

20TH ANNIVERSARY
EST. 2004



DESERT SMASH

A CHARITY CELEBRITY TENNIS EVENT

BRINGING TOGETHER HOLLYWOOD AND PRO TENNIS FOR CHARITY

MARCH 04 - 05, 2024

PRODUCED BY

Brand
INNOVATORS

ABOUT US



FOR 19 YEARS, DESERT SMASH HAS BEEN THE MOST PREEMINENT AND GLOBALLY RECOGNIZED CELEBRITY TENNIS EVENT IN THE WORLD, BRINGING THE BIGGEST NAMES IN HOLLYWOOD, MUSIC & PRO TENNIS TOGETHER TO BATTLE ON-COURT FOR A GOOD CAUSE.

"Since year-one, my goal has been to bring together the dynamic worlds of entertainment and pro tennis in the name of charity. People really enjoy seeing these two worlds come together and all for a great cause"

- Ryan Macaulay, Desert Smash Founder

Learn more at DesertSmash.com

Pictured left to right: Robin Thicke, Victoria Azarenka, Pink & Grigor Dimitrov



2023 EVENT REEL





HOSTED AT

LA QUINTA RESORT & CLUB

The La Quinta Resort & Club is a luxury desert oasis surrounded by mountains and abundance of high-end amenities.

Located just 3 miles from the Indian Wells Tennis Garden. The La Quinta Resort & Club is the desert's premiere location for tennis enthusiasts and destination travelers to unwind and enjoy the numerous activities from elevated dining at Morgan's, luxurious accommodations, golf and spa facilities with cutting-edge relaxation treatments. Come experience Tennis Magazine's Gold Medal tennis facility!



A-LIST STARS

BRING BIG IMPACT & MASSIVE REACH

Desert Smash has been fortunate to have hosted some of the biggest stars in Hollywood who generously donate their time.



Clockwise: Boris Kodjoe, Jon Hamm, Will Ferrell, Luis Guzman, Robin Thicke, Justin Bieber, Kevin Hart, Wanda Sykes & Pink

2018 EVENT REEL

DESERT SMASH PAST TENNIS ALUMNI

WE'VE BEEN FORTUNATE TO HAVE THE WORLD'S BEST
TENNIS PLAYERS DONATE THEIR TIME OVER THE YEARS!

PAST ALUMNI HAVE INCLUDED:

- Novak Djokovic
- Serena Williams
- Stan Wawrinka
- Rafael Nadal
- Maria Sharapova
- Victoria Azarenka
- Mike + Bob Bryan
- Casper Ruud
- Frances Tiafoe
- Monica Puig
- Andre Agassi
- Stefanie Graf
- Marat Safin
- Caroline Wozniaki



*Pictured left to right: Donna Vekic, Serena Williams, Jack Sock,
Victoria Azarenka, Frances Tiafoe, Casper Ruud*



GOOD CAUSE



JOINING FORCES FOR CHARITY

IN 20 YEARS, DESERT SMASH HAS RAISED OVER
\$3.6M FOR VARIOUS CHARITIES!

THIS HAS BEEN A RESULT OF CELEBRITIES AND
PLAYERS PUTTING EGOS ASIDE AND COMING
TOGETHER FOR THE GREATER GOOD.



2017 EVENT REEL

CASE STUDY: PLAYING FOR CHANGE

IN 2023, DESERT SMASH BENEFITED PLAYING FOR CHANGE

Playing For Change Foundation is an international non-profit organization founded in 2007, operating 17 music programs across 13 countries. A global nonprofit offering creative opportunities for marginalized youth. Helping communities around the world to rise up through their own culture. We all speak Music. Music is the key. Styles: Local Leadership, Social Empowerment, Transparency.

Learn more at PLAYINGFORCHANGE.ORG

As the official beneficiary, Playing for Change was incorporated into all Desert Smash marketing collateral and thus included in billions of our event impressions. As a marketing and visibility platform, Desert Smash was a vehicle to help grow their charity brand recognition across a whole new audience and helped raise over \$150K in donations, with over \$100K coming from our on-court auction alone!



