

***RETIRED MEN'S ASSOCIATION OF GREENWICH, Inc. (RMA)
invites you to attend its meeting, on Wednesday, Apr.16, 2014.
YMCA OF GREENWICH, Greenwich, CT.***

HARLAN STONE

INSIDE THE U.S. TENNIS OPEN



The U.S. Open has evolved from an exclusive men's singles and doubles tournament in 1881 into a two-week sports and entertainment extravaganza. Overall prize money of \$34 million in 2013, will grow to \$50 million by 2017. Over 700,000 fans enter the gates annually at the Billy Jean King Tennis Center. The event generates over \$720 million in business for New York, including a large influx of foreign visitors. The length of the event and its high-end visibility places the Open is at the center of American sports culture, as never before.

The tournament wouldn't be possible if not for payments for broadcast rights and the huge corporate sponsorship deals involved. ESPN has announced that it has entered into an 11-year deal for \$825 million for exclusive television rights. Corporate sponsorship reads as a veritable who's who of luxury marketing—Mercedes Benz, American Express, J.P. Morgan, IBM, Tiffany, Ralph Lauren. Harlan Stone had had nearly 30 years experience in all areas of sports marketing when he signed on with the United States Tennis Association as Chief Marketing Officer. In 2010 he was named Chief Business and Marketing Officer, overseeing all sponsorship, marketing and communications for professional and community tennis. His position as Chief Business Officer focused on broadcast rights and corporate sponsorships. He continues in that role as a consultant to the USTA, through his company SJX Partners.

A graduate of New Canaan High School and the University of Virginia (varsity tennis captain), Mr. Stone has owned various sports marketing agencies involved in organizing and promoting tennis events, including CEO of Momentum Worldwide (the promotional arm of McCann Erickson). Over the last thirty years, Mr. Stone has continued as a nationally ranked tennis player, and is currently ranked #1 in New England, in the 55- years and older division. He and his wife currently reside in Rowayton. He has three grown children; his youngest daughter is an all-American lacrosse player at Washington and Lee University.

Our business meetings begin at 10, and our speakers are scheduled for 10:30. No Charge, and No Reservations are required. For additional information, call Bernard Schneider, 203-698-2558;bgsesq@gmail.com. See our website greenwichrma.org.