



NORDIC NATURALS

Cal Open Tennis Championships

Presented by



Good for the Community - Good for the Sponsors

Join Nordic Naturals, Santa Cruz County Bank and Seascope Sports Club in welcoming ATP players from around the world and over 7,500 spectators from Monterey Bay and much of Northern California. The Nordic Naturals Challenger presented by Santa Cruz County Bank is the longest running Challenger in the United States. While this is an International Event, it is also a Community Event that has raised over \$600,000 for local charities. With its long history, the Tournament has established a valued consistency and has created an electrifying environment for Sponsors. Perhaps this is why the Tournament received the honor of the "Event of the Century" and also why so many Sponsors have been with us for close to 30 years.

International Tennis Competes in Local Community

Major Event on the ATP Pro Circuit Tour

Longest Running Challenger in the U.S.

Distinguished Alumni:

Blake, Fish, Murray, Chang, Rafter, Querry, Isner, Bryan Brothers, Baghdatis, Haas, Stepanek, Sock, Raonic

Makes Good Business Sense

Event creates over 30 Million Gross Impressions at a low cost per 1,000

Extensive TV/Radio/Press Coverage Before, During and After Event

Wide Range of Community Based Activities

Extensive Community Outreach

USTA Kids Day

Wheelchair Tennis

Camp Scholarships

Multiple Junior Groups

Over 250 Volunteers

Senior Sunday

Benefits Multiple Charities



TEEN Kitchen Project



For more information about becoming a Sponsor contact
Judy Welsh at (831) 688 -1993 or e-mail Judy@SeascopeSportsClub.com