

ATP WORLD TOUR



GREATNESS
WITHIN

A DRAMA THAT SPANS THE GLOBE.
A CAST ADORED BY MILLIONS.
A SPONSORSHIP OPPORTUNITY
LIKE NO OTHER.



THE ATP WORLD TOUR IS ENJOYING ONE OF THE MOST EXCITING PERIODS IN ITS HISTORY: GLOBAL SUPERSTARS, STUNNING LOCATIONS, WORLD-CLASS HOSPITALITY, FIERCE RIVALRIES, THRILLING ACTION, SELL-OUT CROWDS AND AN EVER-GROWING WORLDWIDE FOLLOWING, ALL COMBINE TO CREATE A MAGNIFICENT SPORTING **TOUR DE FORCE**

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GLOBAL ICONS



THE STARS OF THE ATP WORLD TOUR ARE AMONG THE MOST RECOGNISABLE ATHLETES IN THE WORLD

Tennis on the ATP World Tour is getting more explosive and physical, and the storylines of the global personalities more dynamic. In 2017, a record number of fans – more than 4.5 million across 64 ATP World Tour events in 31 countries – were attracted to witness young talent, such as Alexander Zverev, Nick Kyrgios and Hyeon Chung, challenge the established hierarchy. In Rafael Nadal and Roger Federer, who have finished in the year-end Top 2 of the ATP Rankings

for a record seven times (2005-10, '17), the sport has a history of producing global icons, recognised for their achievements on and off the court, yet the ATP World Tour remains a hotbed for the development of future stars. With global viewership up to 995 million annually, more than double 10 years ago, the next generation of fans are able to engage with their favourite players, through such events as the innovative 21-and-under Next Gen ATP Finals in Milan,

won by Chung in 2017, that is at the centre of the ATP's vision to safeguard the sport beyond the 'Big 4'. The hugely successful Nitto ATP Finals, held at The O2 in London, continues to attract more than 250,000 each November and further storylines, such as Grigor Dimitrov's emotional victory last year. In 2017, there were five first-time additions in the year-end Top 10 – the most for 20 years – highlighting the must-see strength in depth of the ATP World Tour.

GLOBAL PROPERTY



ACAPULCO, ANTALYA, ANTWERP, ATLANTA, AUCKLAND, BARCELONA, BASEL, BÅSTAD, BEIJING, BRISBANE, BUDAPEST, BUENOS AIRES, CHENGDU, CINCINNATI, DELRAY BEACH, DOHA, DUBAI, EASTBOURNE, ESTORIL, GENEVA, GSTAAD, HALLE, HAMBURG, HOUSTON, INDIAN WELLS, ISTANBUL, KITZBÜHEL, LONDON, LOS CABOS, LYON, MADRID, MARRAKECH, MARSEILLE, METZ, MIAMI, MILAN, MONTE-CARLO, MONTPELLIER, TORONTO, MOSCOW, MUNICH, NEWPORT, NEW YORK, PARIS, PUNE, QUITO, RIO DE JANEIRO, ROME, ROTTERDAM, SÃO PAULO, SHANGHAI, SHENZHEN, 'S-HERTOGENBOSCH, SOFIA, ST. PETERSBURG, STOCKHOLM, STUTTGART, SYDNEY, TOKYO, UMAG, VIENNA, WASHINGTON D.C., WINSTON-SALEM



ROLEX MONTE-CARLO MASTERS,
MONTE-CARLO, MONACO

“For Emirates, the global reach offered by sponsoring the ATP World Tour affords us the opportunity to connect and engage with millions of tennis fans around the globe... Tennis has been the best sport for us so far in terms of return on investment globally.”

BOUTROS BOUTROS, EMIRATES DIVISIONAL SENIOR VICE PRESIDENT
CORPORATE COMMUNICATIONS, MARKETING AND BRAND

EVERY MAJOR MARKET

BEGINNING IN JANUARY EVERY YEAR, THE ATP WORLD TOUR JETS OFF WITH 4.5 MILLION FANS ON SITE AROUND THE GLOBE WITH 64 TOURNAMENTS IN 31 COUNTRIES OVER 11 MONTHS COVERING EVERY MAJOR MARKET

A multitude of glamorous locations reflect the diversity, excitement and prestige that have become synonymous with ATP World Tour tournaments.

The ATP World Tour is a leading global sports property covering every major market in North and South America, Europe, Middle East and Asia Pacific.

Every ATP World Tour tournament is a major sporting and entertainment event in the region where it is hosted, each with its own unique appeal and charm.



