

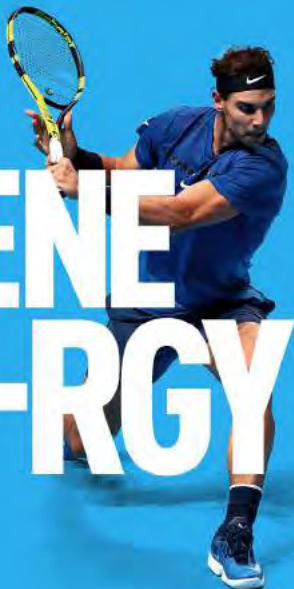
ATP TOUR



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ATP TOUR

LOVE IT ALL



**GLOBAL
SUPERSTARS**

**FIERCE
RIVALRIES**

**STUNNING
LOCATIONS**

**WORLDWIDE
FOLLOWING**

**THRILLING
ENTERTAINMENT**

**WORLD-CLASS
HOSPITALITY**



OF STARS DIVERSE CAST

FROM ROGER, RAFA AND NOVAK TO A NEW GENERATION OF GLOBALLY DIVERSE TALENTS, ATP PLAYERS ARE COMPELLING AND ENGAGING STARS.

TENNIS
 Das Duell steht mit Superstar Roger Federer auf dem Spielplan. Hier verliert, wie man mit ihm umgeht und von ihm lernen kann.

Ich bin in einer WhatsApp-Gruppe mit Federer

Zverev

Next Gen Finals
 PARIS • LES MAÎTRES LIÉGEOIS

MILANO CAPITALE DEL TENNIS

De oggi alla fine di Ottobre la Biennale del Tennis di Milano. Un evento che coinvolgerà il mondo del tennis e quello del calcio. Un momento di gloria. Un momento di gloria.

"WOMEN ARE THE MOST IMPORTANT PEOPLE IN MY LIFE"

Roger Federer on family, female role models and Serena's outburst

SUPPLEMENT OF THE YEAR
 THE SUNDAY TIMES magazine

LE SACRÉ DE DJOKOVIC

CE N'EST LE SEUL STRENU GRAND CHESS QUE LUI MANCOURT SA JOIE A INDIQUER LAISSE ROLAND GARROS

À 17 ans, Viktorovic se mesure à dix ans de Viktorovic. Un moment de gloire. Un moment de gloire.

ANDREY RUBLEV
"TENGO QUE CONTROLARME MÁS EN LA PISTA"

Federer y Nadal combinan el tenis y el espectáculo. Tener mucha suerte de ser tan joven y tan bueno. No tener que controlar más en la pista.

MAN OF THE YEAR

Enfoque en la nueva generación

Desde la infancia, Rafa ha sido un modelo de concentración. Desde la infancia, Rafa ha sido un modelo de concentración.

"LES DÉTAILS SONT IMPORTANTS"

Actual d'actualité. C'est un jeu de détails. C'est un jeu de détails.

En quoi Rafa Nadal...

En quoi Rafa Nadal...

EL PAÍS SEMANAL

Especies invasoras

Andy Murray, el héroe rey de Escocia

GRAND MODER

STEFANOS TSITSIPAS

À 17 ans, Viktorovic se mesure à dix ans de Viktorovic. Un moment de gloire. Un moment de gloire.

Der will nur spielen

Ja er ist ein wahres Wunderkind. Alexander Zverev ist ein wahres Wunderkind.

«Oui, j'ai pensé à la retraite en février»

«Un petit moment de réflexion, mais pas de retraite».

«Un moment de réflexion, mais pas de retraite».

Parisien (WEEK-END)

