



PITCH

DECK

CREATED BY: AHLILAH LONGMIRE

CONFIDENTIAL

Date: 01-2021 | www.ascotmanor.com

WELCOME!

From what we get, we can
make a living; what we give,
however, makes a life.”

– Arthur Ashe

We started in 2017 with crafting an idea to change the narrative of how people view tennis apparel with the inception of what we call tennis-leisure to embody the lifestyle of our tennis-aficionados and activewear goers..

With the move towards minimalism picking up speed globally, we were inspired to create an apparel brand that focuses on the foundations that matter most in tennis—cultivating talent in those who have already acquired the skills, but more specifically, elevating vulnerable, gifted young athletes who are most in need of staying focused on developing their skills.



EXECUTIVE SUMMARY

- Ascot Manor is the first socially conscious tennis brand in the active lifestyle apparel industry.
- Woman owned, Ascot Manor re-invests a portion of sales back into the business in order to help sponsor tournament fees, apparel, and other expenses for under-resourced competitive junior tennis players.
- Ascot Manor is the first company to offer a patent-pending tennis utility jacket and convertible tennis accessories.
- With a focus on online sales channels and innovation, performance is key. We analyzed the way youth and adult players move to optimize the performance of our pieces, functionality, and comfort ability in various sports beyond tennis..



REVENUE MODEL



01

Revenue Streams One

Ascot Manor ECommerce Store
Google Shopping
Amazon
Other ECommerce Retailers

02

Revenue Streams Two

Strategic Partnerships :
Racket Companies
Tennis Clubs
Academies Pro Shops

03

Revenue Streams Three

E-Comm Affiliate Programs:
Reward Style
Shopstyle Collective
Impact Radius

04

Revenue Streams Four

Wholesale Offerings
Trunk Show & Pop-Ups
Social Media
Exclusive Memberships

PRODUCTS



Performance Tennis Apparel

Athletic Shirts, Athletic Tank-Tops, Sport Shorts, Tennis Rash Guards, Sport Leggings, and Tennis Dresses



Activewear & Leisure

Tracksuits, joggers, t-shirts, leggings, shorts, dresses, sweatshirts, hoodies



Accessories

Sneakers, casual shoes, hats, visors, jewelry, bags, totes



Home Decor

Home decor, travel, accessories, lifestyle products



THE WINDSOR



The World's First Patent-Pending Convertible Tennis Jacket

- The Windsor Jacket, the world's first-ever convertible tennis jacket and bag, is equipped with over 6 incredibly distinctive features, designed to make tennis workouts and traveling with a racquet easier.
- Engineered from a scientific and practical standpoint, The Windsor's lightweight material is also water repellent and supports high-performance durability and mobility.
- As much as the Windsor is a utility jacket for the active tennis player, it is a statement of social impact, sustainability, and style.



PRESS PLAY

INTRODUCING
THE MASON

THE FIRST EVER
TENNIS UTILITY JACKET*

GO TO MARKET STRATEGY

GO TO MARKET STRATEGY



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Social Media Marketing

- Presence on multiple social media platforms will help us attract potential B2C and B2B customers
- Creation of engaging content for all social media platforms
- Posting company- and products-related updates consistently
- Running promotions and social media campaigns

Contents Of Google Targeting

- Google Shopping
- Google ROI
- Google Analytics
- Google Pixel

G

The Founder/President of Ascot Manor has over 20 years experience in driving National & International PR & Marketing campaigns. She will be the driving force behind the brands marketing strategy.

MARKET STRATEGY CONT'D



GOOGLE ADWORDS

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- Adword specialist, we will conduct A/B Split campaigns such as text-based search ads, graphic display ads
- YouTube video ads to reach our targeted audiences

EVENT MARKETING

E

- Pop-up experiences
- Media blogger events
- Private player gatherings
- Online and offline event experience campaigns to promote the brand

MARKET STRATEGY CONT'D



EMAIL MARKETING

E

- Email marketing
- Promotions
- Tennis ambassadors
- Tennis events
- Loyalty rewards

OUR PARTNERSHIPS

- Partner with established brands within the tennis industry
- Partner with businesses, and other corporations we to continue to grow our customer base and increase monthly revenue by being recognized as a trustworthy brand

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COMPETITIVE ANALYSIS



	Ascot Manor	Fila	Yonex	Under Armour
Sustainable/Ethical material-packaging	<input checked="" type="checkbox"/>	N/A	N/A	N/A
Patent-pending technical products & equipment	<input checked="" type="checkbox"/>	N/A	N/A	N/A
Socially Conscious	<input checked="" type="checkbox"/>	N/A	N/A	N/A
Club Membership	<input checked="" type="checkbox"/>	N/A	N/A	N/A
Recycled Packaging	<input checked="" type="checkbox"/>	N/A	X	<input checked="" type="checkbox"/>
Elite Sport Focus Fencing, Rugby, Swimming	<input checked="" type="checkbox"/>	N/A	N/A	SWIM
Sport Lifestyle Home Decor	<input checked="" type="checkbox"/>	N/A	N/A	N/A

FOUNDER/ PRESIDENT

Every Project Has Challenges, & Every Project Has It's Rewards

No stranger to the world of Sports, Entertainment, Music, and Fashion, Ahlilah has been a recognized industry leader for more than 17 years. She is the Founder of The Tesla Group, the lifestyle PR-Marketing & Events agency established in 2008, and is widely recognized for representing and developing brands for top athletes, producing events, tours and a wide range of productions, and in driving national & international PR campaigns. Full bio click [here](#)

PORTFOLIO INCLUDES BUT NOT LIMITED TO:

PEPSI, NBA ALL-STAR, SUPER BOWL, USTA NATIONALS, TASTE OF TENNIS, JACK DANIELS, NY GIANTS, NY KNICKS, TAMPA BUCS, ALI & KRIS, AEROPOSTALE.



Ahlilah Longmire

Founder



KEY PERSONNEL



Kelly Cefai | Sports Marketing

Kelly's has worked with different brands and activations including NBA All-Star Weekend and the Super Bowl. As well as, working closely with professional athletes in the NFL and NBA, in helping them build their success, pre and post their careers.



Kevin losani | Creative Director

Kevin is a producer, director, DP, editor, and VFX artist. His work spans over a variety of video formats that include films, commercials,, sports features and documentaries. Kevin has received multiple NY Emmy awards, Tele awards, Webby honors, AP Editors honors and a circuit of indie Film Festival recognition

FUNDING & USE OF PROCEEDS

Funding Request



WOMEN OF COLOR & INNOVATOR GRANT RECIPIENT

- **AMERICAN EXPRESS \$25,000**
- **CARESS \$2500**

\$400,000	
●	Non-Current Assets:
❖	Fixed Assets
●	Current Assets:
❖	Cash (for Inventory and Operations)
●	Expenses:
❖	Registration
❖	Licenses
❖	Legal Fees
❖	Insurances
❖	Salaries
❖	Marketing & Public Relations

IN THE MEDIA HIGHLIGHTS



PRESS HIGHLIGHTS

the style report | fashion news

The Latest and Greatest FASHION HAPPENINGS

By Amanda Macias

DANIELLE JONAS

The jewelry line brought to you by its namesake recently launched a new collection entitled New Beginnings. Comprised of 14 pieces designed with opals, New Beginnings offers timeless staple pieces to accessorize your wardrobe. The collection was inspired by Jonas' passions for design, motherhood and family, which is why opals are the star of the show. Opals have long been associated with love and passion. The pieces in the new collection range in price from \$40 to \$70, and are comprised of earrings, bracelets, and necklaces. *DanielleJonasOfficial.com*



ASCOT MANOR

While the brand was founded in 2017, it just officially launched in late 2019. The tennis-inspired athleisure line was designed specifically to

help junior players who might not otherwise have the resources to continue playing competitively, and to aid them with apparel and sponsorships. And while the collection was designed to optimize performance, its functionality and comfort make it desirable for non-tennis players as well. From backpacks and totes to sports bras, hoodies, and leggings, there's something here for everyone. *AscotManor.com*

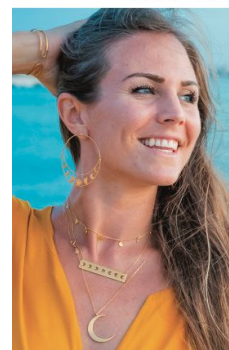


NEW ERA

While the temperatures plummet and the stadiums fill up, there's only one solution to cheering on your favorite teams in the winter, and that's New Era's new winter knits. These festive and cozy hats will help you rep your team even with bundles of layers keeping you warm (they even come in children's sizes!). Offered in three unique styles, these new knits are available for all 32 NFL teams and retail for just \$29.99. *NewEraCap.com*

SATYA JEWELRY X YOGA GIRL

This exclusive collection, which launched in November, debuted a new jewelry collaboration in partnership with Yoga Girl Rachel Brathen. Through a shared connection to inspire others, the two brands joined forces to design pieces that celebrate new beginnings in the face of change. Necklaces, rings, bracelets, and earrings comprise the collection, and 40% of the proceeds from the special Yoga Girl Foundation Generational Healing Bracelet will be donated to Yoga Girl Foundation. *SatyaJewelry.com*



TEREZ

The new winter collection from one of our favorite athleisure brands blends function with fashion. While you can find all your favorite workout staples like leggings, sports bras, and tanks, you will also be happily surprised with their take on blazers, jumpsuits, and fashion sweatshirts, too. There's no better feeling than looking chic and being comfortable all at the same time. *Terez.com*



IN THE MEDIA



Ascot Manor



Ascot Manor Women's New Horizon Baby Blue Classic...
COURTESY OF ASCOT MANOR

The classic scoop neck tennis dress is one of the most under-rated, versatile tennis dresses to date! It performs effortlessly with its light-weight, moisture-wicking fabric. It is non-constricting with regards to having fabric going up to the neck

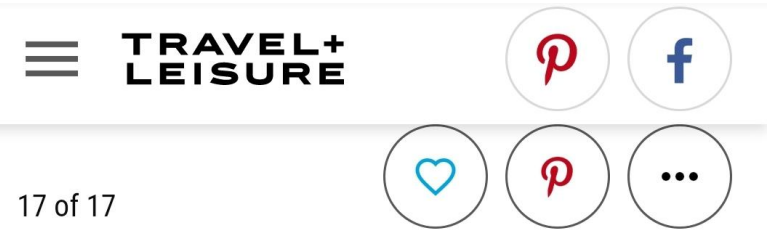


The 21 Best Workout Clothes and Gear for Men

Tackle all your 2020 fitness goals in style.

MH BY [TED STAFFORD](#) AND [ADAM MANSUROGLU](#) JUN 29, 2020

Ascot Manor Members Only 2-



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PHOTO: COURTESY OF ASCOT MANOR

Ascot Manor Essential Athletic Short Shorts

These shorts were designed for tennis, although with their sporty look and comfy elastic waist, they're perfect for everyday wear too.

To buy: ascotmanor.com, \$45

THANK YOU!!!

Opportunities Don't Happen,
You Create Them

FOUNDER/PRESIDENT

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