

PRESENTED BY LA QUINTA RESORT & CLUB

# DESERT SMASH

A CHARITY CELEBRITY TENNIS EVENT

TUESDAY, MARCH 08, 2022

PRESENTED BY:




A WALDORF ASTORIA RESORT

BENEFITING:

IMAGINE

LA



A photograph of four people standing on a tennis court. From left to right: a young man with blonde hair wearing a dark blue Under Armour tank top; a woman with blonde hair wearing a grey Nike t-shirt and a blue Nike visor; a man wearing a white Lacoste cap and a dark blue Lacoste polo shirt with a red stripe; and a man wearing a black Nike t-shirt. The background shows a tennis court, palm trees, and mountains under a clear sky.

**FOR 17 YEARS NOW, *DESERT SMASH* HAS BEEN THE MOST  
RECOGNIZED CELEBRITY TENNIS EVENT IN THE WORLD, BRINGING THE  
BIGGEST NAMES IN HOLLYWOOD, MUSIC & PRO TENNIS TOGETHER TO  
BATTLE ON-COURT FOR A CAUSE**

*“Since year-one, my goal has been to bring together the  
dynamic worlds of entertainment and pro tennis in the  
name of charity.”*

*- Ryan Macaulay, Desert Smash Founder*



[WATCH THE 2018 WRAP UP VIDEO](#)



## HOSTED AT LA QUINTA RESORT & CLUB

The La Quinta Resort & Club is a desert oasis surrounded by mountains and abundance of high-end amenities. Located just 3 miles from the Indian Wells Tennis Garden. The La Quinta Resort & Club is the desert's premiere location for tennis enthusiasts and destination travelers to unwind and enjoy the numerous activities from elevated dining at Morgan's, luxurious accommodations, golf and spa facilities with cutting-edge relaxation treatments. Come experience Tennis Magazine's Gold Medal tennis facility!





# JOINING FORCES FOR CHARITY

IN 17 YEARS, DESERT SMASH HAS RAISED OVER \$1.6M FOR VARIOUS CHARITIES! THIS HAS BEEN A RESULT OF CELEBRITIES AND PLAYERS PUTTING EGOS ASIDE AND COMING TOGETHER FOR THE GREATER GOOD.



WATCH THE 2015 SIZZLE VIDEO



IMAGINE

LA

# BENEFITING CHARITY

**DESERT SMASH IS PROUD TO PARTNER WITH IMAGINE LA**

*25% OF EVENT PROCEEDS WILL BENEFIT IMAGINE LA*

**Family poverty is a cycle that often ends in homelessness.**

*In 2019, family homelessness in LA County increased by 46%.  
23% of the County's children live in poverty.*

**Imagine LA is dedicated to ending the cycle of family poverty and homelessness.**

We equip families to thrive through a combination of holistic support services and whole-family mentorship -- working with them to achieve stability and economic mobility through living-wage careers, access to childcare, and building financial acumen. In 2022 we will walk alongside nearly 300 families, the majority led by unpartnered women and identifying as Black, Indigenous or People of Color.

LEARN MORE AT: [IMAGINELA.ORG](https://www.imaginelas.org)



# A-LIST STARS WHO BRING BIG IMPACT & MASSIVE REACH

Desert Smash has been fortunate to have hosted some of the biggest stars in Hollywood who generously donate their time.

## SCHEDULE OF EVENTS

- 10:00AM: LiveBall On-Court Tennis Workout
- 12:00PM: VIP Talent Luncheon with Q&A
- 1:00PM: Red Carpet
- 2:00PM: Desert Smash Tennis Exhibition
- 7:30PM: Desert Smash Afterparty





## DESERT SMASH TENNIS ALUMNI

WE'VE BEEN BLESSED TO HAVE THE WORLD'S BEST TENNIS PLAYERS DONATE THEIR TIME OVER THE YEARS!