Roland-Garros, mon amour

Extremion avec Rafael Nadal

Notre guide des bars à cocktails

Portrait

Dominic Thiem

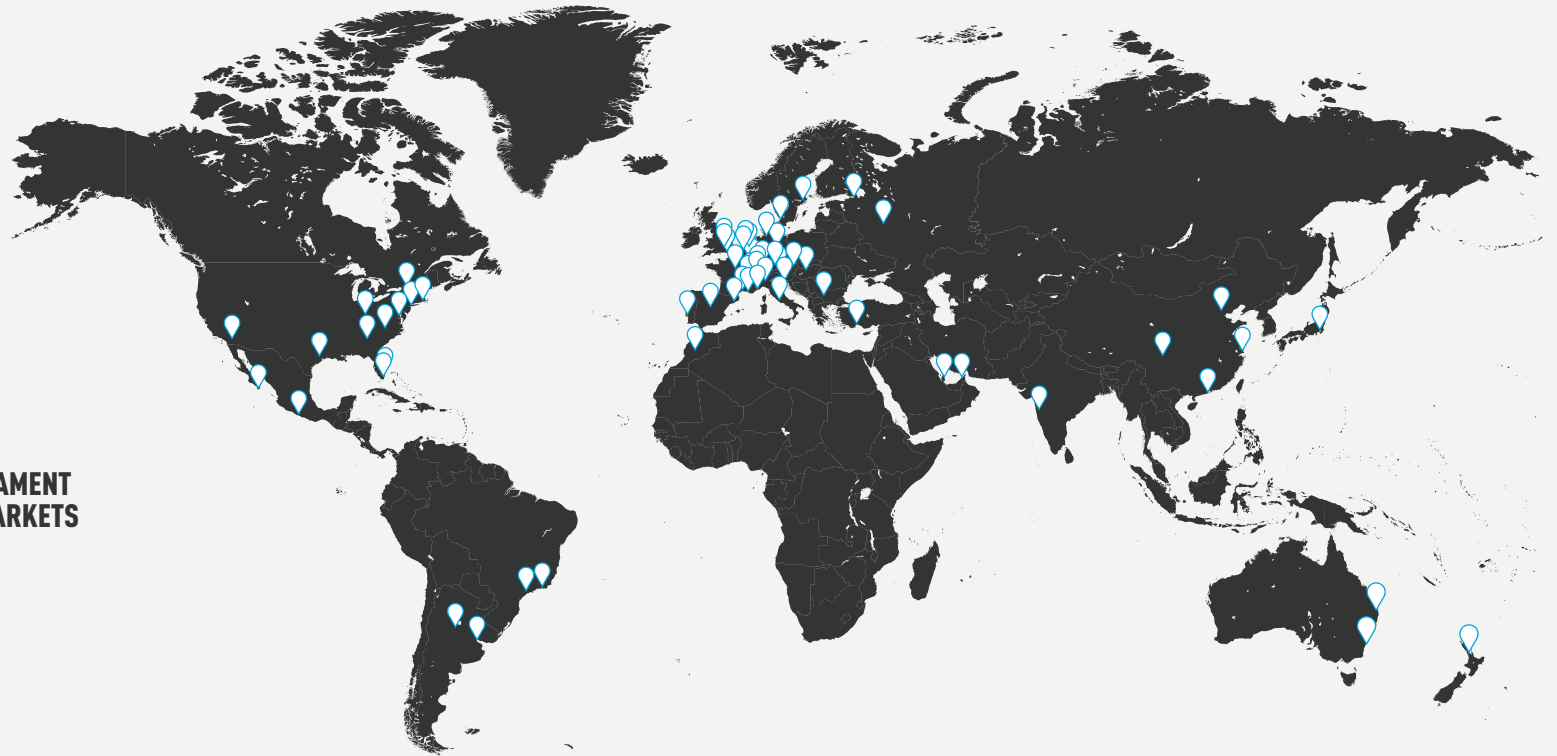
La foudre tranquille

Vingt-deux ans et déjà 19 mondial. La foudre, mais à quel point tranquille.

COVERING THE CALENDAR

PROMOTING YOUR BRAND FROM JANUARY TO NOVEMBER, KICKING OFF WITH THE ATP CUP AND ENDING WITH THE NITTO ATP FINALS — THE PERFECT SEASON BOOKENDS.

FLEXIBLE OPTIONS TO CREATE A TOURNAMENT PROGRAMME THAT MATCH YOUR KEY MARKETS





GLOBAL PROPERTY

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



“FOR EMIRATES, THE GLOBAL REACH OFFERED BY SPONSORING THE ATP TOUR AFFORDS US THE OPPORTUNITY TO CONNECT AND ENGAGE WITH MILLIONS OF TENNIS FANS AROUND THE GLOBE... TENNIS TRULY IS AN INTERNATIONAL SPORT AND IT IS OUR OWN APPRECIATION OF THIS SPORT THAT HAS BEEN THE CATALYST BEHIND OUR TENNIS SPONSORSHIP PORTFOLIO”

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



EVERY MAJOR MARKET

BEGINNING IN JANUARY EVERY YEAR, THE ATP TOUR JETS OFF WITH 4.5 MILLION FANS ON SITE AROUND THE GLOBE WITH 63 TOURNAMENTS IN 30 COUNTRIES OVER 11 MONTHS COVERING EVERY MAJOR MARKET.



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

The ATP Tour is a leading global sports property covering countless markets in North and South America, Europe, Middle East and Asia Pacific.

