

WAVE +

CITY NATIONAL  
BANK  
The way up.™

PRESENT

**pablove** tennis classic

CALABASAS TENNIS & SWIM CENTER

**MAY 21, 2017**

# Letter From Committee Chairs

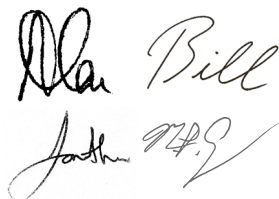
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In 2014, we set out in search of a new beneficiary for the WME Tennis Classic, and we quickly found inspiration right in our own backyard. We were inspired by two parents, Jo Ann and Jeff, who survived unimaginable heartache when they lost their child Pablo to pediatric cancer at the age of six. They carried on with a message of hope by starting The Pablove Foundation, which served up the perfect match for our 2015 and 2016 events to raise money for their mission to fight childhood cancer with love.

And what a tremendous success our 1st and 2nd Pablove Tennis Classic achieved! With over 100 players and more than \$120,000 raised, we're proud to keep the tournament's tradition alive while starting this new chapter with Pablove at the Calabasas Tennis & Swim Center. To those who participated and donated – thank you! You're part of the Pablove family that helped the Foundation reach remarkable milestones: **\$1.9 million** awarded in pediatric cancer research grants, and **1,000 children** learning the art of photography through Pablove's curriculum-based education program, Pablove Shutterbugs.

We are thrilled to invite you to join us for the 3rd Annual Pablove Tennis Classic presented by WME + CNB set for Sunday, May 21, 2017 and returning to the Calabasas Tennis & Swim Center. We will have divisions for all levels of experience, so grab your racquets, bring your doubles partner, and help us to continue fighting childhood cancer with (pab)love. We look forward to seeing you there!

Warmest regards,



Alan Melina, Bill Vuylsteke,  
Jonathan McHugh, Marc Geiger,  
+ Todd Cooper

**Co-Chairs**



# About The Pablove Foundation

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Helping kids with cancer **live**  
a **love-filled** life today  
and a cancer-free **life** tomorrow

**The mission of The Pablove Foundation is to:**

**INVEST** in under-funded, cutting-edge pediatric cancer research

**IMPROVE** the lives of children living with cancer through the arts

## Our Founders

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**Jo Ann Thrailkill**  
**Co-Founder and**  
**President/CEO**

Jo Ann is Pablo's Mommy, and the co-founder of The Pablove Foundation. For the 15 years prior to Pablove's inception, she was an Executive Producer in the music video and television commercial industry, guiding a roster of directors through hundreds of jobs with bands, record labels, and ad agencies. She produced many award-winning music videos, including the Grammy award-winning 'Learn to Fly' by Foo Fighters. Jo Ann grew up in the heart of New Orleans and attended Louisiana State University.

**Jeff Castelaz**  
**Co-Founder and**  
**Chairman of the Board**

Jeff is Pablo's Papa, co-founder of The Pablove Foundation, and currently serves as chairman of the board. Jeff co-founded and served as CEO of Dangerbird Records and Publishing from 2003 to 2012. He then served as President of Warner Music Group's Elektra Records, where he worked with Ed Sheeran, Fitz and The Tantrums, Saint Motel and Kaleo. Jeff founded Cast Management in his hometown of Milwaukee. He has operated the company continuously since 1992. He manages Dropkick Murphys, KT Tunstall, Pokey LaFarge, Dead Sara, and record producers Tony Hoffer and Justin Meldal-Johnsen.



## Sunday, May 21, 2017 Calabasas Tennis & Swim Center

Join us for a day of non-stop doubles tennis action and fun. Even a score of love-all wins when you are fighting childhood cancer with love with The Pablove Foundation!

**Registration: 11:30 a.m.**  
**Warm-up: 12:00 p.m.**  
**Tournament Start: 12:30 p.m.**  
**\$200 per individual entry**  
**\$25 per guest pass**

**Open Division ♥ A Division ♥ B Division ♥ C Division**  
5.0 - 5.5                      4.5                      4.0                      3.0 - 3.5

**Entry fees and Guest Passes include food and drinks all day.**



















Prizes awarded to each division champion.

### Calabasas Tennis & Swim Center

Built in 1969 as a private club, the Tennis and Swim Center was purchased in 1994 by the City of Calabasas. Nestled by the Calabasas Lake, the grounds are surrounded by beautiful oaks over a century old. The Center has been referred to as the "crown jewel" of the city for the many programs and amenities it offers to the community.



# Expand Your Reach, Become A Sponsor

	Recognition as Presenting Sponsor on all event materials + media outreach	On-site activation	Gifting opportunity	Logo inclusion and linkage on website	Company sign on court	Logo inclusion on Sponsor Banner	Individual entries + guest passes
<b>Presenting Sponsor</b>  <b>\$15,000</b>						<b>Tier 1</b>	<b>10 entries 10 guests</b>
<b>Lionhearted Sponsor</b> <b>\$10,000</b>						<b>Tier 2</b>	<b>8 entries 8 guests</b>
<b>Tenderhearted Sponsor</b> <b>\$5,000</b>						<b>Tier 3</b>	<b>4 entries 4 guests</b>
<b>Warmhearted Sponsor</b> <b>\$3,500</b>						<b>Tier 4</b>	<b>2 entries 2 guests</b>
<b>Bighearted Sponsor</b> <b>\$1,500</b>						<b>Tier 5</b>	<b>2 entries</b>

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# Contact

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Photo by Alec, age 9

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