### PAST ALUMNI HAVE INCLUDED:

- ❖ Novak Djokovic
- ❖ Mike + Bob Bryan
- ❖ Serena Williams
- ❖ Monica Puig
- ❖ Stan Wawrinka
- ❖ Andre Agassi
- ❖ Rafael Nadal
- ❖ Stefanie Graf
- ❖ Maria Sharapova
- ❖ Marat Safin
- ❖ Victoria Azarenka



WATCH DESERT SMASH 2019 ACAPULCO



## TALENTED PACKED AFTER PARTY

### **DESERT SMASH BRINGS SERIOUS ENTERTAINMENT!**

We celebrate an incredible day of on-court fun(draising!) with a serious after party. Some of the talent donating their time to Desert Smash over the years have included Gavin Rossdale/BUSH, Justin Bieber, SIA, Nelly, DJ Bob Sinclar, Cody Simpson, Boys II Men, Natasha Bedingfield, Lifehouse, JaRule & RedFoo.





## BRANDS WHO GIVE BACK

Each year we have partnered with iconic, luxury brands who have supported Desert Smash and its' causes. These brands recognize their ROI: their involvement does good for charity all the while engaging our fans.

fitbit ionic.

La Quinta  
RESORT & CLUB  
A WALDORF ASTORIA RESORT

gymwrap

LACOSTE

FILA



GOLF  
MAGAZINE



K-SWISS

Tito's  
Handmade

TEQUILA  
ELTEQUILEÑO

MOËT & CHANDON  
CHAMPAGNE

HERRADURA  
TEQUILA

SALLY  
BEAUTY

LAND-  
ROVER

MONSTER  
ENERGY

agua  
enerviva.  
energy water

hint  
drink water, not sugar\*

AEROMEXICO

JAGUAR

KNEXT  
BELIEVE. CONNECT. CHANGE THE WORLD.

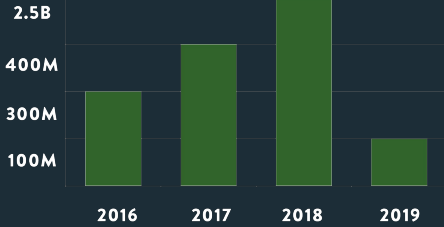
TESLA

Barracuda  
Reclaim your network.

# WE ARE RELEVANT

We have had massive success and support from the media. We get endemic press, but what separates us is the entertainment, music, tabloid, business & international press that support Desert Smash. Our collision of sports & entertainment worlds have created a story that typically goes viral.

**2.5B** PLUS IMPRESSIONS IN 4 YEARS

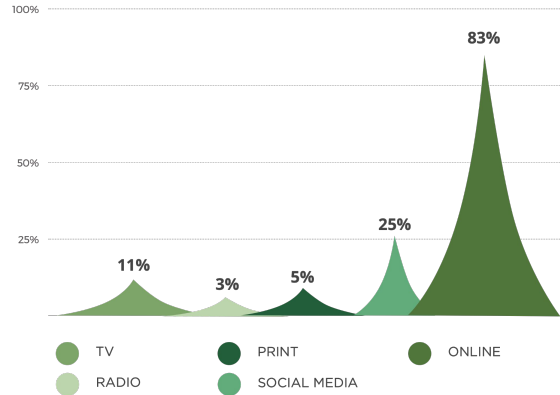


# SOCIAL REACH

## DESERT SMASH HAS REMARKABLE REACH.

Our ability to leverage our A-List talent has driven massive global reach for our partner sponsors. And for our charities, it means help in the form of significant donations and massive exposure.

2015, '16, '17 & '18 '19 COVERAGE BREAKDOWN IN MILLIONS

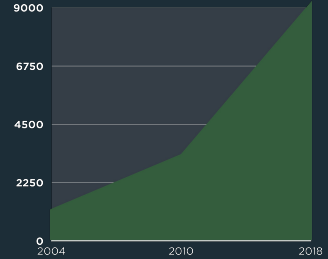


## AD VALUE IN THOUSANDS

**\$24M**

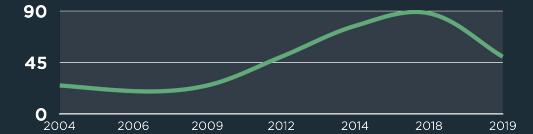
AD VALUE GENERATED IN 17 YEARS

AD VALUE



## DONATIONS IN THOUSANDS

IN THOUSANDS



## OUR GOAL

WE WOULD LIKE TO RAISE \$5 MILLION IN THE NEXT 3 YEARS.