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

“IT’S GOING TO BE THE BEST WAY TO KICK START THE SEASON... MORE THAN 90 % OF THE TIME WE’RE PLAYING AS INDIVIDUALS AND WE DON’T HAVE TOO MANY TEAM EVENTS. THIS IS GOING TO BRING TOGETHER A LOT OF NATIONS AND FOR ME PERSONALLY IT WILL BE A VERY NICE AND PROUD MOMENT TO REPRESENT MY COUNTRY.”

NOVAK DJOKOVIC

KICKING OFF THE SEASON

TAKING PLACE ACROSS THREE CITIES IN AUSTRALIA OVER TEN DAYS AT THE START OF THE SEASON IN 2020, THE ATP IS RE-LAUNCHING THE ATP CUP, A 24-TEAM COMPETITION.

The event sees the return of an ATP team competition into the calendar for the first time since the ATP World Team Cup, which was held in Dusseldorf from 1978-2012. The format of the ATP Cup will see

nations split into six groups, with eight teams emerging from the round-robin stage to compete in the knockout phase until only one team is left standing. There will be up to five players in each team,

with ties comprising two singles matches and one doubles match. The criteria for entry into the ATP Cup will be based off the ATP Ranking of the No. 1 singles player from each country.

24 NATIONS

3 CITIES IN AUSTRALIA

750 ATP RANKING POINTS

FOR THE LOVE OF COUNTRY



FRIDAY 03 JAN - SUNDAY 12 JAN 2020
ATPCUP.COM

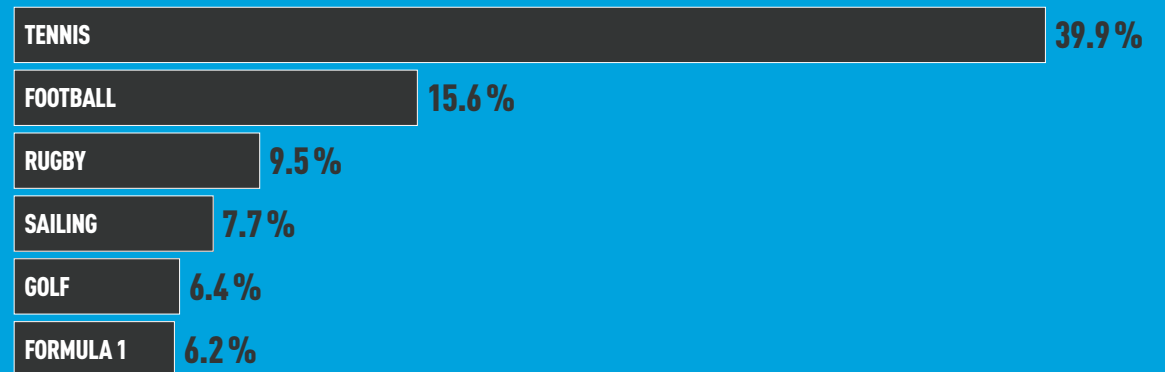




COMPREHENSIVE MIX OF SPONSORSHIP RIGHTS

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

BRAND EXPOSURE PER HOUR BY SPORT



SOURCE:

Tennis offers its sponsors more consistent television branding opportunities than many other sports, owing to the select number of angles and minimised camera movement based on the nature of the game.

EXTENSIVE TV COVERAGE

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

In 2018, 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 Tour

tournaments continues its strong growth from 800 million viewers in 2012 to over one billion viewers and over 150,000 hours of dedicated coverage in 2018. The ATP Tour also has its own 30-minute

weekly TV show, ATP Tour Uncovered presented by Peugeot, which reaches an audience of 65 million viewers, and provides unrivalled behind-the-scenes access to players and tournaments.

