2018 Partnership Overview
Who are the Orange County Breakers?

PROFESSIONAL TENNIS IN ORANGE COUNTY

• A professional tennis team that competes in World TeamTennis. 2018 will mark the Breakers 14th season in the league and sixth year playing at the prestigious Palisades Tennis Club.

• Breakers and WTT players are ranked amongst the highest in the world. Currently three Breakers players rank inside the top 40 in the world. Some of the world’s greatest stars have also played WTT including Serena and Venus Williams, the Bryan Brothers, Andy Roddick, Eugenie Bouchard, Maria Sharapova (Breakers), Pete Sampras (Breakers) and Billie Jean King.

• The Breakers played their inaugural season in 2003 and were WTT Champions in 2004 and 2017.

• Former world #1 and nine-time Grand Slam Champion Rick Leach is the Breakers coach. Leach was named the League’s Coach of the Year in 2015.

• Team owner Eric Davidson is a Laguna Beach businessman who founded Vintage Senior Living in 1998, which eventually turned into one of the largest providers of senior living in California. Davidson, who was born and raised in Southern California, is an accomplished tennis player and a graduate of UC Berkeley.
What is World TeamTennis?

• National, professional tennis league co-founded by Billie Jean King in 1974. WTT is the fifth longest running professional sports league in the US after the NFL, MLB, NBA and NHL.

• 2018 will feature a three week season running from July 15-August 4, each team will play 14 total matches, with seven on the road and seven at home.

• The Breakers and other teams in the league select their players each season in the WTT Draft, which will take place March 13, 2018.

• WTT offers a format that is fun and exciting for general sports fans, not just tennis fans.
• As one of the 20th century’s most respected and influential people, Billie Jean King has long been a champion for social justice and equality.

• She created new inroads for both genders in and out of sports during her legendary career and she continues to make her mark today.

• As co-founder of World TeamTennis, Billie Jean King continues to promote the sport and impact local WTT communities at the grassroots level by:
  • Appearing at WTT hospitality events for client entertainment
  • Participating in junior and adult Recreational League tournament events
  • Speaking on healthy living and the benefits of staying active
  • Assisting in charity fundraisers/supporting local charity initiatives

Mylan WTT minority owner Andy Roddick alongside WTT co-founder Billie Jean King at a Breakers press conference
PROFESSIONAL TENNIS IN ORANGE COUNTY

• While the WTT season is three weeks every summer, the Breakers have a year-round presence in the Orange County and Southern California community through tennis clinics, charitable giving, community outreach and special events.

• The Breakers have an intimate outdoor venue at the Newport Beach-based Palisades Tennis Club that allows for family-friendly fan interaction with the players and up-close-and-personal access to the stars for both fans and corporate sponsors.

• Fan base includes area tennis groups, families, sports fans, high level corporate executives, local politicians and celebrity figures.
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• The Breakers receive extensive media and marketing exposure in the lead up to and during the season. The team plans a similar outreach for 2018 including full print, digital and TV plan.

• Presence on the web at www.breakerstennis.com as well as social media networking sites including Facebook and Twitter.

• Online Breakers Newsletter with a circulation of over 3,000 fans.

• Customized sponsorship packages to fit all budgets and goals with a wide array of benefits available to tailor a partnership. Branding and hospitality benefits can include:
  • On-court signage
  • Logo placements in print and promotional pieces
  • In-store events
  • Web exposure
  • VIP Tables/Season tickets
  • Private hospitality events and clinics
  • Personal meet-and-greets with the stars
  • Community events

2016 Olympic bronze medalist Steve Johnson plays alongside the 2017 WTT Rookie of the Year Ken Skupski at a Breakers home match.
We are **EXPOSURE**

- Professional team presence playing in an established league co-founded by tennis legend Billie Jean King.

- Orange County resident, former world #1 and nine-time Grand Slam Champion Rick Leach will coach a lineup of highly ranked and active ATP and WTA professionals who will suit up for the Breakers in 2018.

- National TV and live-streaming coverage of Breakers matches on WTT media partners that include Tennis Channel, Comcast SportsNet systems, Time Warner Cable Sports and ESPN3.com.

- A year round presence in the community provides Orange County residents the chance to participate in clinics and special events throughout the year and keep corporate partners engaged at these special events.

- The corporate community of Orange County as well as national WTT partners will be connected to each other, networking through Breakers hospitality receptions, pre-season sponsor luncheon, team pro-ams and clinics and other special events targeting the Breakers sponsors.

- Media value brought through promotion as one of Mylan WTT’s premier teams/markets in advertising and public relations both on the local and national levels. Identification for the team’s sponsors will be prominent in all communication efforts.
We are MEDIA EXPOSURE

• The Breakers are typically selected to host three or four nationally televised matches per season. In 2018, the Breakers played the WTT Finals on ESPN2 and had two other matches that were covered live by both the Tennis Channel and ESPN3.

• The Breakers were also featured on Discover OC last season with a dedicated :30 minute segment on the team and venue. The episode has been aired on Cox 3, PBS So Cal, 39 SCTV, 4SD and other Charter Communication channels.

• In the last 12 months, the Breakers have had article coverage in the following print and web publications:
  • National: ESPN, CBS, ABC, USA Today, NY Times and World Tennis Magazine.
  • Regional: LA Times, SF Chronicle, the San Diego Union-Tribune and MyNewsLA
  • Local: Orange County Register, Daily Pilot, OC Business Journal, Newport Beach Independent, Orange Coast Magazine and Patch.
Why the Orange County Breakers?

We are ACCESS

- Once-in-a-lifetime experiences for fans and corporate partners.

- Private tennis clinics with team stars including Rick Leach, the entire Breakers team and more.

- Hospitality receptions with player meet-and-greets both pre-season and pre-match.

- Autographed items.

- Special season and corporate ticket package options.

- Access to select special events.

- On-court promotions with fan participation.

- Post match autograph session for all kids 16 & under.

- Autographed player items auctions.

Maria Sharapova in a pre-match interview
Why the Orange County Breakers?

We are COMMUNITY

• The Breakers envision a long-term presence in the Orange County community as the team works to establish itself as one of the premier franchises in World TeamTennis.

• Three Breakers players reside in Southern California and the team has an on-going presence in the Orange County community through multiple outreach programs.

• Matches are always a family-friendly environment with top level tennis and engaging entertainment, thus making Breakers matches the “must-see” event of the summer.

• With a year-round community presence, the Breakers outreach efforts include junior clinics, appearances at established youth and charitable events, and fun and interactive opportunities to grow the sport of tennis and overall health awareness in Orange County and Southern California.

• Local charitable partners initiatives enhance the goodwill efforts of the franchise and team partners throughout the community.
Interested or want more information?

For more information, please contact the Breakers General Manager, Allen Hardison at (949) 434-4560 or ahardison@breakerstennis.com