THRILLING ENTERTAINMENT

THE ATP WORLD TOUR IS A LEADING PLAYER IN THE SPORTING CALENDAR,
COURTING A PASSIONATE AND LOYAL GLOBAL AUDIENCE

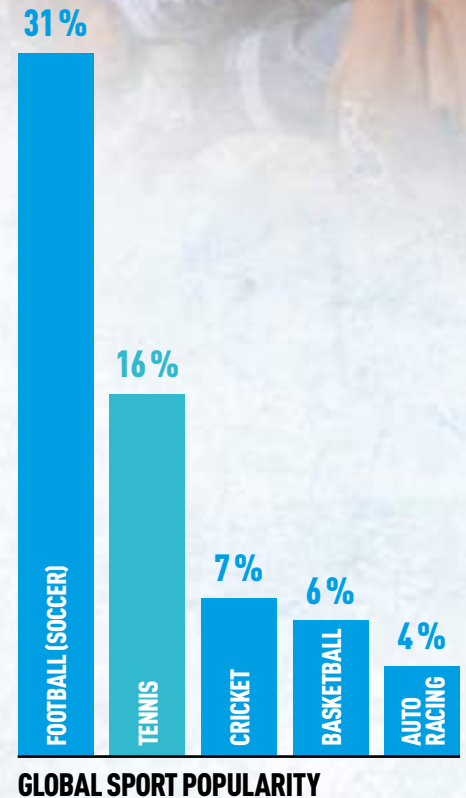


“The demographics of tennis fans are off the charts... These fans with high disposable incomes consume cars, watches, sports equipment and more.”

KURT BADENHAUSEN, FORBES MAGAZINE

PREMIUM DEMOGRAPHIC

AFFLUENT, EDUCATED AND EVENLY COMPOSED OF MEN AND WOMEN, TENNIS FANS REPRESENT A PREMIUM DEMOGRAPHIC THAT HAS CONSISTENTLY DEMONSTRATED STRONG LOYALTY TO SPONSORS



GLOBAL SPORT POPULARITY

IMPACTFUL PR ACTIVITIES

WITH TOURNAMENTS FROM AROUND THE GLOBE AND ICONIC PLAYERS, THE ATP WORLD TOUR CREATES NEARLY 2,000 PLAYER APPEARANCES PER YEAR, WITH MANY PROVIDING SIGNIFICANT EXPOSURE FOR ATP PARTNERS



sky SPORTS HD

BBC

ESPN



NHK

CCTV

M movistar+

SPORTV



beIN SPORT

EXTENSIVE TV COVERAGE

DELIVERING YOUR BRAND MESSAGE TO A LARGE AUDIENCE, WITH REACH IN 190 COUNTRIES AND ONE BILLION VIEWERS WORLDWIDE

In 2017, broadcast coverage reached viewers through a combination of major terrestrial, cable /satellite, and digital channels including Sky Sports, BBC, and ESPN. The television audience of ATP World Tour tournaments

continues its strong growth from 800 million viewers in 2012 to over one billion viewers and over 145,000 hours of dedicated coverage in 2017. The ATP World Tour also has its own 30-minute weekly TV show, ATP World Tour

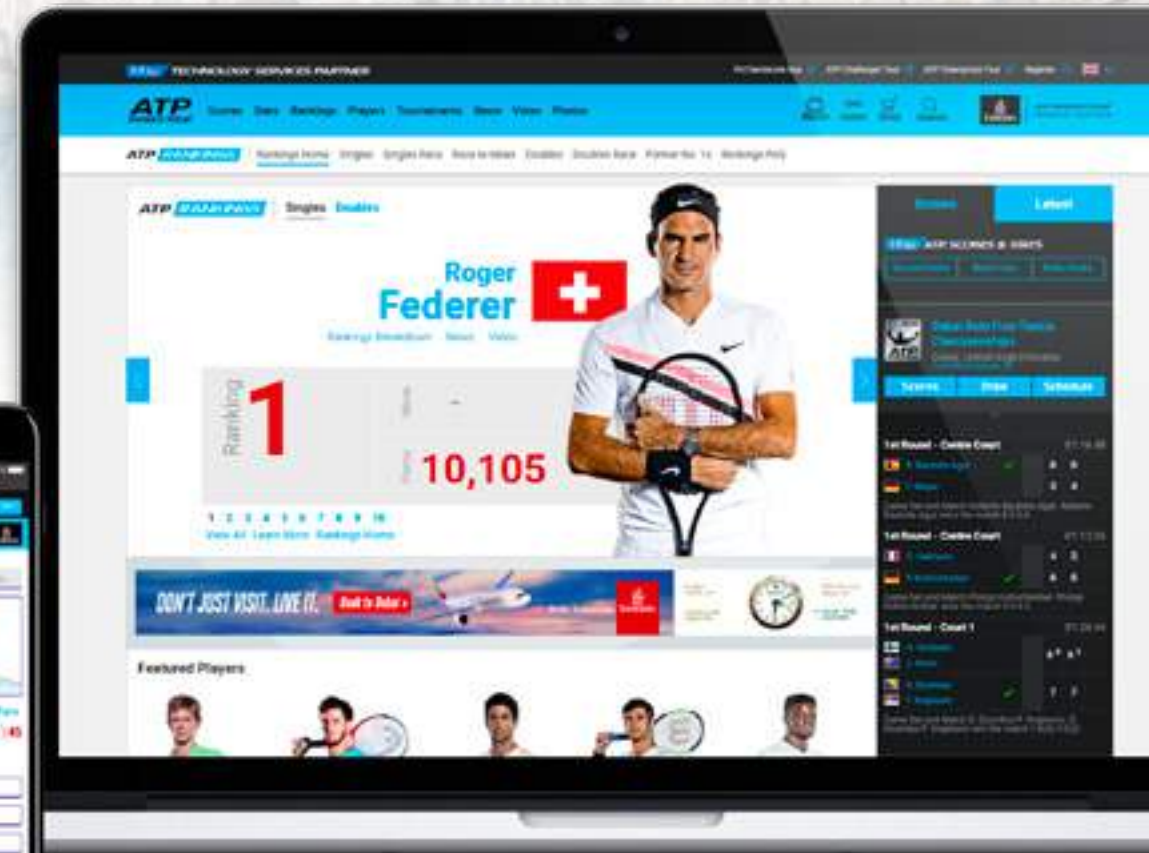
Uncovered presented by Peugeot, which reaches an audience of nearly 69 million viewers, and provides unrivalled behind-the-scenes access to players and tournaments.