WE CREATE AN OPPORTUNITY  
TO BE SEEN AND ASSOCIATED  
WITH SOME OF THE WORLD'S  
MOST RECOGNIZED TALENT

@DESERTSMASH #DESERTSMASH2022 #DS2022

### Page Six

Justin Bieber shows off tennis skills at charity event



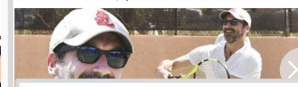
253,850 likes  
kevinhart4real Had a blast at the "Desert Smash" charity event. We played tennis for a great cause today. We helped lots of cancer survivors make college a reality. So glad that I could be apart of this. #MyTennisGameWasOnPoint #WillFerrellGotItRightBeforeWeEvenGotOnTheTennisCourt #MundoImperialRivieraDiamante



BREAKING NEWS  
SERENA WILLIAMS CELEB DANCE PARTY! Watch Me Electric Slide, Baby!

### DailyMail.com T&Showbiz

He looks ace! Jon Hamm preps to take on the pros in a star-studded desert tennis tournament for charity



1,145,234 likes  
justinbieber Woooooooooooooooooooo  
View all 27,580 comments  
mariyastefanyuk @baylordverries is he planning to join the HHS tennis team sairapambid mariyomjangos

luisfonsi Hotel Princess Mundo Imperial Riviera Diamante...



58,417 likes  
luisfonsi Tennis mode on @desertsmash @abiertoMexicanodetien #AMT2019  
View all 584 comments  
noelschajris Acapulco querido

### djkovic\_official



15000 likes  
djkovic\_official I always try to contribute to charitable causes and help raise awareness and funds for the ones in need. For many years I have supported "Desert Smash" and this year, Kevin Spacey, Will Ferrell and Rebel Wilson along with my fellow tennis players Stan, Ana, Bob and Mike and many



953,919 likes  
justinbieber Ready for the roast @kevinhart4real  
View all 16,101 comments  
IschemyBelad @djcifanck

### DailyMail MORE STORIES

Hot shot! Serena Williams shows off her killer form while AnnaLynne McCord rocks darling mini dress during tennis event Desert Smash

By Tracy Wright For DailyMail.com  
06:24 07 Mar 2018, updated 20:33 07 Mar 2018



# SPONSORSHIP OPPORTUNITIES: \$5K-\$50K

## ACTIVATION/ON-SITE

- ❖ In-Stadium (in Broadcast/Streaming view) Event Signage
- ❖ Red Carpet/Step & Repeat Branding
- ❖ Retail Pop-Up/Gifting
- ❖ Experiential
- ❖ After Party: Concert Branding

## HOSPITALITY/ENTERTAINMENT

- ❖ Private On-Court Tennis Clinics/Live Ball
- ❖ Court-Side Champagne Tables
- ❖ Exclusive Talent Meet & Greets, Private Hits
- ❖ Invitations for Private VIP/Talent Luncheons; Greenroom Access
- ❖ Luxury Hotel Accommodations/Rooms

## MEDIA

- ❖ Live On-Site Studio Opportunities/Interviews/Podcasting
- ❖ Talent Partnerships/Product + Brand Integration
- ❖ Influencer/Talent Seeding Opportunities
- ❖ Media Wall Placement(s)
- ❖ Streaming Opportunities (Banner/Overlays)





# \$5k Sponsorship Level

*25% of sponsorship proceeds will benefit Imagine LA and are tax-deductible*

## ***Funds one Imagine LA family training and securing a living-wage job, childcare, and financial fitness training***

- COMPANY LOGO inclusion in all Desert Smash marketing across all event platforms, including social (IG, FB, TikTok, etc.), website, on-site signage and email blasts
- COMPANY LOGO included on Desert Smash homepage, with click-through link to COMPANY website URL
- COMPANY “pop-up” event space at Desert Smash event
  - Tuesday March 8, 2022; 10AM-5PM
  - Includes skirted 6’ or 8’ table
  - Prime location within high-traffic Desert Smash “Sponsor Village” adjacent to stadium tennis court where all event matches are played
- Opportunity for COMPANY to gift product (if applicable) to event celebrity talent, professional athletes or other VIPs (event will provide COMPANY list of talent/names and total numbers prior to event for decision purposes)
- Opportunity to access event discounted room rates at official Desert Smash host partner, La Quinta Resort & Club