TALENT PACKED AFTER PARTY

WE'VE BEEN FORTUNATE TO HAVE THE WORLD'S BEST TENNIS PLAYERS DONATE THEIR TIME OVER THE YEARS!

Following the incredible day of fundraising and tennis, we'll celebrate at the Desert Smash evening party, the **Desert Smash Bash**. This year, the elegant evening event will take place at the incredible private estate of billionaire philanthropist Michael Scott, **Zenyara**. A feat of engineering and stunning design, Zenyara truly must be seen to be believed. Here we'll have ultra-premium hosted bars, passed hors d'oeuvres, culinary stations and the highlight of the evening, a surprise musical performance!

Past performers are a who's who and have included Justin Bieber, SIA, Boys II Men, Natasha Bedingfield, Nelly, Cody Simpson, BUSH, Bob Sinclar and JaRule, Robin Thicke, to name a few. 2024 will be no exception as we look forward to an intimate evening performance and night of dancing!



*Pictured left to right: Bob Sinclar, JaRule,
Robin Thicke, Natasha Bedingfield.*



BRANDS WHO GIVE BACK

Each year we have partnered with iconic, luxury brands who have supported Desert Smash and its' causes. These brands recognize their ROI: their involvement does good for charity all the while engaging our fans.



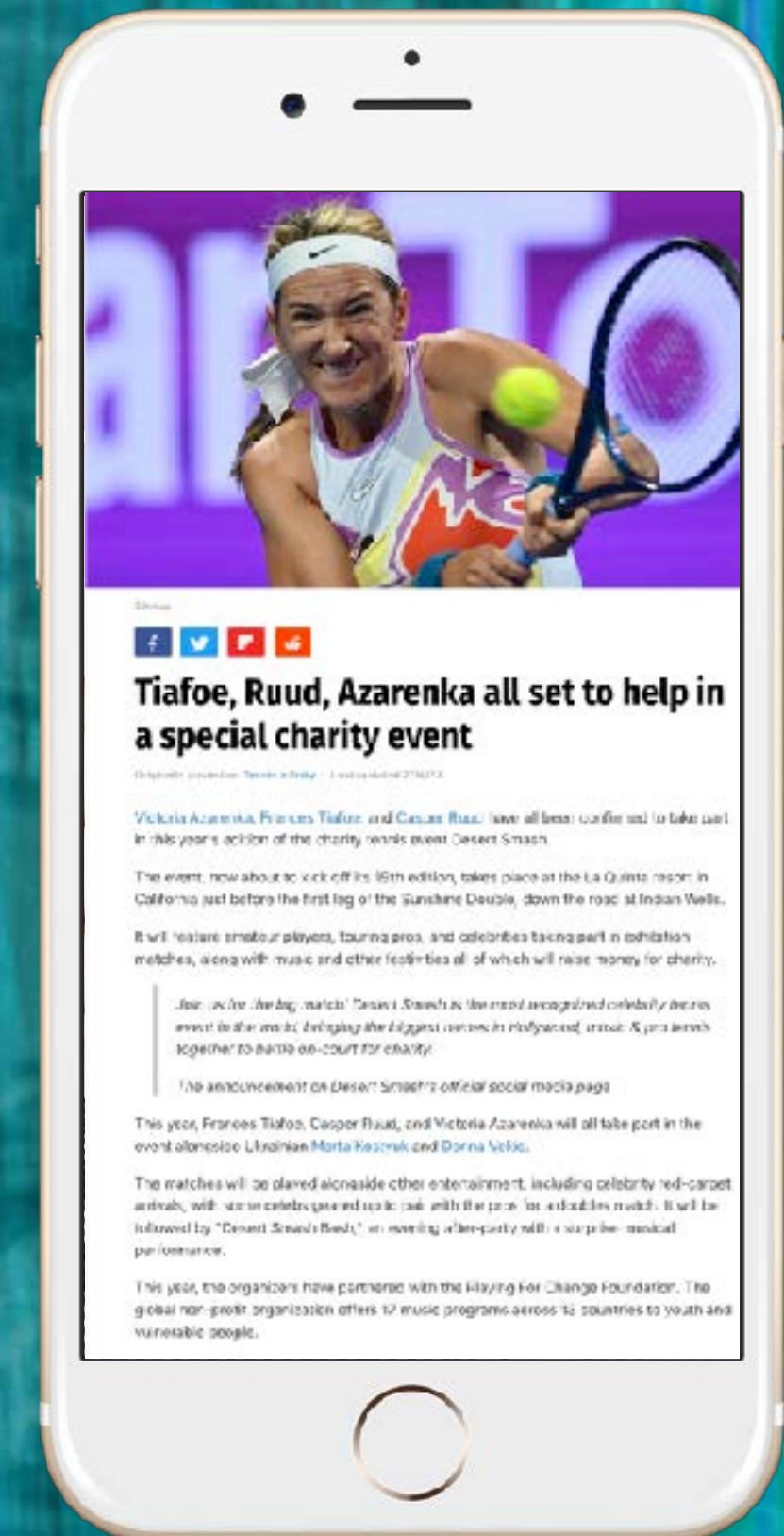
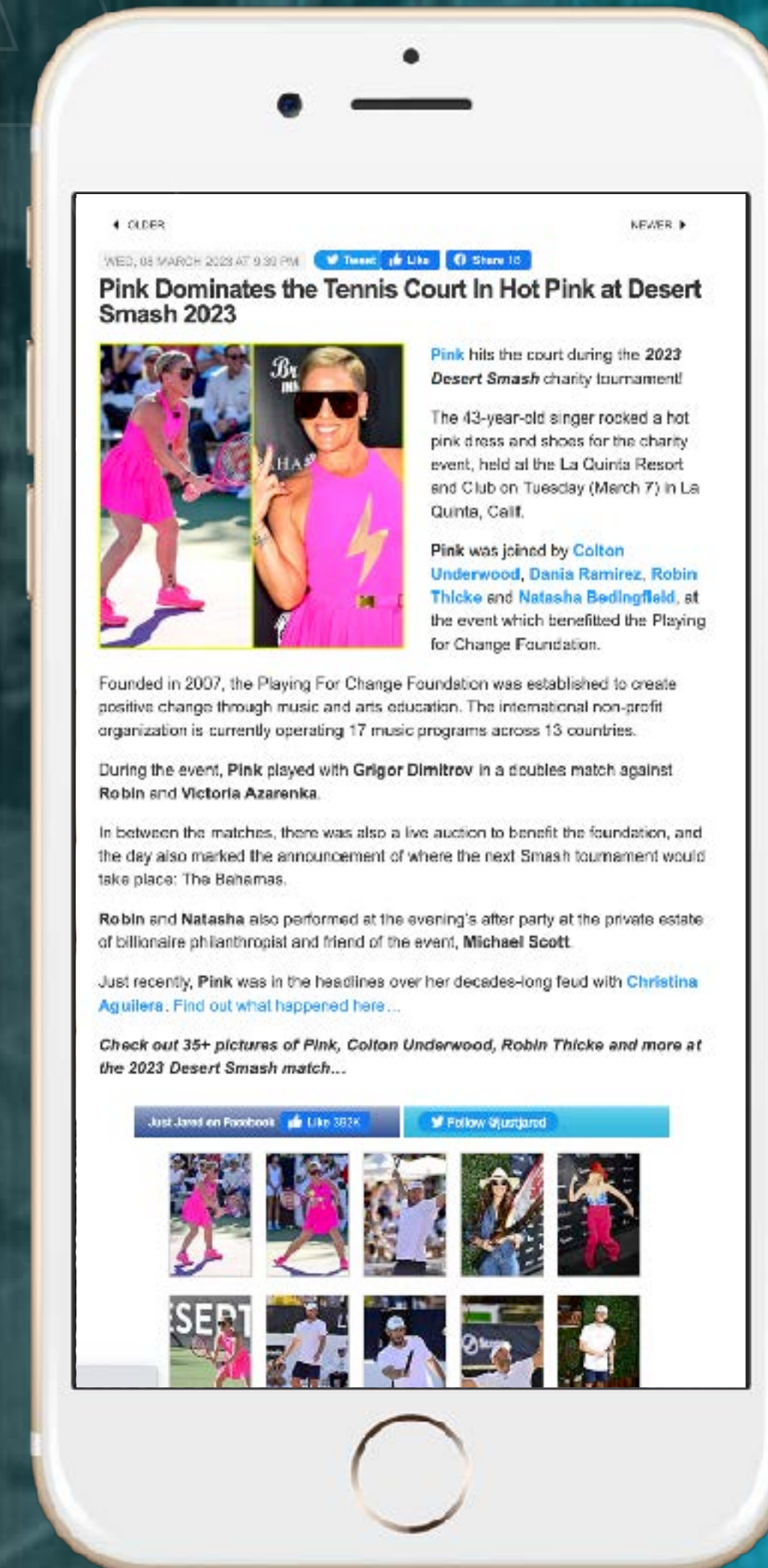
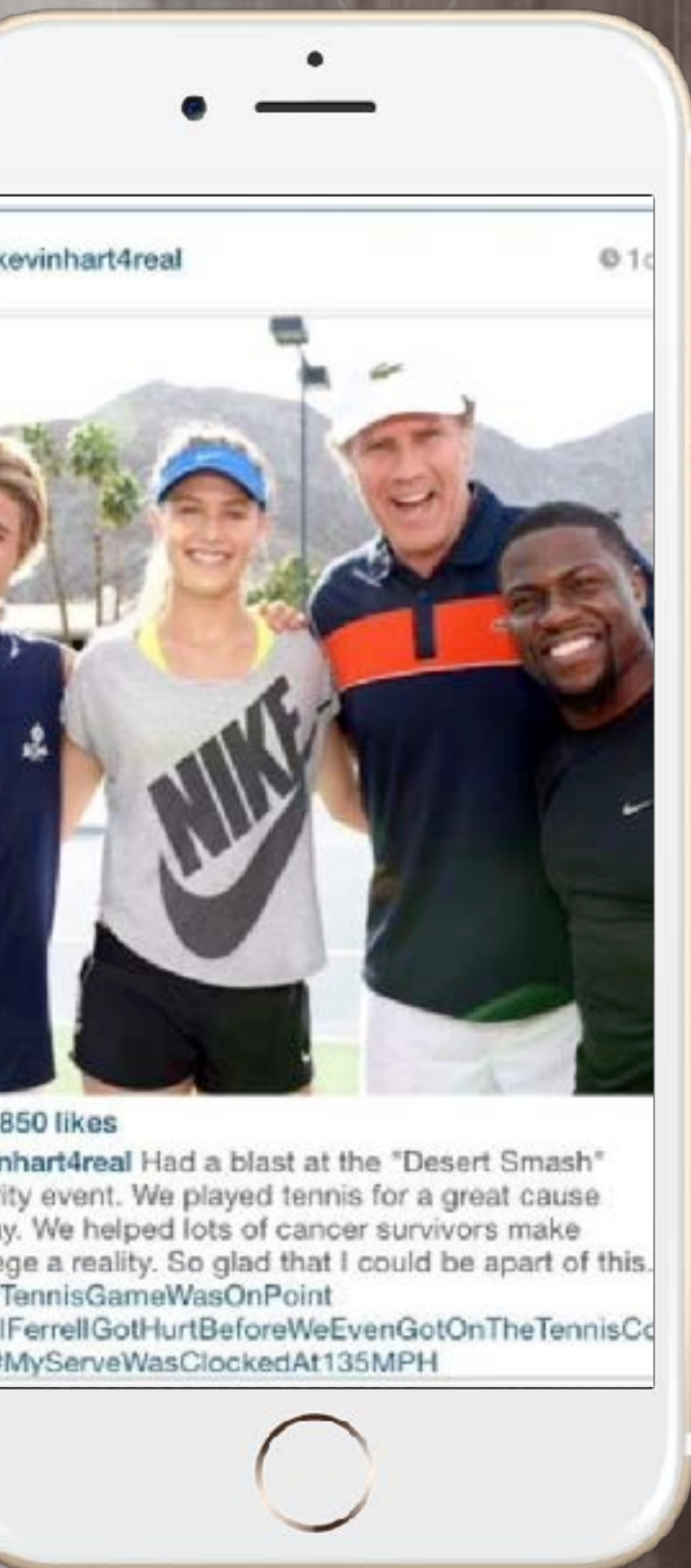
HEADLINE