THRIVING DIGITAL PLATFORMS

ATPWORLDTOUR.COM, THE WORLD'S PREMIER YEAR-ROUND TENNIS WEBSITE, HAD OVER 600 MILLION PAGE VIEWS AND 160 MILLION VISITS

- OVER 40% OF VISITS COME FROM MOBILE TRAFFIC
- 130 MILLION VIDEO VIEWS
- 2,000,000 HOURS OF VIDEO DELIVERED



ENGAGING SOCIAL MEDIA



2017 WAS A RECORD YEAR IN THE SOCIAL WORLD AND THE ATP WORLD TOUR WAS NO EXCEPTION, WITH A **14% INCREASE** TO REACH OVER 6 MILLION SOCIAL MEDIA FANS AND FOLLOWERS

ATP World Tour social media helps connect our global partners directly with fans through integrated social posts. In 2017, over **2,400 ATP social media posts** included partner branding – these posts generated **425M impressions** and **23M engagements** for our partners.

SOCIAL NETWORKS:

- 3.3 MILLION FACEBOOK FANS
- 1.5 MILLION TWITTER FOLLOWERS
- 1 MILLION INSTAGRAM FOLLOWERS
- 200K YOUTUBE SUBSCRIBERS
- 53 MILLION YOUTUBE VIEWS
- SPANISH LANGUAGE FACEBOOK AND TWITTER ACCOUNTS
- STRONG ENGAGEMENT ON CHINESE SOCIAL MEDIA SITES SINA WEIBO AND WECHAT



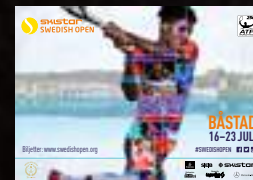
POWERFUL MARKETING

OFFERING A FULL SUITE OF ABOVE AND BELOW-THE-LINE ASSETS THE CAMPAIGN INCLUDES TV SPOTS, BILLBOARDS, COLLATERAL, ONLINE EXECUTIONS, MOTION IMAGERY, MERCHANDISE AND PR STUNTS

The ATP World Tour has developed a new global marketing campaign that showcases its players and tournaments in a powerful

new way for the 2017-2018 seasons. The campaign, titled "Greatness Within", offers a fresh look for the ATP World Tour and

its 64 tournaments, but will continue to target younger audiences and leverage the tour's incredible generation of players.



NEXT GEN ATP FINALS

TAKING PLACE IN MILAN, ITALY, THE **NEXT GEN ATP FINALS** IS A REVOLUTIONARY EVENT THAT FEATURES THE NEXT GENERATION OF ATP WORLD TOUR STARS AND IS A LAUNCHPAD FOR TENNIS INNOVATION

NEW RULES:

- Best three out of five sets, each set to 4 games
- No-ad scoring
- No lets
- Shot clock

Only the top eight 21 and under players will earn their spot at this prestigious season ending event. The event connects the Next Generation of stars with the Next Generation of fans, through clearly defined positioning and a comprehensive marketing campaign that targets and engages with a younger demographic.



