



Welcome to the Regions Morgan Keegan Championships

February 22 – March 2, 2008

It is a pleasure to introduce you to an opportunity to become a participant in one of the premier sporting events in the United States - the **Regions Morgan Keegan and the Cellular South Cup** – the only ATP and WTA combined indoor tennis tournament in the world.

For 31 years, this event has brought the sport's brightest stars to Memphis - from Borg, Connors, Edberg, Lendl and McEnroe to Agassi, Becker, Chang, Courier, Sampras, Haas, Philippoussis and Roddick. They have consistently voted this tournament as one of their favorites on the entire worldwide ATP Tour, and they come back year after year because of the superb playing conditions, club atmosphere and southern hospitality that are all a part of this world-class gathering of athletes, sponsors and fans. The addition of the WTA event in 2001 has added much to the excitement of the event!

As a **Sponsor**, your organization will be visible to a local, regional, national and international audience. And your support will lend itself to an organization that has touched lives around the world - St. Jude Children's Research Hospital. The tournament has already raised \$1.25 million for the hospital in the name of the late tennis great, Arthur Ashe; has fulfilled a \$2 million chair for the hospital in memory of another star of the game, Tim Gullikson, and has already set money aside for an unnamed chair which will be announced shortly. Since 1993, this event has raised almost \$10 million (over \$6 million direct and over \$4 million indirect) in contributions to support research towards a cure for childhood cancer and catastrophic diseases. Because of these efforts, the **Regions Morgan Keegan and the Cellular South Cup** is recognized annually as the leading charity program on the ATP Tour.

In addition to your participation in the **Regions Morgan Keegan and the Cellular South Cup** in February, you can also enjoy year-round benefits through your association with the U.S.T.A. Girls 18 National Clay Court Championships (July), and the Choice Hotels U.S. Open Racquetball Championships (November), the sport's first Grand Slam. All of these events are held at The Racquet

Club of Memphis, and promotions in any or all of them can be included in your **Regions Morgan Keegan and the Cellular South Cup** sponsorship.

In 2001, Mac Winker purchased a WTA Women's Tennis Tournament to be played in the same week as the ATP men's tournament, making it only one (1) of ten (10) combined men's and women's events in the world (outside the slams). The result was an increase of 9.1% in attendance (only 5 months after September 11) and 42,800,477 website hits the week of the event.

The **Regions Morgan Keegan and the Cellular South Cup** is a win-win situation - for the players, for the fans and for YOU.

I. Our Event

The **Regions Morgan Keegan and the Cellular South Cup** is part of the highest echelon of events on the ATP tour and has a WTA event as well, which features the world's top men's and women's tennis players. And they have all played here. In fact ...

Since 1976, only thirteen men on the ATP Tour have finished the year ranked No. 1 in the world. Nine of those thirteen (all except Mats Wilander, Gustavo Kuerten, Lleyton Hewitt and Roger Federer) **have played and won our tournament.** No other ATP tennis tournament in the world can make this claim, nor can three of the Slams.

CHAMPIONS 2006 and 2007 Defending Champion – Tommy Haas

2005	Kenneth Carlsen	1995	Todd Martin	1985	Stefan Edberg
2004	Joachim Johansson	1994	Todd Martin	1984	Jimmy Connors
2003	Taylor Dent	1993	Jim Courier	1983	Jimmy Connors
2002	Andy Roddick	1992	MaliVai Washington	1982	Johan Kriek
2001	Mark Philippoussis	1991	Ivan Lendl	1981	Gene Mayer
2000	Magnus Larsson	1990	Michael Stich	1980	John McEnroe
1999	Tommy Haas	1989	Brad Gilbert	1979	Jimmy Connors
1998	Mark Philippoussis	1988	Andre Agassi	1978	Jimmy Connors
1997	Michael Chang	1987	Stefan Edberg	1977	Bjorn Borg
1996	Pete Sampras	1986	Brad Gilbert	1976	Vijay Amritraj

Bold= Year end number one players in the world

CHAMPIONS 2007 defending Champion – Venus Williams

2006	Sofia Arvidsson
2005	Vera Zvonareva
2004	Vera Zvonareva
2003	Lisa Raymond
2002	Lisa Raymond

The **Regions Morgan Keegan and the Cellular South Cup** draw consists of 32 Singles players and 16 Doubles teams, all competing on state-of-the-art indoor courts for approximately **\$970,000** in total prize money.

II. **THE NUMBERS**

The **Regions Morgan Keegan and the Cellular South Cup** is one of only three sporting events in Memphis that reaches *beyond* the scope of the Mid-South to take in an international audience. The numbers speak for themselves ...

- **Millions** of households tune in to the tournament on TV Sports Networks, which broadcasts to every major sports market in the country.
- **Last year 225 million** households in Europe, Asia, Latin America, Australia and Canada received the telecast.
- **25%** of the spectators on hand for the finals weekend live outside Shelby County.
- **32** states were represented in the stands in 2007.
- **100%** of the Suites are leased or sold.
- **98%** of the box seats were sold out in advance of the 2007 tournament.

III. **THE MEDIA**

In addition to the international broadcast, Time Warner Communications carries the telecast live across the Mid-South starting Monday of the event. As such, it is one of few events on the tour to have week long coverage, five network affiliates - WPTY (ABC), WMC (NBC), WREG (CBS), WHBQ (FOX) and WLMT (UPN) - provide extensive coverage.

ESPN, ESPN2 and CNN also provide sports news coverage.

USA TODAY newspaper provides daily national coverage.

The Associated Press, Reuters News Service and French Press each send reporters.

The Commercial Appeal, Germantown News, Memphis Business Journal, Memphis Magazine and Shelby Sun Times have produced special sections, while newspapers from across the region (Little Rock, Jackson, Nashville, Atlanta) publish daily reports.

Tennis, Tennis Week, International Tennis, Killshot and Racquetball Magazine provide feature coverage to an international audience.

Thirteen local radio stations update their listeners with live reports several times a day.

IV. **THE OPPORTUNITY**

The combination of world-class athletes and a worldwide audience also attracts a high-profile crowd of spectators, who utilize the event as an opportunity to conduct business, reward their employees and spend time with their families.

- **60%** of ticketholders have incomes over \$100,000.
- **84%** have graduated from college / **42%** hold graduate degrees.

V. **THE VENUE**

The **Regions Morgan Keegan and the Cellular South Cup** is one of only three combined tournaments in the world to be held in a private club (the other two being at Wimbledon and Monte Carlo).

The Racquet Club of Memphis was designed and built solely for the presentation of tennis in a world-class environment. The 5,000 seats and 22 luxury executive suites (**the first in the world built exclusively for tennis**) provide a uniquely intimate setting. The furthest seat from the stadium court is as close as the nearest seat at most other tournaments, giving every spectator the feeling of being in the middle of the action.

ATTENDANCE

1991.....47,137	1999.....61,806
1992.....59,832	2000.....60,330
1993.....61,028	
2001.....62,813	
1994.....56,194 *	2002.....69,085
1995.....62,707	
2003.....68,038	
1996.....65,381	2004.....67,981
1997.....62,916	
2005.....71,043	
199860,900	2006.....68,704*
	2007.....73,103

(*one day's play cancelled by ice storm)

The club offers superior facilities (162,000 sq. ft.) and services for its members and guests that include first-class dining, ballrooms and meeting rooms, Club Spa and salon, Pilates studio, an outdoor pool, indoor and outdoor (hard and clay surface) tennis courts, racquetball and squash courts, a pro shop twice rated #1 in the country by Tennis Industry, and **reciprocal privileges around the world with over 281 exclusive private clubs.**