MEDIA IMPACT

WE CREATE AN OPPORTUNITY TO BE SEEN AND ASSOCIATED WITH SOME OF THE WORLD'S MOST RECOGNIZED TALENT!

2023 Desert Smash Media Data

Total Press Hits	75
Total Press Impressions	24.5B
Total Social Impressions	15.6M
Total Ad Value	\$43.9M

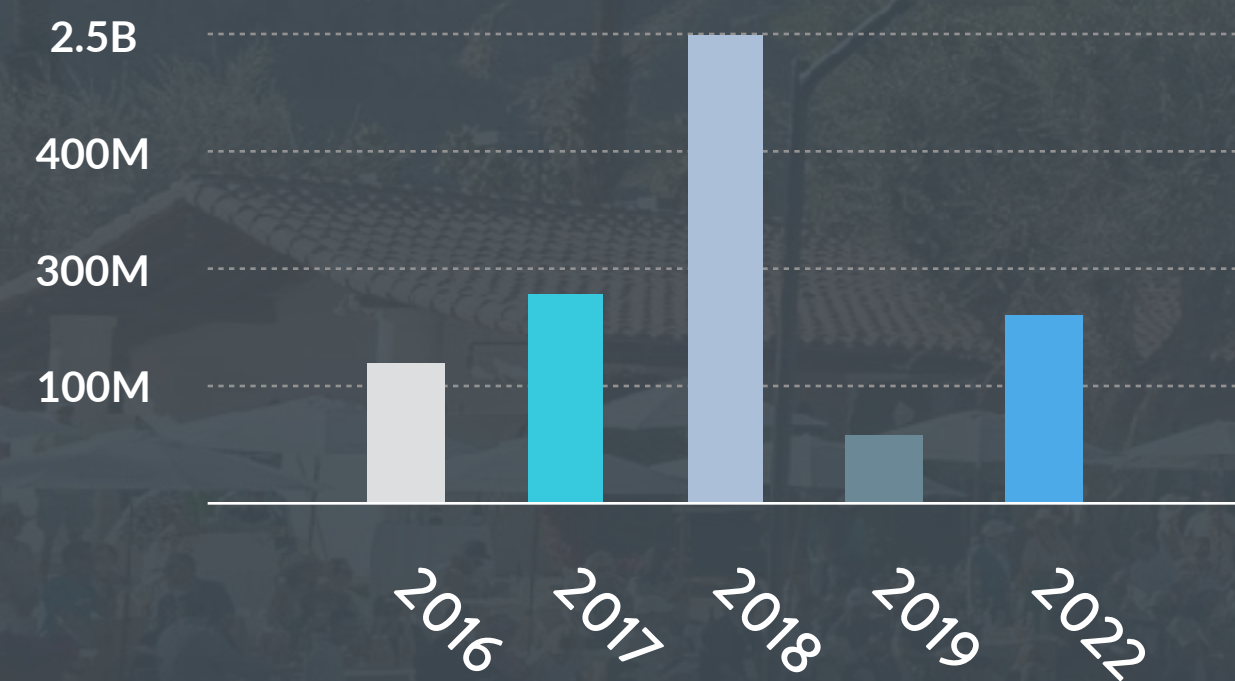




