

# 1st Annual Sweeney Memorial Bracket Open

Saturday, July 25, 2026 · The Racket Club of Crystal Lake

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In memory of Sam Sweeney — tennis professional, coach, husband, father, and fixture of the Crystal Lake tennis community. The Sweeney Memorial Bracket Open is a one-day mixed doubles charity tournament benefiting the Sweeney Foundation, with the Sweeney family as our inaugural 2026 beneficiary.

This proposal outlines how local businesses can partner with the tournament, reach an engaged Crystal Lake audience, and back a cause that the community cares about.

## Why partner with SMBO

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The SMBO is built for local visibility. The audience is exactly the kind of audience that matters to a Crystal Lake or McHenry County business: families, club tennis players, parents of junior players, and friends of the Sweeney family. The day runs from morning through the afternoon at The Racket Club, with a free kids' drop-in clinic mid-day and an after-party at Crystal Lake Brewing.

## Where your name shows up

- On-site signage and banners across the indoor and outdoor courts at The Racket Club
- Tournament t-shirts worn by every player and volunteer (and worn long after the event)
- [sweeneyopen.com](https://sweeneyopen.com) — a destination already in front of registrants, donors, and community members
- SMBO social media channels in the run-up to and during the event
- PA and opening-ceremony announcements
- The post-event gathering at Crystal Lake Brewing — a separate audience touchpoint at a high-traffic local venue

## Who's in the room

- Players and their partners across all skill levels
- Families with kids attending the free drop-in clinic
- Spectators, friends, and family of the Sweeney family
- The Crystal Lake / Prairie Ridge / Crystal Lake Central tennis network — Sam coached at multiple programs and taught across local clubs and the Park District

## About the Sweeney Foundation

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The Sweeney Foundation is an Illinois nonprofit (501(c)(3) status in progress) being established to honor Sam's legacy through three pillars:

- Supporting local families in the Crystal Lake and surrounding areas through sudden hardship
- Growing youth tennis in the community
- Funding scholarships and financial assistance

## Sponsorship levels

Each tier builds on the one below. Logos are included on materials at every level above Bronze; deadlines for print materials are listed at the end of this proposal.

Benefit	Bronze · \$100	Silver · \$250	Gold · \$500	Presenting · \$1,000
Listing on sweeneyopen.com	✓	✓	✓	✓
Social media mention	✓	✓	✓	✓
Logo on tournament t-shirts		✓	✓	✓
Logo on event banners			✓	Primary placement
Dedicated social media feature post			✓	✓
Name announced at opening ceremony			✓	✓
Logo featured on homepage				✓
PA announcements during the event				✓
On-site activation (table, sampling, giveaways)				✓
Featured presence at after-party				✓

## Specialty sponsorships

These options are built around a specific activation rather than a marketing tier. They can be combined with a standard sponsorship level or stand alone.

Specialty Sponsorship	Investment	What's Included
Bar / Beverage Sponsor	\$500	On-site branded bar activation (tastings, branded cups or napkins) Featured presence at the post-event after-party at Crystal Lake Brewing Logo on tournament banners Dedicated social media feature post

Specialty Sponsorship	Investment	What's Included
Kids' Clinic Sponsor	\$300	Underwrites the free kids' drop-in lessons (ages 5–12) Logo on kids' activity area signage Dedicated social media feature post Name announced during opening ceremony
Court Sponsor	\$150 / court	Your business name on a designated court placard for the day Listing on sweeneyopen.com sponsor page Social media mention
In-Kind Partner	Goods or services	Donate prizes, raffle items, swag-bag inclusions, snacks, or refreshments Recognition tier matched to fair-market value of the contribution

## A note on tax treatment

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- **Charitable deduction:** Sponsorship payments are not deductible as charitable contributions in 2026. The Sweeney Foundation's 501(c)(3) application has been submitted and is awaiting IRS determination. Once approved, future sponsorships and donations will qualify.
- **Business expense:** Sponsorship payments by a business are typically deductible as an ordinary advertising or marketing expense. Please confirm treatment with your CPA or tax advisor.

*We're committed to being straightforward about this. If anything in this proposal is unclear, please ask before committing.*

## Deadlines and how to commit

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- **Print materials cutoff:** Logos for t-shirts and banners are needed by June 15, 2026. Earlier commitments get more visibility in pre-event promotion.
- **Final commitment deadline:** July 1, 2026, for inclusion in event-day signage and PA announcements.
- **Payment:** Check, Venmo, or ACH. Specifics provided once you confirm the level. Net proceeds support the Sweeney Foundation as outlined above.
- **To confirm a sponsorship:** Email [sponsor@sweeneyopen.com](mailto:sponsor@sweeneyopen.com) with your business name, preferred tier, contact for logo and copy approvals, and any activation preferences.

## Looking for something custom?

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If none of these levels fits — whether you'd like to underwrite a specific element of the day, contribute in-kind, or build a multi-year partnership tied to the Foundation — reach out and we'll work it out together. The 1st annual is a chance to set the tone for what this becomes.

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**Contact**

[sponsor@sweeneyopen.com](mailto:sponsor@sweeneyopen.com) · [sweeneyopen.com](http://sweeneyopen.com)

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