



**COACH  
FRAZIER**

# Sponsorship & Brand Partnerships

*Elevating tennis experiences through movement,  
wellness & community*





# The Brand

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Coach Frazier Tennis creates modern, community-driven tennis experiences where wellness, movement, and social connection meet.

We collaborate with select brands to enhance the guest experience through thoughtful product integration and brand partnerships.

Our events are designed to feel elevated, authentic, and people-first.



# Who is Coach Frazier?

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Coach Frazier, who hails from Los Angeles, progressed to collegiate tennis before establishing himself as a prominent figure in the West Hollywood tennis community.

Since 2018, he has been serving as the Head Pro at Poinsettia Park, offering lessons and classes, while also creating Swing Out, which provides enjoyable and inclusive experiences for players of all skill levels.

In addition to his professional work, Coach Frazier leads the philanthropic initiative Aces4Kids Sports Explorer, which aims to unite children and families through tennis while teaching life skills that go beyond the court.

# Our Audience

## Demographic

- Ages 23–45
- 70% female / 30% male
- Young professionals, families, influencers
- All Skill Levels

## Psychographic

- Wellness-focused
- Experience-driven
- Brand-aware, community-oriented

## Why This Matters

Direct alignment with the ideal client profile of wellness and lifestyle brands.

# Where Your Brand Can Be Seen

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Brands can integrate across the Coach Frazier Tennis ecosystem, anchored by our flagship Swing Out events.



## Swing Out Tennis Socials

A quarterly beginner-friendly community mixer with mini-court play, music, and curated brand activations.



## Travel Experiences

Pro tournament events, destination retreats, and community programs for families & youth.



## Adult Group Tennis Classes

Weekly classes where participants can improve their skills and enjoy the game together.

**Custom formats available for private or corporate bookings.**



# What Is Swing Out?

**Swing Out is a quarterly tennis social series in Los Angeles—focused on connection, movement, wellness and culture.**

**It's not a clinic or league,**

**But a community mixer with mini-net play, music, and curated brand activations.**



# Swing Out



# Event Format

A Repeatable, Wellness-Forward Social Format



## Activation Format

The event includes eight **(8) mini-nets** set up, designed to accommodate both beginners and social players in a cozy atmosphere.



## Guest Capacity

**35-50 guests on two full courts** creates a dynamic setting that fosters connections and a memorable, community-focused experience.



## BYOR

Participants are encouraged to **bring their own racket**, enhancing comfort and engagement.



## On-Court Activation

Brands can **showcase** their **products or services** by providing samples, appealing to a health-conscious audience.



# Partnerships & Brand Integration

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We partner with wellness and lifestyle brands that enhance the guest experience across our events.

**Brands may participate through:**

- **Product placement or sampling**

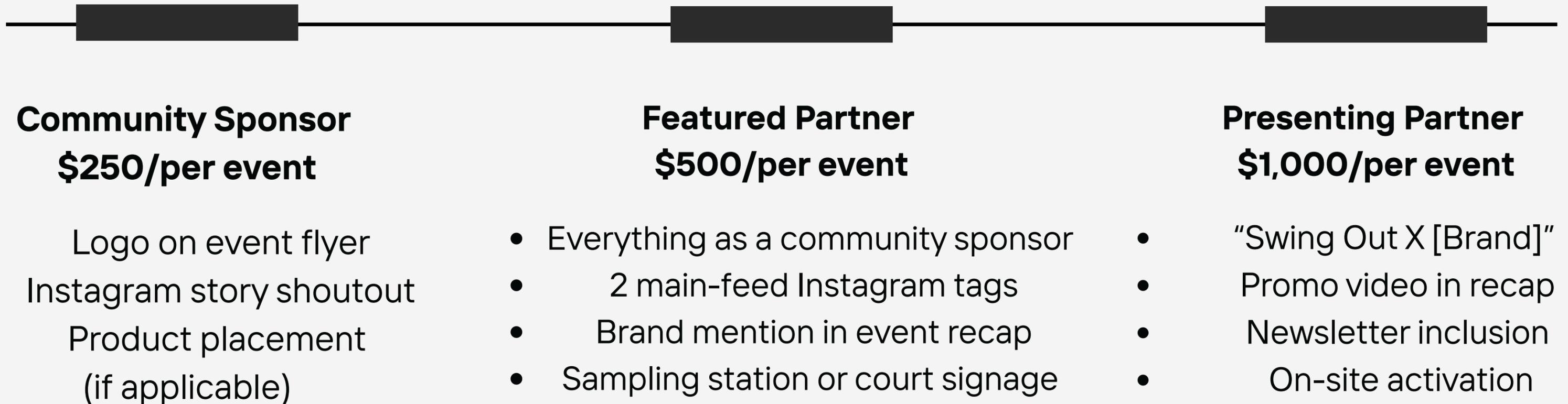
- Hydration & electrolytes
- Nutrition & healthy snacks
- Recovery & wellness products
- Functional lifestyle products

- **On-site activations**

- **Content integration**

# Sponsorships

**Sponsorship tiers provide different levels of benefits and brand exposure, boosting their visibility and engagement with intended audiences.**





# Vendor Package (Limited)

One 10' x 10' Space  
\$250 - per event

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- Ideal for wellness, lifestyle, or food & beverage brands
- Limited to 3 vendors per event

**All vendors are responsible for their entire setup:  
(including tents, tables and chairs)**

# Bring Swing Out to Your Company or Event

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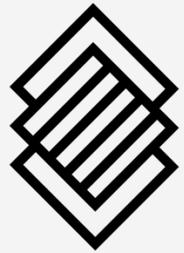
Coach Frazier Tennis offers private experiences for organizations and brands seeking movement-driven wellness and social connection.

## Ideal for:

- Corporate retreats
  - Team wellness days
  - Conferences & off-sites
  - Lifestyle brand activations
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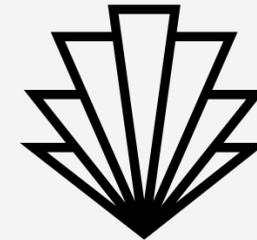
# Content & Visibility



Professional photos capturing the full event experience



Official video recap optimized for social + partner use



Collaborative social amplification across both brands' channels



Engaging Lifestyle Content that Highlights Your Brand

# Past Partners & Collaborators



# Contact Information

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## **Email**

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## **Instagram**

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## **Phone**

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