WE ARE RELEVANT

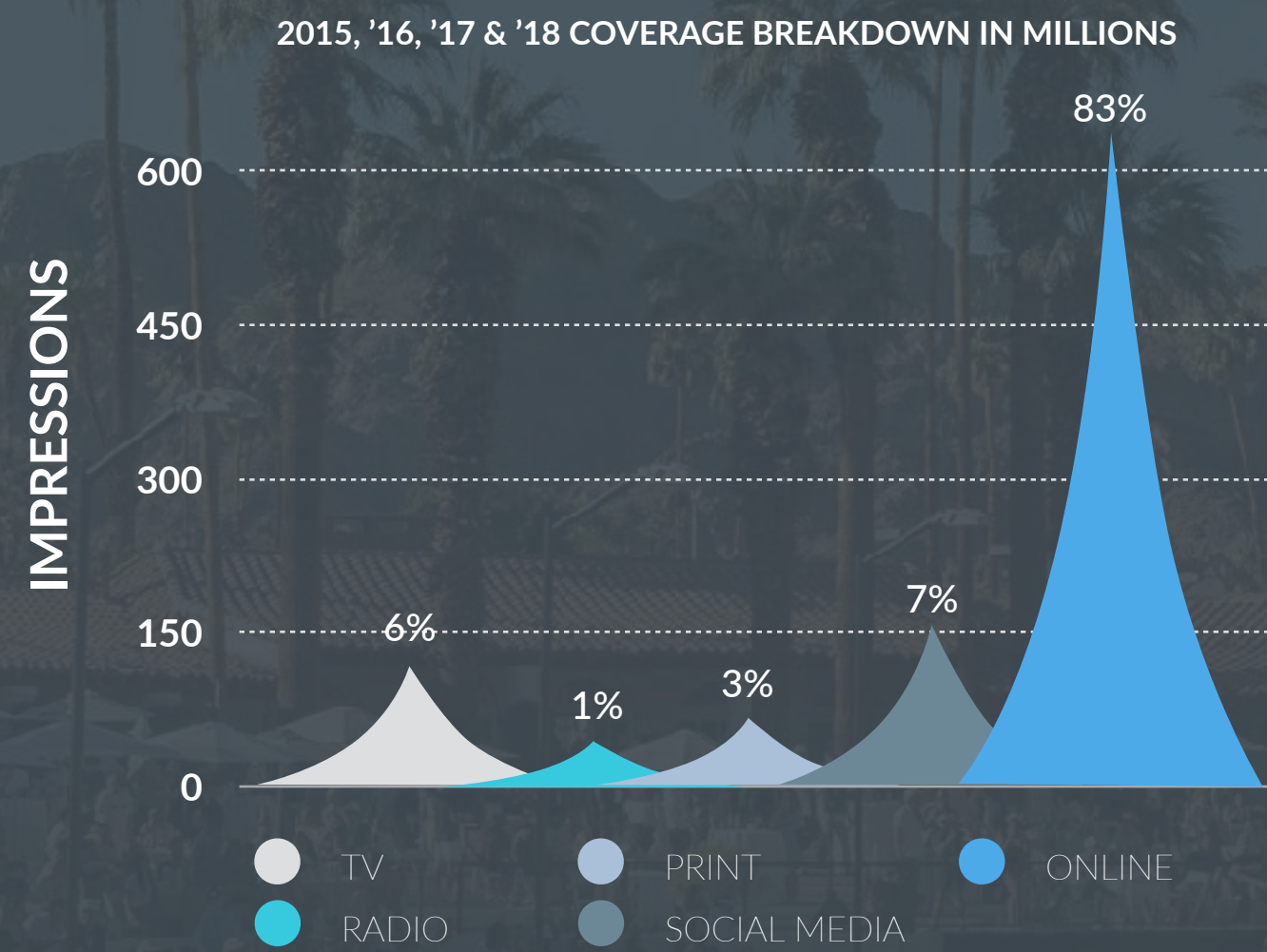
We have had incredible success with the media. Due to our unique combination of celebrities with pro athletes, every major media outlet annually has their eyes on Desert Smash, making us one of the hottest and most covered charity events of the year!

