



Be A 2024 Sponsor



The logo features a stylized green pine tree on the left, with a red apple silhouette integrated into its base. To the right of the graphic, the text "Pine Tree Apple Classic Fund" is written in a blue, sans-serif font.

Pine Tree Apple Classic Fund

- ❖ Pine Tree Apple Classic Fund is a Minnesota non-profit corporation formed in 2018 to ensure the **long-term sustainability of the Pine Tree Apple Tennis Classic which supports targeted cancer research efforts at Children's Minnesota and over 200 hospitals in 49 countries around the world.**



- ❖ Our mission is to **be a positive force in the health and well-being of children** with childhood diseases and their families, by providing funding, programming, events and activities to further research around childhood diseases.
- ❖ Pine Tree Apple Classic Fund's signature event is the **Pine Tree Apple Tennis Classic** – a premier mixed doubles tennis tournament each August featuring the top tennis players in the Midwest.

Pine Tree Apple 
TENNIS CLASSIC
— game, set, cure —



- ❖ The Pine Tree Apple Tennis Classic was **created in 1986** by Ron and Mary Ann Peterson with the hopes of raising money to provide the medical professionals at Children’s Minnesota a way to conduct research, while still performing the crucial efforts of treating children with cancer on a daily basis. Ron and Mary Ann’s 12-year-old daughter, Julieann, was diagnosed with Acute Lymphoblastic Leukemia in 1985.
- ❖ Looking for a **community partner** to get the event off the ground, the **Jacobson Family Pine Tree Apple Orchard** in White Bear Lake, Minn., answered the call, serving as the Founding Sponsor and namesake of the fundraising event since ’86.
- ❖ Celebrating it’s **39th Anniversary** in 2024, the Pine Tree Apple Tennis Classic has **raised over \$7.5 million** for cancer research at Children’s Minnesota and around the world.



Pine Tree Apple TENNIS CLASSIC

— game, set, cure —



- ❖ Features over **175 of the best tennis players in the upper Midwest** in a mixed doubles tournament in four divisions: Open, Masters (35+), Grand Masters (50+), and Juniors which was reborn in 2022 and has raised over \$50,000 the past 2 years.
- ❖ All players support the cause by creating personal fundraising pages. **In 2023, the players raised over \$ 270,000 for the cause.**



- ❖ Over **5,000 people attend** the 4-day tournament, offering **FREE admission to all.**
- ❖ The **Open and Masters Finals are broadcast live** on SCCTV Community Television and livestreamed on www.ptacf.org.

Pine Tree Apple TENNIS CLASSIC

— game, set, cure —

- ❖ Thanks to an anonymous donor and United States Tennis Association Northern, the Pine Tree Apple Tennis Classic features a **Volunteer Giveback program** where local high school and college tennis teams can volunteer for the event, while earning much-needed funds for their programs. For every volunteer hour performed, individuals receive \$10 each from our anonymous donor and USTA Northern, while another \$10 goes to Pine Tree Apple Classic Fund in support of the cause. ***This program has raised over \$16,000 the last two years for local tennis programs.***





Pine Tree Apple Classic Fund

- ❖ **Now because of PTACF and the PTATC, the following medical advances have been made:**
 - The discovery of the **relationship between the DICER1 gene and cancer.**
 - The **establishment of the International Pleuropulmonary Blastoma/Dicer1 and the Ovarian and Testicular Stromal Tumor (OTST) Registries**, which seek to define the optimal care for children with these rare diseases and develop more effective and less toxic therapies for children around the world.
 - The **establishment of the Pine Tree Apple Tennis Classic Endowed Chair in Cancer and Blood Disorders Research at Children's Minnesota** and the appointment of world-renowned physician Dr. Kris Ann Schultz of Minnesota to the role.





Pine Tree Apple
Classic Fund



It Starts With You ...





Pine Tree Apple
Classic Fund



Meet Alivia and her family...





