



**JULY 27- AUGUST 3, 2025**

**HILARY J BOONE TENNIS CENTER  
LEXINGTON, KY**

 **LEXINGTONOPEN**

 **LEXINGTONOPEN.TENNIS**

**WWW.LEXINGTONOPEN.ORG**



## Our Story

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The Lexington Tennis Charity Inc. is an established 501c3 started by a group of friends that wanted to give back to their local community. In 1995, they helped create a professional tennis tournament hosted on the hard courts of the Hilary Boone Tennis complex at The University of Kentucky. This tournament has been going strong for 30 years and has gotten bigger and better every year. In honor of this anniversary, we are rebranding and the tournament now will be known worldwide as the LEXINGTON OPEN.

Our tournament is unique because we are part of the ATP Challenger Tour and the WTT Tennis Tour. It attracts emerging talented men and women along with established players vying for ranking points and prize money. With its competitive atmosphere and enthusiastic local support, the Lexington Open is a key fixture in the tennis calendar, contributing to the growth and development of the sport.

Several participants have gone on to become top players in the world. **Jannik Sinner** (2019 Champion) is currently ranked No. 1 in the world. Other players include **Tommy Paul** who is currently ranked No. 11 in the world and **Frances Tiafoe**, currently No. 17 in the world. Some of the impressive women's players include **Madison Keys**, who is currently ranked No. 7 in the world and former No. 1 player **Jessica Pegula**, who is currently ranked No. 6. Both Keys and Sinner are the current 2025 Australian Open Singles Champions. There have been several other exciting up-and-coming players also. **Joao Fonseca** (2024 Champion pictured above) won his first ATP challenger tournament here in 2024 and went on to win the NEXT GEN title and an ATP 250 this year. **Lerner Tien**, also a 2024 participant, has skyrocketed to No.68 with multiple top 5 wins since August.



Mini Pro-Am with KCH patients and tournament participants



## OUR CHARITIES

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Lexington Challenger Tennis Charity, a 501c3 charitable organization, hosts the Lexington Open tennis tournament and associated events to support Kentucky Children’s Hospital and the University of Kentucky’s men’s and women’s tennis teams. **In 2024, LCTC was proud to donate over \$50,000 in direct funds and value of goods and services to each of our partners.**



Kentucky Children’s Hospital serves as the sub-specialty regional referral and pediatric care center for Central and Eastern Kentucky. The hospital has more than 70 pediatric specialists and 300 pediatric nurses working in 24 areas, as well as physical, occupational, speech and respiratory therapists, dietitians, licensed clinical social workers, genetic counselors, child life specialists and pharmacists -- all of whom are dedicated to caring for children. We are proud to host events including a mini Pro-Am with tournament participants and KCH patients (pictured above), a breakfast for KCH’s Circle of Blue organization and a donor appreciation event during the tournament.



## University of Kentucky Men’s & Women’s Tennis Teams

We are proud to support the University of Kentucky’s men’s and women’s tennis teams led by Cedrick Kauffman (men’s) and Shelley Jadoun (women’s). The University of Kentucky’s men’s team is currently ranked No. 8 in the nation and the women’s team continues to move up in the rankings. The Lexington Challenger Tennis Charity’s “Big Blue Night,” an annual Pro- Am and fundraiser, will help both tennis programs grow and succeed. The tournament will also continue to provide dedicated wild card entries to current and former UK tennis team members, allowing fans to support the “Big Blue” men’s and women’s players.



## WHY BE A SPONSOR?

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- Courtside corporate branding throughout the tournament.
- Access large, affluent local audiences through all seven days of the tournament.
- Access to international viewing audience though live match streaming.
- Inclusion in our extensive media exposure including radio, television, website and social media outlets including click- through links on our website and social media posts.
- Access to our exclusive sponsor tent including nightly dinner, drinks and courtside seating.
- Meet the players at our Player-Patron party.
- Support Kentucky Children's Hospital and UK's men's and women's tennis teams.
- **Personalize it: Our team will work with you to personalize your sponsorship to best suit your goals.**

## 2025 Sponsor Highlights



*The Lexington Open is proud to welcome Lexus as our new Title Sponsor*



# SPONSORSHIP PACKAGES

**Lexington Open**  
July 27 - August 3, 2025



## EVENING EVENT SPONSOR

**\$15,000+ activation**



- Host a private, catered event with full bar for up to 200 in the Lexus Hospitality Tent
- 4 admission passes each day to our exclusive Patron Tent.



## DAY EVENT SPONSOR

**\$5,000+ activation**



- Host a private, catered event with optional full bar for up to 100 in the Lexus Hospitality Tent or the Patron Tent
- 4 admission passes each day to our exclusive Patron Tent.



## BIG ASS FANS LOGE PARTY DECK

*limited spots available*  
**\$2,000 - \$2,400**



- See next page for more information on this ULTRA VIP experience for groups of up to 12.



## LEXUS LOUNGE VIP PACKAGES

**\$900+**



- See next page for more information on this VIP experience for groups of 6 or more.

For more information or to reserve your spot please contact

Kelly Nicol: [kelly@lexingtonopen.org](mailto:kelly@lexingtonopen.org)



# PREMIUM ENTERTAINMENT PACKAGES

## Lexington Open

July 27 - August 3, 2025



Enhance your tournament experience with one of our new premium group entertainment packages.

### BIG ASS FANS LOGE PARTY DECK

## \$2,000 - \$2,400

This one-of-a-kind tennis viewing experience allows you to view world-class tennis in luxury from the best seat in the house! The **VIP Loge Party Deck**, primely located on center court, offers our most unique viewing experience for up to 12 people. Enjoy a catered meal from DaRae and Friends Catering and complimentary beer, wine and cocktails served by your dedicated server in this comfortably appointed loge. This exclusive experience is only available to one group per day of the tournament.



