



SERVE IT UP FOR LIFE!

CRC MEMORIAL TENNIS EVENT

SPONSORSHIP OPPORTUNITIES

YOUR LIFE MATTERS

The CRC Serve it Up for Life Tennis Event (CRC) was established in January 2024 after our son, Christopher "Ryan" Collins, lost his 6-year battle with mental illness. Ryan's father and I didn't want his life and his journey to be kept secret, so we established the event to help bring awareness to our community. We decided to partner with Breaking the Silence because their vision is to end the stigma, shame, silence and secrecy surrounding mental illness and suicide. Ryan helped many of his friends who were struggling; he became a sounding board, taking on their problems and providing them with comfort and guidance. We want to continue his work and help fund more education to this ever increasing population.



Breaking the Silence New Mexico (BTSNM) is non-profit organization founded in Albuquerque, New Mexico in 2011. BTSNM provides complimentary mental and behavioral health literacy and advocacy for children, teens, and adults through education.

Our core programs share the goal of ending the stigma, shame, silence, and secrecy surrounding mental illness, suicide, and bullying.

Thank you for supporting this meaningful cause and helping us bring hope, awareness, and life-saving resources to our communities.

Warm regards,

Tammy Collins, Chris' Mom

OCTOBER 24, 2026

TIME: 8:00 AM - 6:00 PM

LOCATION:

Jerry Cline Tennis Complex
7205 Constitution Ave NE
Albuquerque, NM 87110

FORMAT: Tennis doubles match tournament

Funds raised during this tournament will directly benefit suicide prevention through Breaking the Silence NM.

serveitupforlife.net

SPONSOR & DONATE



SERVE YOUR COMMUNITY
& MAKE A POSITIVE IMPACT
PLAY | SPONSOR | DONATE



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The CRC proudly raised funds for BTSNM for the last two years, and will proceed to support the organization's newly established Youth Advocacy Group (YAG) for teens ages 15-18, including funding educational scholarships for graduating high school seniors, and evidence informed programs that promote mental health education and awareness throughout challenges and suicidal ideation. CRC is brouching New Mexico's schools and communities.

PROGRAM ACHIEVEMENTS

- 240 classes presented
- 311 Lessons provided
- 49 schools across NM
- 5,448 students reached
- Development of Youth Advisory Group

EVENT HIGHLIGHTS

- 125 tennis players & over 200 attendees in 2025.
- Competitive double matches and fastest serve competition.
- Silent auction.
- Food trucks, refreshments, and community engagement.

Our goal is to expand programming to all 33 counties statewide.

\$41,000

In 2 yrs CRC raised over \$41,000 for mental health. (2024 & 2025). Helping sustain vital programs and launched the first the Youth Advisory Group in New Mexico.

PLAY, SPONSOR OR DONATE

- Empower youth, teens, and adults facing mental health challenges and suicide ideation.
- Fund evidence-informed mental health education programs.
- Expand outreach across New Mexico schools and communities.

SERVE YOUR COMMUNITY
& MAKE A POSITIVE IMPACT
PLAY | SPONSOR | DONATE



SERVE IT UP FOR

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SPONSOR LEVELS

\$10,000

GRAND SLAM: MENTAL HEALTH CHAMPION

- Event sponsored by your company with top branding.
- Logo on main event banner/displayed courtside.
- Top tier logo placement for marketing.
- Logo on T-shirt as top sponsor.
- Opening Ceremony speaking opportunity.
- Recognition announcements throughout the tournament.
- Table near courts to display your information. Option to include promotional items in team player bags.
- Serve it Up for Life Step and Repeat Photo back drop with your logo in top position.
- Acknowledgement of support for mental health education services on social media, website, social posts and printed flyers.

\$5,000

MATCH POINT: MENTAL HEALTH LUMINARY

- Your banner displayed on courtside.
- Your company will be featured on website and & social posts.
- Logo on T-shirt.
- Option to include promotional items in team player bags.
- Recognition during awards.
- Serve it Up for Life Step and Repeat Photo Backdrop with your logo in secondary position.
- Table near courts to display your info.

\$2,500

ACE SPONSOR: MENTAL HEALTH AMBASSADOR

- Sponsoring the Fastest Serve Competition with your banner displayed on fastest serve court.
- Recognition on social media and website.
- Logo on marketing items such as tenni-towel or cups.
- Share informational material in team player bags.
- Recognition during event announcements.

\$1,000

DUECE SPONSOR: MENTAL HEALTH COLLABORATOR

- Sponsor the Hydration station and snack bar with your banner displayed on site.
- Your logo on signage at event.
- Recognition on website and social media.

\$500

ADVANTAGE SPONSOR: MENTAL HEALTH ADVOCATE

- Recognition at event, website and social media.
- Your logo on signage at event.

\$250

SET SPONSOR: MENTAL HEALTH ADVOCATE

- Recognition on web site and social media.

Make Checks Payable to Breaking the Silence New Mexico
2900 Louisiana BLVD Ste 270 Albuquerque NM 87110
Breaking the Silence NM is a 501 (c) (3) nonprofit organization.
Tax ID# 45-4188899.



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SPONSORSHIP REGISTRATION

☐ **Grand Slam \$10,000**
Mental Health Champion

☐ **Match Point \$5,000**
Mental Health Luminary

☐ **Ace Sponsor \$2,500**
Mental Health Ambassador

☐ **Duece Sponsor \$1,000**
Mental Health Collaborator

☐ **Advantage Sponsor \$500**
Mental Health Advocate

☐ **Set Sponsor \$250**
Mental Health Supporter

NAME OF BUSINESS: _____

ADDRESS: _____ CITY: _____

STATE: _____ ZIP: _____

CONTACT NAME: _____ PHONE: _____

EMAIL: _____



Please make checks payable to Breaking the Silence New Mexico.

Mail registration to 2900 Louisiana BLVD Ste 270 Albuquerque NM 87110. Breaking the Silence New Mexico is a 501C (3) non-profit organization. Tax ID 45-4188899. Your donation is tax deductible to the extent the law allows.

To request an invoice or upload logo please email to delori@gmail.com

Payments can also be made
online through the event page.
Use the QR code for more info.