# \$10k Investment Level

*25% of sponsorship proceeds will benefit Imagine LA and are tax-deductible*

## ***Funds one (1) family to complete the full two-year Imagine LA Family Partnership Model***

- COMPANY LOGO inclusion in all Desert Smash marketing across all event platforms, including social (IG, FB, TikTok, etc.), website, on-site signage and email blasts
- COMPANY LOGO included on Desert Smash homepage, with click-through link to company website URL
- One (1) COMPANY logo signage within Desert Smash tennis stadium back wall
- One (1) COMPANY email blast to the Desert Smash mailing list (20K+ high end consumers)
- COMPANY “pop-up” event space at Desert Smash
  - Prime location within high-traffic Desert Smash “Sponsor Village” adjacent to stadium tennis court where all event matches are played
  - Tuesday March 8, 2022; 10AM-5PM
  - Includes skirted 6’ or 8’ table
- Opportunity for COMPANY to gift COMPANY product (if applicable) to event celebrity talent, professional athletes or other VIPs in the Desert Smash “Green Room”
  - Private credentialed access-only area exclusively reserved for celebrities and professional tennis players, or event “talent”
- Opportunity for COMPANY to access event discounted room rates at official Desert Smash host partner, La Quinta Resort & Club
- Two (2) courtside VIP tickets to Desert Smash Celebrity/Pro Tennis Exhibition matches
  - Tuesday, March 8, 2022; 2-5PM
- Two (2) invitations to Desert Smash After Party & Performance
  - Tuesday, March 8, 2022; 7:30-10:30PM
  - Past performers have included Justin Bieber, JaRule, Lifehouse, SIA, Nelly, Boyz II Men, Bob Sinclar and Natasha Bedingfield



# \$25k Investment Level

*25% of sponsorship proceeds will benefit Imagine LA and are tax-deductible*

## ***Funds three (3) families to complete the full two-year Imagine LA Family Partnership Model***

- COMPANY LOGO inclusion in all Desert Smash marketing across all event platforms, including social (IG, FB, TikTok, etc.), website, on-site signage and email blasts
- COMPANY LOGO included on Desert Smash homepage, with click-through link to company website URL
- Two (2) COMPANY logo signage within Desert Smash tennis stadium back wall
- Two (2) COMPANY email blast to the Desert Smash mailing list (20K+ high end consumers)
- COMPANY “pop-up” event space at Desert Smash
  - Prime location within high-traffic Desert Smash “Sponsor Village” adjacent to stadium tennis court where all event matches are played
  - Tuesday March 8, 2022; 10AM-5PM
  - Includes skirted 6’ or 8’ table
- Opportunity for COMPANY to gift COMPANY product (if applicable) to event celebrity talent, professional athletes or other VIPs in the Desert Smash “Green Room”
  - Private credentialed access-only area exclusively reserved for celebrities and professional tennis players, or event “talent”
  - Opportunity to have a “moment” with talent to share company product
- Opportunity for COMPANY to access event discounted room rates at official Desert Smash host partner, La Quinta Resort & Club
- Five (5) Invitations to the Desert Smash Kickoff VIP Talent Cocktail Party
  - Monday, March 7, 2022; 7-9PM
  - Held at Zenyara, the private estate of philanthropist Michael Scott, [zenyara.com](http://zenyara.com)
  - Exclusively for Desert Smash celebrity talent, professional tennis athletes/players, VIPs and sponsors
- Five (5) courtside VIP tickets to Desert Smash Celebrity/Pro Tennis Exhibition matches
  - Tuesday, March 8, 2022; 2-5PM
- Five (5) invitations to Desert Smash After Party & Performance
  - Tuesday, March 8, 2022; 7:30-10:30PM
  - Past performers have included Justin Bieber, JaRule, Lifehouse, SIA, Nelly, Boyz II Men, Bob Sinclar and Natasha Bedingfield