### LEXUS LOUNGE VIP PACKAGES

## \$150/person (6 person minimum)

Upgrade your tournament experience in this private lounge area primely located on center court. With a premium buffet from DaRae and Friends Catering and a full-service complimentary bar, this is the place to mix-and-mingle in comfort with prime views of the action! Gather your group of 6 or more and enjoy a night at the courts in style!



For more information or to reserve your spot please contact  
Kelly Nicol: [kelly@lexingtonopen.org](mailto:kelly@lexingtonopen.org)





# SPONSORSHIPS

## Lexington Open July 27 - August 3, 2025



### Grand Slam Sponsorships - \$5,000

UMPIRE CHAIR SPONSOR **SOLD**  
BALL KIDS SPONSOR

CENTER COURT 1 SPONSOR  
CENTER COURT 2 SPONSOR

- 4 reserved stadium court seats each day.
- 4 admission passes each day to our exclusive Patron Tent.

### Masters Sponsorships - \$3,500

COURT 3 SPONSOR  
 UMBRELLA SPONSOR    PLAYER'S LOUNGE SPONSOR **SOLD**  
 MERCHANDISE SPONSOR    OFFICIAL'S LOUNGE SPONSOR

- 4 reserved stadium court seats each day.
- 4 admission passes each day to our exclusive Patron Tent.

### ACE Sponsorships - \$2,500

WOMEN'S TROPHY    MEN'S TROPHY  
VOLUNTEER SPONSOR

- 2 reserved stadium court seats each day.
- 2 admission passes each day to our exclusive Patron Tent.

*For more information or to reserve your spot please contact  
Kelly Nicol: [kelly@lexingtonopen.org](mailto:kelly@lexingtonopen.org)*



# PATRON BOX PACKAGES

## Lexington Open

July 27 - August 3, 2025



Elevate your experience at the Lexington Open with one of our Patron Box Packages. Enjoy world-class men's and women's tennis up close and personal in one of our dedicated patron boxes for the entire week.

Your patronage includes nightly access to our courtside **Patron Tent**, a premium courtside experience including a nightly catered dinner by DaRae and Friends Catering, complimentary cocktails, beer and wine, and mingling with fellow patrons, sponsors and players.

All Patrons will receive name and/or logo recognition on tournament signage and website.



### GOLD PATRON - \$4,000

- 4 seat VIP stadium court box. (2 front row, 2 second row)
- 4 admission passes each day to our exclusive Patron Tent.



### SILVER PATRON - \$2,500

- 4 designated covered stadium court seats.
- 4 admission passes each day to our exclusive Patron Tent.



### BRONZE PATRON - \$1,500

- 2 designated covered stadium court seats.
- 2 admission passes each day to our exclusive Patron Tent.



For more information or to reserve your spot please contact  
Kelly Nicol: [kelly@lexingtonopen.org](mailto:kelly@lexingtonopen.org)





# 2025 Event Schedule



The Lexington Open features multiple hospitality options each day.

2025 July

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
4	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

**Saturday, July 26**  
**BIG BLUE NIGHT (Lexus Tent)**

2025 July

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
4	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

**Sunday, July 27**  
**PLAYER- PATRON PARTY (Lexus Tent)**  
**Men's Qualifying Play**

2025 July

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
4	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

**Monday, July 28**  
**LADIES LUNCH (Lexus Tent)**  
**LEXUS PRIVATE EVENT (Lexus Tent)**  
**PATRON HOSPITALITY DINNER (Patron Tent)**  
**Men's & Women's Qualifying Play**

2025 July

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
4	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

**Tuesday, July 29**  
**LUNCH (Lexus Tent)**  
**LEXUS LOUNGE (Lexus Tent)**  
**PATRON HOSPITALITY DINNER (Patron Tent)**  
**Men's & Women's Main Draw Play**

2025 July

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
4	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

**Wednesday, July 30**  
**LUNCH (Lexus Tent)**  
**LEXUS LOUNGE (Lexus Tent)**  
**PATRON HOSPITALITY DINNER (Patron Tent)**  
**Men's & Women's Main Draw Play**

# 2025 Event Schedule



The Lexington Open features multiple hospitality options each day.

**2025** July

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

**Thursday, July 31**  
**CIRCLE OF BLUE BREAKFAST (Lexus Tent)**  
**LEXUS LOUNGE (Lexus Tent)**  
**PATRON HOSPITALITY DINNER (Patron Tent)**  
**Men's & Women's Main Draw Play**

**2025** August

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

**Friday, August 1**  
**LUNCH (Lexus Tent)**  
**LEXUS PRIVATE EVENT (Lexus Tent)**  
**PATRON HOSPITALITY DINNER (Patron Tent)**  
**Men's & Women's Main Draw Play**

**2025** August

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

**Saturday, August 2**  
**LUNCH (Lexus Tent)**  
**WGM - KCH EVENT (Lexus Tent)**  
**PATRON HOSPITALITY DINNER (Patron Tent)**  
**Men's & Women's Semifinals & Doubles Finals**

**2025** August

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

**Sunday, August 3**  
**LUNCH (Lexus Tent)**  
**PATRON HOSPITALITY LUNCH (Patron Tent)**  
**Men's & Women's FINALS**

Event Schedule is subject to change.

# Our Team

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Sponsorship opportunities include, but are not limited to those listed. Please contact a member of our team to discuss your sponsorship options. We are happy to work with you to develop a sponsorship package to best meet your needs.



## John Backer

President

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