



ALLSTATE SUGAR BOWL TENNIS CLASSIC
*A NATIONAL TOURNAMENT CHAMPIONING
YOUTH SPORTSMANSHIP*



CITY PARK
CONSERVANCY

2026 Sponsorship Opportunities
You can make a difference



OUR MISSION

Preserve and improve City Park spaces for recreational, educational, cultural and beautification purposes.

For over 170 years, New Orleans City Park has provided access to abundant natural and cultural resources, connecting Southeast Louisiana residents and visitors to the region's most iconic park— with something for everyone. The Park is home to the **New Orleans Botanical Garden, Couturie Forest and Arboretum**, the **New Orleans Museum of Art**, and the **Louisiana Children's Museum**. The Park's 1,300 acres make it one of the largest urban parks in the United States, and a popular place to fish on the bayou, picnic, experience safe outdoor play, or engage in athletic pursuits. Earlier this year, City Park finalized the 2050 Master Plan—a visionary blueprint shaped by thousands of voices in our community that reflects the hopes and values of the people who love and rely on City Park.

FUN FACTS:

- A regional park with 16 million visits annually, 5x the number of visits to all LA state parks combined.
- 1,300-acre outdoor oasis: largest collection of live oak trees in the world, 2,000 varieties of plants, 819 species, eight distinct ecosystems, and 30,000 trees.
- Best birding spot in New Orleans as named by Birder's World Magazine.

CITY PARK TENNIS CENTER

Public tennis has been part of the Park's history from the beginning. The City Park Tennis Center, which opened in 2010, is the largest tennis complex in the state and features 20+ lighted courts (hard and clay), a practice court with two backboards, four pickleball courts, and included a 3,500 square foot clubhouse with lockers and showers.

AWARDS

- USTA Southern Louisiana Patron's Award (2016) for outstanding contributions to the game.
- "Outstanding Large Facility" (2019) by USTA National.
- Tennis Industry National / Champions of Tennis Public Park of the Year (2019).

These awards exemplify the presence that City Park Tennis Center has in the world of tennis, not only on a local level, but on a national level as well.



ALLSTATE SUGAR BOWL TENNIS CLASSIC

In 1948, the annual Sugar Bowl Tennis Classic was inaugurated. Over the years, the tournament grew to a major southern tournament, then a national and finally an international tournament. Before becoming an international tournament, the Sugar Bowl Tennis Classic was one of the largest national tournaments held in one location – City Park Tennis Center. The tournament grew to host over 500 players, and, at one point, it was the second largest national tournament in the country.

The Allstate Sugar Bowl organization partnered with City Park Tennis in 2016 to bring back this historic tournament with the understanding that the tournament would be in the original format in which it was started in 1948. City Park Tennis did just that. Additionally, the Sugar Bowl Tennis Classic is one of only two USTA National Tournaments that offer every age group (12's - 18's) - boys /girls and singles / doubles.

A testament to its popularity, the Allstate Sugar Bowl Tennis Classic was awarded Tournament of the Year (2017) in the first year it qualified to be voted on. No other tournament has ever won this award in the first year of qualification. The Tournament proceeded to win the award again the following year. The Allstate Sugar Bowl Tennis Classic has been one of only two USTA sanctioned junior qualifying tournament in the United States that still host all age events.

- After the initial 2016 tournament, a study revealed that the Tournament produced over a \$3 million-dollar economic impact on the city.
- It is estimated that a minimum of 1,600 hotel nights are rented and over 25,000 meals are purchased in addition to shopping and local attractions.
- IMG Tennis Academy (located in FL) picks two national tournaments a year to visit where they award one participant a scholarship to the Academy. IMG chose to attend the Allstate Sugar Bowl Tennis Classic in 2017, another testament to the importance of this event.
- In 2016, there were at least 10 universities that sent coaches to scout players. This number has increased significantly every year.

The Allstate Sugar Bowl Tennis Classic highlights top junior talent from across the nation, promotes youth development through competitive play, and strengthens community pride by bringing families and fans together in celebration of athletic excellence at New Orleans City Park.

2026 ALLSTATE SUGAR BOWL TENNIS CLASSIC

The Allstate Sugar Bowl Tennis Classic is a premier youth sports event held at New Orleans City Park, showcasing top junior talent from across the country. Over three days, Nov. 7 – 9, players compete in singles and doubles matches, creating an exciting and family-friendly atmosphere. It's a wonderful opportunity for the community to support young athletes and enjoy high-level tennis in a vibrant, welcoming setting.

- Age Participants 12 – 18 yrs.
The top 32 players (in each category) in the country that apply to play are accepted.
- Anticipated Number of Participants 400
- Approximate Number of Spectators 800

2026 SPONSORSHIP OPPORTUNITIES

By sponsoring the Allstate Sugar Bowl Tennis Tournament at City Park, your brand will be prominently aligned with one of New Orleans' most celebrated youth sporting events. Your support of City Park Conservancy helps us deliver an exceptional experience for players, families, and fans—while offering your organization meaningful visibility, community goodwill, and direct engagement with a diverse and enthusiastic audience.

\$5,000 Gold Sponsor

- Listed as a Gold Sponsor.
- Onsite activation in a 10' x 10' tent and banner (provided by sponsor).
- Opportunity to provide a reusable gift item with logo (i.e. towel, cup, water bottle).
- Logo recognition on on-site signage and City Park's website.
- Inclusion in promotional campaign including press release and email marketing to 150,000 subscribers.

\$2,500 Silver Sponsor

- Listed as a Silver Sponsor.
- Banner placement provided by sponsor.
- Logo recognition on on-site signage, and City Park's website.
- Inclusion in promotional campaign including press release and email marketing to 150,000 subscribers.

\$1,000 Bronze or In-Kind Sponsor

- Logo recognition on on-site signage and City Park's website.
- Inclusion in promotional campaign including press release and email marketing to 150,000 subscribers.



City Park Conservancy is a 501(c)3 nonprofit whose mission is to preserve and improve City Park spaces for recreational, educational, cultural and beautification purposes. City Park Conservancy is committed to serving the public's best interests and providing the oversight and expertise necessary to ensure that this world-class greenspace is accessible to all.