MAXIMUM VALUE

BRAND EXPOSURE, DISPLAY AREAS, HIGH-END HOSPITALITY, PLAYER ENDORSEMENT
AND APPEARANCES, DIGITAL MEDIA, BRAND ASSOCIATION, TV GRAPHICS, PUBLICATIONS,
COMMUNITY PROGRAMMES, PRO-AMS



“ We are proud to be a part of the ATP World Tour celebrations on and off court. Our partnerships with the ATP, with the selected tournaments around the world including the Nitto ATP Finals, and our decision to choose Roger Federer as global icon for our Maison form the perfect combination of assets to showcase our brand values: success and glamour.”

ARNAUD DE SAIGNES, GLOBAL MARKETING AND COMMUNICATION DIRECTOR MOËT & CHANDON



CREATIVE ACTIVATION

THROUGH CUSTOM-MADE INTEGRATED MARKETING PLATFORMS SHOWCASING YOUR PRODUCTS AND SERVICES

Integrated packages including on-court branding, display areas, television graphics, high-end hospitality, community programmes, player endorsement and appearances are

among the many assets available to you. Whatever your priorities, the ATP is committed to providing customised offerings that fulfil our partners' requirements and

objectives. Custom-made hospitality packages guarantee an unrivalled and unforgettable experience for your valued guests.



PREMIER PARTNER



PLATINUM PARTNERS



GOLD PARTNERS



THE FINAL SHOWDOWN



OVER A QUARTER MILLION FANS

BIGGEST INDOOR TENNIS
TOURNAMENT IN THE WORLD

15 MATCHES BETWEEN THE
WORLD'S TOP EIGHT PLAYERS

AWARD WINNING, WORLD-CLASS
ENTERTAINMENT VENUE

“It’s so different from all the other tournaments, the contrast is huge. The stadium is spectacular, you have such a respect from it and I feel so humbled to be able to play out there.”

GRIGOR DIMITROV, 2017 NITTO ATP FINALS CHAMPION

NITTO ATP FINALS

AFTER 62 ATP WORLD TOUR TOURNAMENTS AND 4 GRAND SLAMS, THE TENNIS WORLD CONVERGES ON LONDON FOR THE ILLUSTRIOUS FINAL SHOWDOWN OF THE SEASON — THE NITTO ATP FINALS




Featuring only the world’s top 8 singles players and doubles teams, the season-ending event has welcomed over a quarter of a million fans in each of the last eight years

in London. Held at one of the most iconic entertainment venues in the world – The O2 Arena – the tournament has established itself as one of the must-see events in the

global sporting calendar, as the likes of Andy Murray, Novak Djokovic, Roger Federer, and Rafael Nadal battle to win the biggest indoor tennis tournament in the world.



2018 CALENDAR

JANUARY				FEBRUARY				MARCH				APRIL				MAY				JUNE				JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER							
25	01	08	15	22	29	05	12	19	26	05	12	19	26	02	09	16	23	30	07	14	21	28	04	11	18	25	02	09	16	23	30	06	13	20	27	03	10	17	24	01	08	15	22	29	05	12	19-21
2000* GRAND SLAMS				AUSTRALIAN OPEN**				ROLAND GARROS**				WIMBLEDON**				US OPEN**																															
				INDIAN WELLS				MIAMI				MONTE-CARLO				ROME				TORONTO				PARIS				SHANGHAI																			
				DUBAI				ACAPULCO				BARCELONA				HALLE				HAMBURG				VIENNA				BASEL																			
				BUENOS AIRES				MARRAKECH				GENEVA				ATLANTA				MOSCOW				STOCKHOLM				ANTWERP																			
SYDNEY				MONTPELLIER				HOUSTON				LYON				GSTAAD				CHENGDU				SHENZHEN																							
AUCKLAND				SOFIA				BUDAPEST				ESTORIL				NEWPORT				METZ				ST. PETERSBURG																							
BRISBANE				QUITO				MUNICH				UMAG				LOS CABOS				WINSTON-SALEM																											
DOHA				MARSEILLE				ISTANBUL				STUTTGART				ANTALYA																															
PUNE				DELRAY BEACH								'S-HERTOGENBOSCH																																			
				DAVIS CUP FIRST ROUND***				DAVIS CUP QUARTERFINALS***												DAVIS CUP SEMIFINALS***				DAVIS CUP FINAL***																							

NEXT GEN ATP FINALS

Nitto ATP FINALS™



* Denotes how many ATP Rankings points are awarded to the winner.
 ** Grand Slams are not ATP events.
 *** The Davis Cup is not an ATP event and does not award ATP Rankings points.



THE HOT SPONSORSHIP TICKET

ONE BILLION VIEWERS

160 MILLION ONLINE VISITS

145,000 HOURS OF TV COVERAGE

DISTRIBUTION TO OVER 190 COUNTRIES





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