Be A 2024 Sponsor

- ❖ Come **partner with us** and support this long-standing tradition celebrating its 39th Anniversary in 2024, raising over \$7.5 million for targeted children's cancer research efforts during that time!
- ❖ Many **different sponsorship packages and levels available** ... starting as low as \$500.
- ❖ Pine Tree Apple Classic Fund is a **perfect organization to partner with for your Corporate Social Responsibility initiatives** - check out our new CSR package.
- ❖ Do not see the benefits you want and need? Let us know and we **will work with you in finding the perfect package** for you and your organization.

Pine Tree Apple 
TENNIS CLASSIC

— game, set, cure —

August 1-4, 2024
 Life Time White Bear
 White Bear Lake, Minn.

2024 SPONSORSHIP OPPORTUNITIES

Promote your organization while supporting an incredible cause!
 Becoming a 2024 Pine Tree Apple Tennis Classic sponsor.
 Visit www.ptacf.org/be-a-sponsor for a detailed list of benefits.

SPONSORSHIP LEVELS

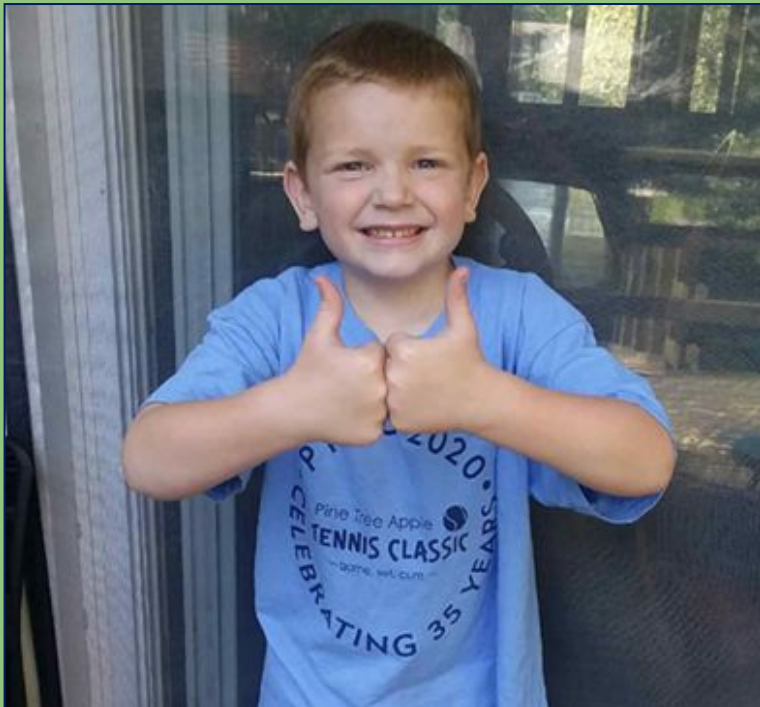
Sponsorship Benefits	Social Responsibility \$25,000	Event \$10,000	Presenting \$5,000	Golden Delicious \$2,500	Haralson \$1,000	Sweetango \$500
Exclusive Pine Tree Apple Classic Fund Corporate Social Responsibility Sponsor						
Dedicated E-blasts to 4,500 People in 2024						
Television/Livestream Opportunities						
Exclusive Event Activation Opportunities						
Sign with Logo on Tennis Net						
Logo on All Event Signage						
Reserved Table(s) at Friday Party						
Logo on Player/Volunteer Shirts						
Digital Ad on PTACF.ORG/Social Media						
Friday Night Party Podium Recognition						
Tournament T-shirts						
Tournament Announcements						
Social Media Posts						
Logo/Link on ptacf.org						

IMPORTANT NOTE:
 Benefits received as a sponsor mean only a portion of your gift is tax deductible. If you would prefer to serve strictly in a donor capacity (100% tax deductible), and not receive any sponsor benefits, please visit our [donation page](#). Due to tax laws, gifts made via a charitable fund or trust are NOT eligible for sponsor benefits.

For questions or more information, please contact Lisa Mushett at lisa@ptacf.org or at (612) 804-4008.



Pine Tree Apple Classic Fund



Learn more about PTACF

Website: www.ptacf.org

Social Media

www.facebook.com/PineTreeAppleClassicFund

www.instagram.com/ptacforg

For more information, contact Lisa Mushett at
612-804-4008 or at lisa@ptacf.org.