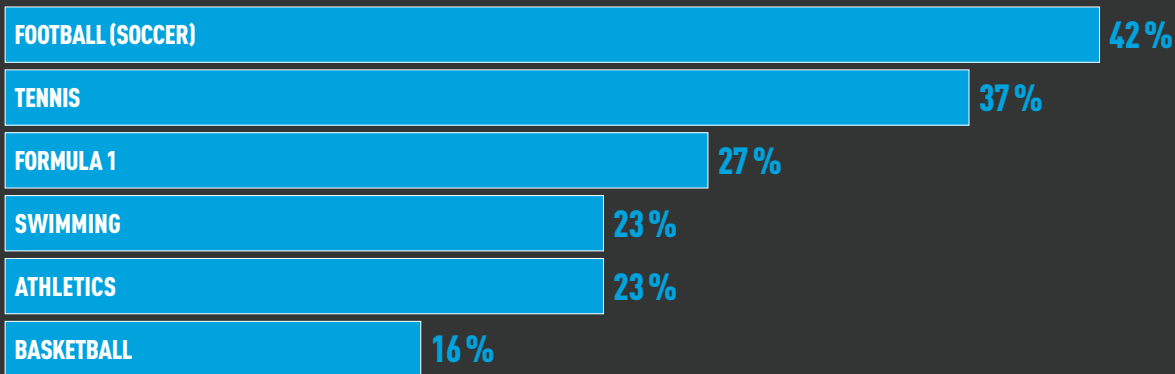




PREMIUM DEMOGRAPHIC

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



SOURCE: SMG INSIGHT MULTIMARKET RESEARCH STUDY

“THE DEMOGRAPHICS OF TENNIS FANS ARE OFF THE CHARTS... TENNIS FANS TYPICALLY HAVE HIGH DISPOSABLE INCOME TO SPEND ON EQUIPMENT, WATCHES, CARS, FINANCIAL SERVICES AND MORE.”

KURT BADENHAUSEN, FORBES MAGAZINE

CREATIVE ACTIVATION

CUSTOM-MADE INTEGRATED MARKETING PLATFORMS TO SHOWCASE YOUR PRODUCTS AND SERVICES.

Let ATP Tour customise a bespoke sponsorship package based on your priorities. 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, 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.



THRIVING DIGITAL & SOCIAL MEDIA

ATPTOUR.COM, THE WORLD'S PREMIER YEAR-ROUND TENNIS WEBSITE, HAD **550 MILLION PAGE VIEWS** AND **140 MILLION VISITS** OFFERING CREATIVE BRANDED CONTENT TO REACH ENGAGED FANS

- Over 40% of visits come from mobile traffic
- 130 million video views
- 2,000,000 hours of video delivered



ATP TOUR SOCIAL MEDIA CHANNELS OFFER INFINITE WAYS TO CONNECT WITH HIGHLY ENGAGED USERS

- 6.5 million fans follow ATP Tour social media accounts
- 240 million video views
- 5,000 ATP Tour posts with ATP Partner content, 50 million annual engagements with sponsored content

IMPACTFUL PRACTICES

WITH TOURNAMENTS FROM AROUND THE GLOBE AND ICONIC PLAYERS, THE ATP TOUR CREATES NEARLY 2,700 PLAYER APPEARANCES PER YEAR, WITH MANY PROVIDING SIGNIFICANT EXPOSURE FOR ATP PARTNERS.





FUTURE STARS

TAKING PLACE IN MILAN, ITALY, THE NEXT GEN ATP FINALS IS A REVOLUTIONARY EVENT THAT FEATURES THE NEXT GENERATION OF ATP 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



**BESPOKE
DIGITAL & SOCIAL
MEDIA PLANS**

**CUSTOMISED
BENEFITS FOR
YOUR BRAND**



**HOSPITALITY
FAN ENGAGEMENT
TV GRAPHICS
BRAND EXPOSURE
DISPLAY AREAS**



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



“ THIS TROPHY MEANS A LOT, EVERYTHING, TO ALL THE PLAYERS. YOU ONLY HAVE SO MANY CHANCES OF WINNING IT. YOU PLAY AGAINST THE BEST PLAYERS ONLY. ”

ALEXANDER ZVEREV, 2018 NITTO ATP FINALS CHAMPION



NITTO ATP FINALS

AFTER 64 ATP 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 – 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.



THE HOT SPONSORSHIP TICKET



**4.5 MILLION
SPECTATORS**

**DISTRIBUTION
TO OVER
190 COUNTRIES**



**1 BILLION
VIEWERS**

**140 MILLION
ONLINE VISITS**

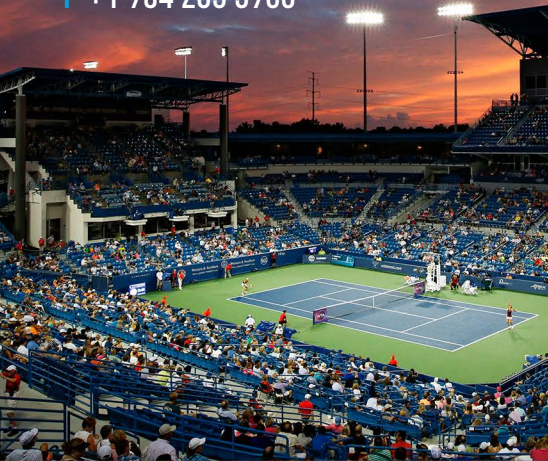


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