24B IMPRESSIONS IN 19 YEARS



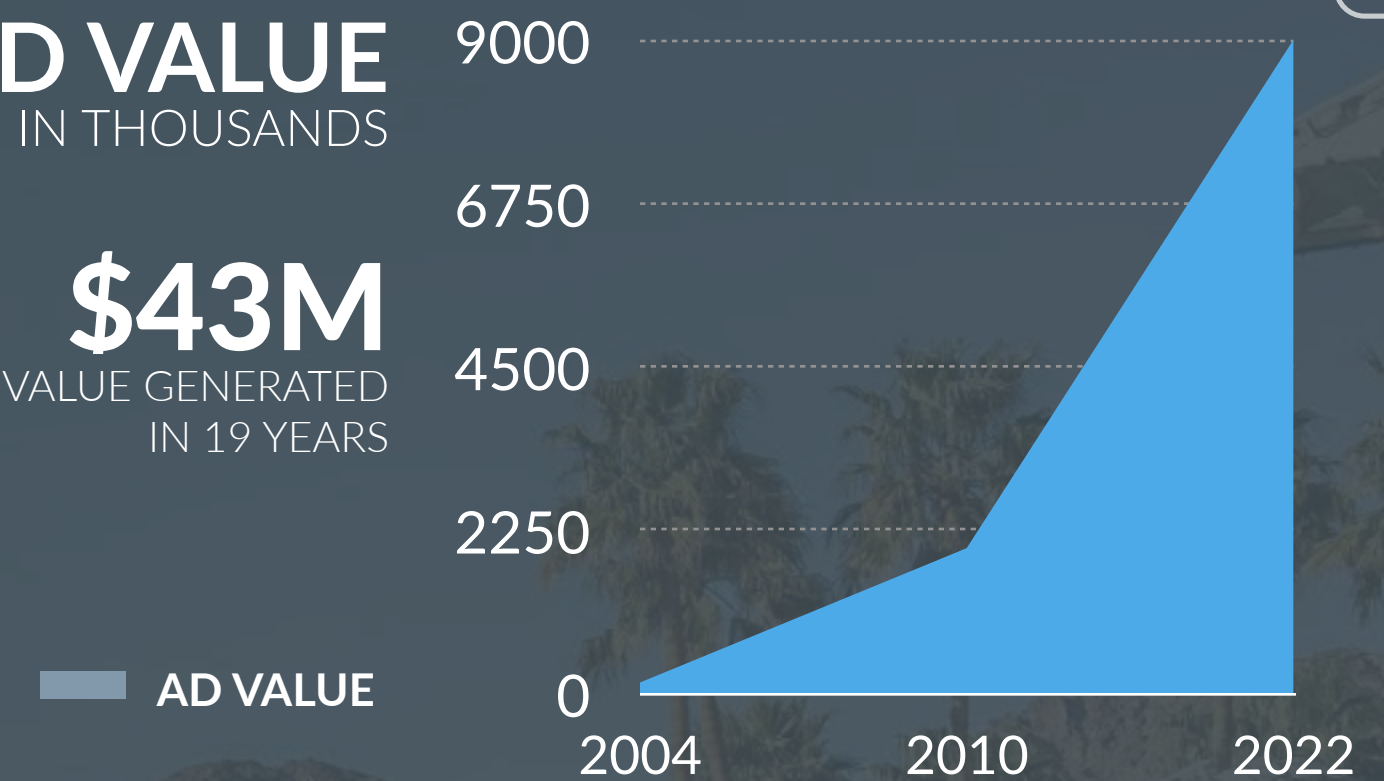
REMARKABLE REACH

Our ability to leverage our A-List talent has driven massive global reach for our partner sponsors. And for our charities, it means help in the form of significant donations and massive exposure.



