</li> <li>• Supplied corporate banners posted on Courts 12 &amp; 13 (to remain on court 1 month)</li> <li>• Logo on t-shirts</li> <li>• Opportunity for gift items in player bags</li> <li>• On-site vendor opportunities</li> </ul>
<p><b>Bronze Ball Sponsor Benefits - \$500.00</b></p>	<ul style="list-style-type: none"> <li>• Supplied corporate banners on auxiliary courts 6 &amp; 7 (to remain on court 1 month)</li> <li>• Logo on t-shirts</li> <li>• Opportunity for gift items in player bags</li> <li>• On-site vendor opportunities</li> </ul>
<p><b>Food Sponsor - \$500.00</b></p>	<ul style="list-style-type: none"> <li>• Supplied corporate banners hung on tennis center fence (to remain on court 1 month)</li> <li>• Logo on event webpage (to remain for 1 year) and event emails</li> <li>• On-site vendor opportunities</li> </ul>
<p><b>Beverage Sponsor - \$500.00</b></p>	<ul style="list-style-type: none"> <li>• Supplied corporate banners hung on tennis center fence (to remain on court 1 month)</li> <li>• Logo on event webpage (to remain for 1 year) and event emails</li> <li>• On-site vendor opportunities</li> </ul>

To become a sponsor, please contact **Peter Howell** at **678-644-9263** or [pdhowell@bellsouth.net](mailto:pdhowell@bellsouth.net).



## TOURNAMENT QUICK FACTS

**WHAT:** The **Bitsy Grant Tennis Center (BGTC)** hosts the return of the award-winning **Georgia State Adult/Senior Open Tennis Championship**, an all-inclusive GA Level I state championship open divisions to 80s.

The tournament includes both the men's and women's open events as well as the senior events. Players from outside Georgia can also compete. All play will be on clay courts (hard courts and lights may be used in case of inclement weather).

**WHEN: July 29 - August 1, 2017**

Singles play kicks off on Saturday, July 29, followed by doubles on Sunday, July 30. In draws larger than 16, the finals take place on Tuesday, Aug. 1; others may finish earlier. There will be a Player's Cookout Lunch Saturday, July 29 from 11:00-2:00 pm at BGTC (guest fee \$20, adult beverages available).

**WHERE: Bitsy Grant Tennis Center**

2125 Northside Drive  
Atlanta, GA 30305

**WHO: Men's and Women's Singles and Doubles Players**

Divisions include Open, 25s, 30s, 35s, 40s, 45s, 50s, 55s, 60s, 65s, 70s, 75s and 80s – singles and doubles. Additional doubles divisions include: father-son, mother-daughter, and mixed-doubles.

**PRIZES:** There is prize money in the Men's and Women's Open Singles and Doubles.

**QUESTIONS:** Contact Tournament Director Peter Howell at 678-644-9263 with any questions.

**TO ENTER: Registration opens June 19 and closes July 23.** Cost for entry per event is \$43.50 per singles player, \$28.00 per doubles player. Maximum fee charged per player is \$90 plus the processing fees for the number of events selected.



## ABOUT THE HOSTS



### About Friends of Bitsy Grant:

[Friends of Bitsy Grant Tennis](#) (FBGT) is a non-profit organization working to improve and enhance the [Bitsy Grant Tennis Center](#) (BGTC), a public park, for the benefit of current and future generations of Atlanta tennis players. The FBGT works closely with the City of Atlanta, UTM staff, and the expanding FBGT membership base to identify and prioritize opportunities to improve the tennis center for all who use it.



### About Universal Tennis Academy (UTA) & Management (UTM):

One of the premier tennis academies in the South, Universal Tennis Academy (UTA) has been training competitive junior players since 1995. UTA partner [Universal Tennis Management](#) currently manages five City of Atlanta sites: Bitsy Grant Tennis Center, Chastain Park Tennis Center, Sharon Lester Tennis Center at Piedmont Park, Washington Park Tennis Center, and McGhee Tennis Center.



### About USTA Southern:

The [United States Tennis Association](#) (USTA) is the national governing body for the sport of tennis and the recognized leader in promoting and developing the sport's growth in the United States. The association is divided into 17 sections, of which the [USTA Southern](#) is the largest, representing 25% of USTA members, from 9 states in the South: Alabama, Arkansas, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee.