



NITTO ATP FINALS



**WORLD CLASS SPORT
A FIRST CLASS SPONSORSHIP
OPPORTUNITY**

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NittoATPFinals.com**

THE ULTIMATE STAGE

THE **NITTO ATP FINALS**, FEATURING THE WORLD'S BEST EIGHT SINGLES PLAYERS AND DOUBLES TEAMS, HAS FIRMLY ESTABLISHED ITSELF AS ONE OF THE GREATEST TOURNAMENTS ON THE SPORTING CALENDAR. THE WORLD'S BIGGEST INDOOR TOURNAMENT IS MUST-SEE FOR MORE THAN A **QUARTER OF A MILLION FANS EVERY YEAR** — COMBINING OUTSTANDING TENNIS AND A SPECTACULAR SHOW AS THE FINALE OF THE TENNIS SEASON.



UNIQUE EVENT

AFTER 62 ATP WORLD TOUR TOURNAMENTS AND 4 GRAND SLAMS, ONLY THE TOP 8 SINGLES PLAYERS AND DOUBLES TEAMS EARN THE RIGHT TO COMPETE

For eight days on the Greenwich peninsula in East London, The O2 plays host to the **Nitto ATP Finals**, which features the best players of the year, all fighting for the prestigious crown. The unique venue is transformed into a modern day gladiatorial arena where the world's tennis

elite compete for a place in history. Enthusiastic sell-out crowds, the world's top sporting and entertainment media, and a host of celebrity faces combine to create an incredible atmosphere and one of the 'must see' events in the global sporting calendar.

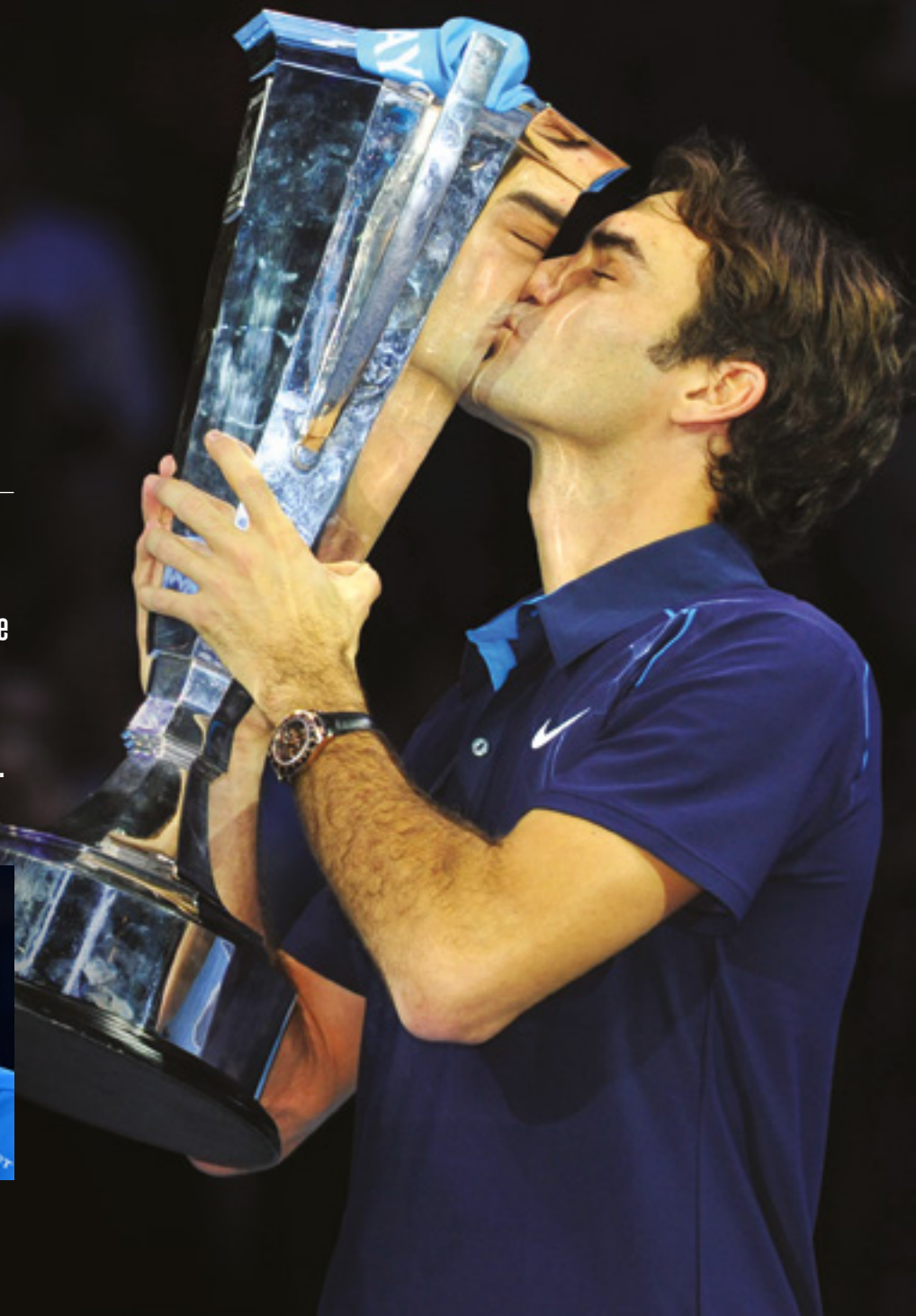


THE PRESTIGE

THE HONOUR TO BE ONE OF THE TOP 8 PLAYERS IN THE WORLD
PLAYING FOR ONE OF **THE BIGGEST TITLES IN MODERN DAY TENNIS**

The celebrated history of the Nitto ATP Finals began in Tokyo in 1970 and has travelled the globe to entertain fans in other major markets including Paris, New York, Shanghai, Sydney and London. Andre Agassi, Boris Becker, and John McEnroe are just a few of the prestigious players to capture

this distinguished title. Qualification is coveted by many but only earned by the few players who demonstrate sustained excellence throughout the season. No other event guarantees 15 matches between the world's top eight players, ensuring unforgettable world class tennis in every session.



sky SPORTS HD

BBC

ESPN

NHK

CCTV

GAORA
SPORTS



SRF



beIN
SPORT

GLOBAL MEDIA COVERAGE

DELIVERING YOUR BRAND MESSAGE TO A LARGE AUDIENCE, WITH REACH IN
181 BROADCAST MARKETS AND 82.7 MILLION VIEWERS WORLDWIDE

In 2017, the Nitto ATP Finals television coverage reached viewers through a combination of terrestrial and cable / satellite channels including Sky Sports, BBC and ESPN, with nearly 6,000 hours of dedicated

television coverage overall. Digital and social media continue to play an increasing role in coverage of the event, with over 20 million fans following through TennisTV, OTT coverage and social media clips.

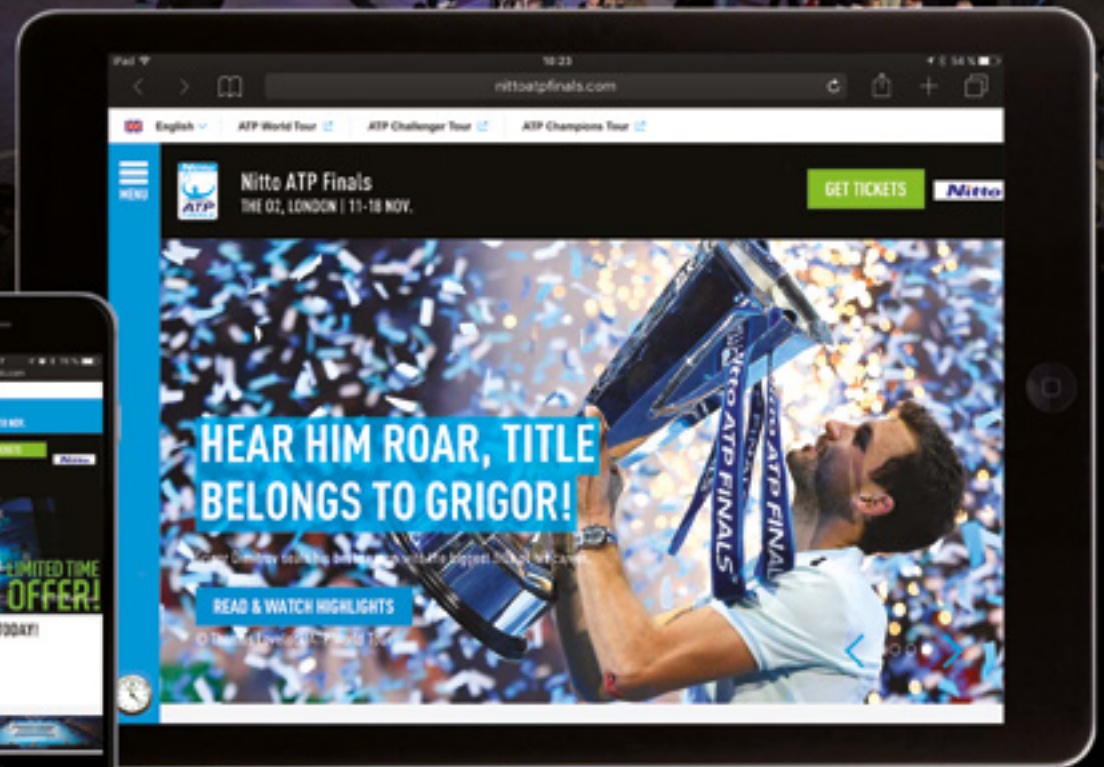


IMPRESSIVE REACH

MORE THAN **QUARTER MILLION** FANS ON-SITE,
82.7 MILLION VIEWERS WORLDWIDE, **6.8 MILLION**
ONLINE VISITS, AND **24.1 MILLION** ONLINE VIDEO PLAYS

A massive **253,642 fans** attended the tournament, achieving an unprecedented number of sold-out sessions throughout the event, making the Nitto ATP Finals the biggest indoor tennis tournament ever staged in the world.

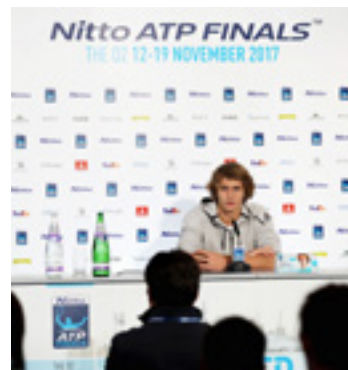
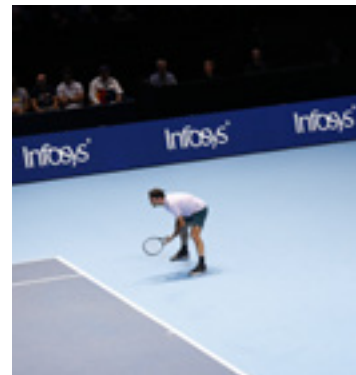
Over the eight days of the tournament, ATP websites registered **20M page impressions**, fans consumed more than **56,000 hours** of video content, and posts from ATP World Tour's social media channels generated more than **80 million impressions**.



MAXIMUM EXPOSURE

OFFERING OUR PARTNERS UNIQUE OPPORTUNITIES ON A TRULY GLOBAL PLATFORM AND GENERATING NEARLY **\$2 BILLION** IN GROSS SPONSORSHIP VALUE*

*SOURCE: SMG INSIGHT



IMPACTFUL MARKETING

MARKETING CAMPAIGN GENERATES **90M IMPRESSIONS** THROUGH
OUT OF HOME, DIGITAL, TELEVISION, AND PRINT ADVERTISING

The Nitto ATP Finals marketing campaign is promoted across three key phases throughout the season: public ticket on-sale, Roland Garros and Wimbledon, and the lead-up to the tournament from September-November.

The campaign appeals to a premium demographic of educated urbanites and prosperous professionals, through targeted outdoor billboards, digital ad placements, TV commercials during summer grand slams, and through print advertising partnerships.

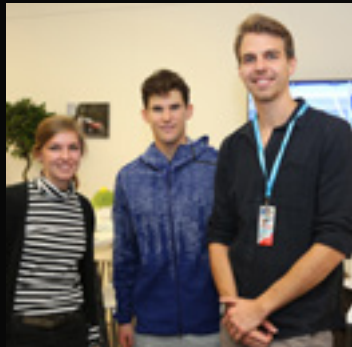


UNFORGETTABLE EXPERIENCE

INVITE YOUR GUESTS TO WITNESS AN EXTRAORDINARY SPORTING EVENT AND ENJOY THE **VERY BEST IN CORPORATE HOSPITALITY**

Word is out — the **Nitto ATP Finals** is the new place to be and be seen. Now a firm favourite in the corporate events calendar, our partners can be sure that this unique experience will make a lasting

impression on their most valued clients. Our superior hospitality packages include VIP marquees, private suites, top quality seats and the unique chance to meet the world's best players.





MUST HAVE SPORTS PROPERTY

OVER 80 MILLION VIEWERS
DISTRIBUTION TO 180 BROADCAST AND MARKETS
NEARLY 6,000 HOURS OF TELEVISION COVERAGE
OVER A QUARTER-MILLION FANS IN ATTENDANCE



CONTACT DETAILS

ATP AMERICAS

201 ATP TOUR BOULEVARD
PONTE VEDRA BEACH FLORIDA
32082 USA

T +1 904 285 8000

Eric Starelli estarelli@atpworldtour.com

ATP INTERNATIONAL GROUP

SUITE 208, 46A MACLEAY STREET
POTTS POINT SYDNEY NSW
2011 AUSTRALIA

T +61 2 9336 7000

Alison Lee alee@atpworldtour.com

ATP EUROPE

MONTE-CARLO SUN
74 BOULEVARD D'ITALIE
98000 MONACO

T +377 97 97 04 04

Geoffroy Bourbon gbourbon@atpworldtour.com

ATP LONDON

PALLISER HOUSE
PALLISER ROAD LONDON
W14 9EB UNITED KINGDOM

T +44 20 7381 7890

Adam Hogg ahogg@atpworldtour.com

www.NittoATPFinals.com

The players shown are for illustrative purposes only. Qualification and participation subject to ATP rules. www.atptennis.com