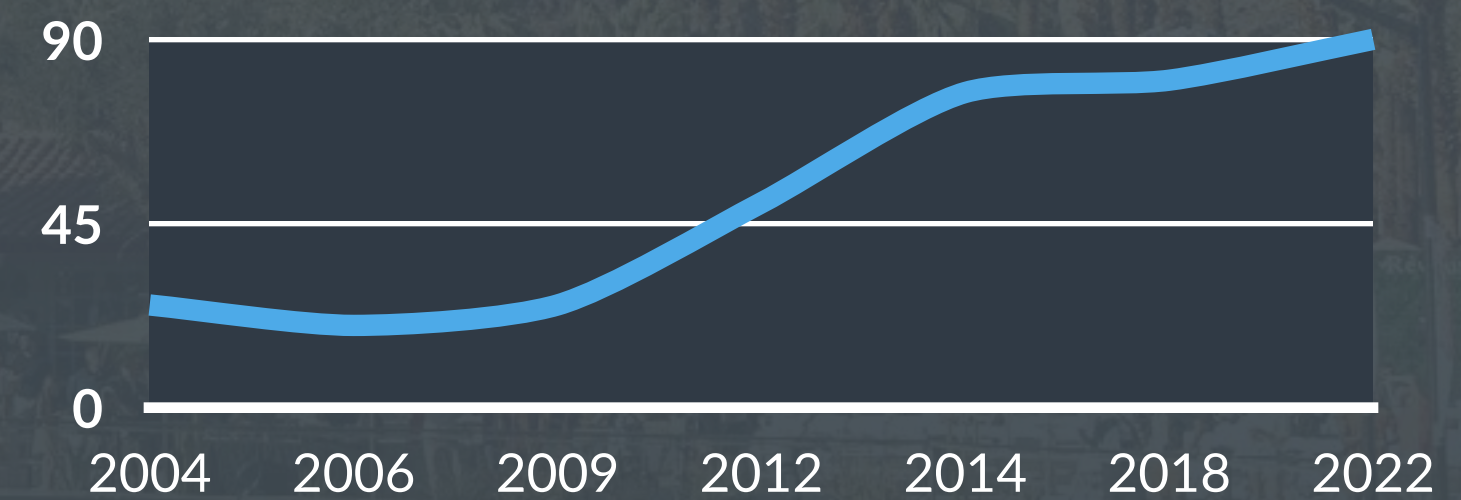
AD VALUE IN THOUSANDS

\$43M AD VALUE GENERATED IN 19 YEARS



DONATIONS IN THOUSANDS

\$2.2M DONATED IN 19 YEARS



OUR GOAL

WE'D LIKE TO RAISE \$5 MILLION IN THE NEXT 3 YEARS.





SPONSORSHIP & EXPERIENTIAL OPPORTUNITIES

ACTIVATION/ON-SITE

- In-Stadium (in Broadcast/Streaming view) Event Signage
- Red Carpet/Step & Repeat Branding
- Retail Pop-Up/Gifting
- After Party: Concert Branding

HOSPITALITY/ENTERTAINMENT

- Private On-Court Tennis Clinics/Live Ball
- Court-Side Champagne Tables
- Exclusive and private curated talent meet & greet and on-court playing opportunities
- Invitations for Private VIP/Talent Luncheons; Greenroom Access
- Luxury Hotel Accommodations/Rooms

MEDIA

- Live On-Site Studio Opportunities/Interviews/Podcasting
- Talent Partnerships/Product + Brand Integration
- Influencer/Talent Seeding Opportunities
- Media Wall Placement(s)
- Streaming Opportunities (Banner/Overlays)



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JOIN US AS WE CELEBRATE 20 YEARS OF DESERT SMASH!

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CONTACT OUR TEAM FOR MORE INFO

Ryan Macaulay | Andrew Sokolsky



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