# \$50k Investment Level

*25% of sponsorship proceeds will benefit Imagine LA and are tax-deductible*

## ***Funds six (6) families to complete the full two-year Imagine LA Family Partnership Model***

- COMPANY LOGO inclusion in all Desert Smash marketing across all event platforms, including social (IG, FB, TikTok, etc.), website, on-site signage and email blasts
- COMPANY LOGO included on Desert Smash homepage, with click-through link to company website URL
- Exclusive in Company's category with exception that another company in the same category could sponsor a champagne table.
- Two (2) COMPANY logo signage within Desert Smash tennis stadium back wall
- Two (2) COMPANY email blast to the Desert Smash mailing list (20K+ high end consumers)
- COMPANY "pop-up" event space at Desert Smash
  - Prime location within high-traffic Desert Smash "Sponsor Village" adjacent to stadium tennis court where all event matches are played
  - Tuesday March 8, 2022; 10AM-5PM
  - Includes skirted 6' or 8' table
- Opportunity for COMPANY to gift COMPANY product (if applicable) to event celebrity talent, professional athletes or other VIPs in the Desert Smash "Green Room"
  - Private credentialed access-only area exclusively reserved for celebrities and professional tennis players, or event "talent"
  - Opportunity to have a "moment" with talent to share company product
  - Option to do "in-room" gifting instead.
    - COMPANY product would be gifted to talent/celebrities via "in-room delivery" vs. green room setup

- Opportunity for COMPANY to access event discounted room rates at official Desert Smash host partner, La Quinta Resort & Club
- Eight (8) Invitations to the Desert Smash Kickoff VIP Talent Cocktail Party
  - Monday, March 7, 2022; 7-9PM
  - Held at Zenyara, the private estate of philanthropist Michael Scott, [zenyara.com](https://www.zenyara.com)
  - Reserved seating area/table at Zenyara
  - Exclusively for Desert Smash celebrity talent, professional tennis athletes/players, VIPs and sponsors
- Eight (8) courtside VIP tickets to Desert Smash Celebrity/Pro Tennis Exhibition matches
  - Tuesday, March 8, 2022; 2-5PM
- Four (4) Invites to play in private tennis clinic hosted by La Quinta tennis professionals and Desert Smash pro tennis talent
- Eight (8) invitations to Desert Smash After Party & Performance
  - Tuesday, March 8, 2022; 7:30-10:30PM
  - Past performers have included Justin Bieber, JaRule, Lifehouse, SIA, Nelly, Boyz II Men, Bob Sinclar and Natasha Bedingfield
  - Reserved seating area/table at the afterparty
- Desert Smash Communications and PR Team managing our social media channels will work in conjunction with COMPANY social media to assist in patronizing the Desert Smash partnership with shared/complimenting postings including content curation, copywriting, images/photographs, photo-ops, talent interviews, etc., to maximize digital and social impressions for COMPANY

- Desert Smash Communications and PR Team will make best efforts to leverage relationships and make COMPANY connections with A-list celebrities and attending athletes and celebrities to promote awareness of COMPANY
- Desert Smash Communications and PR Team will handle posting/briefing requirements for all attending talent to drive social awareness for COMPANY
- Desert Smash Communications and PR Team will present to COMPANY with unique opportunities for media buying across digital and broadcast platforms; target outlets would include: NBCUniversal, CNN+, Amazon Prime Video, Conde Nast, C Mag, Desert Life, Desert Sun, etc.
- Upon execution of media partnership agreement with Desert Smash, COMPANY to receive additional media benefits, such as:
  - Brand inclusion in Desert Smash streaming broadcast
  - Curated COMPANY email blasts from media partner
  - COMPANY brand associated Desert Smash lead-up, day-of and post-event promotions across media partner platforms



PRESENTED BY LA QUINTA RESORT & CLUB

# DESERT SMASH

A CHARITY CELEBRITY TENNIS EVENT

JOIN US AS WE CELEBRATE 17 YEARS OF DESERT SMASH!

TUESDAY, MARCH 08, 2022

PRESENTED BY:



CONTACT [VAL@IMAGINELA.ORG](mailto:VAL@IMAGINELA.ORG) FOR MORE INFO

PRODUCED BY:

