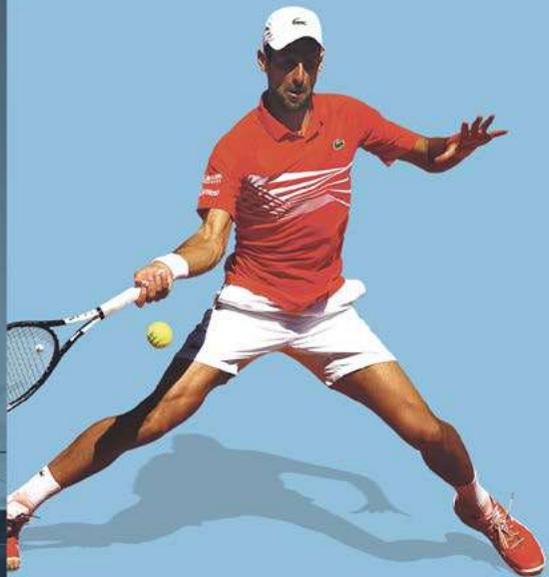
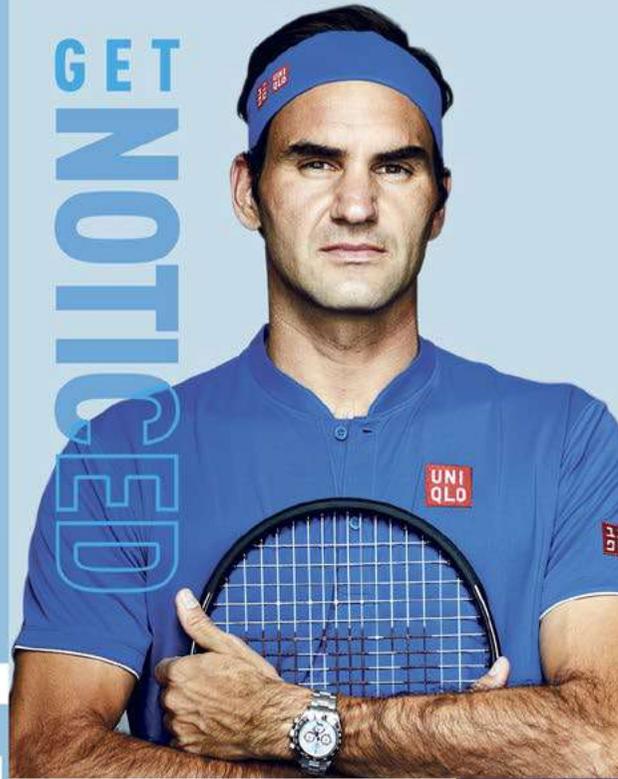


DRAMA
PASSION
FEEL THE
NOISE
CITIES
BATTLES
HEROES
FLAIR
GLORY
DRAMA
PASSION
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FLAIR
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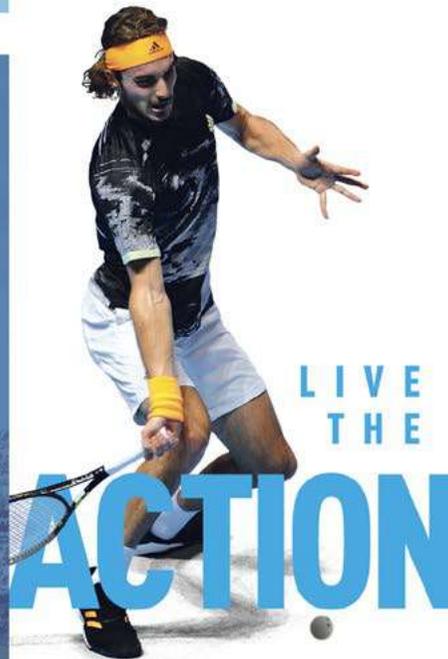


GET
NOTICED



GET IN THE
GAME

GO
GLOBAL



LIVE
THE

ACTION

ATP
TOUR

LOVE THE
PASSION



**GLOBAL
SUPERSTARS**

**FIERCE
RIVALRIES**

**STUNNING
LOCATIONS**

**WORLDWIDE
FOLLOWING**

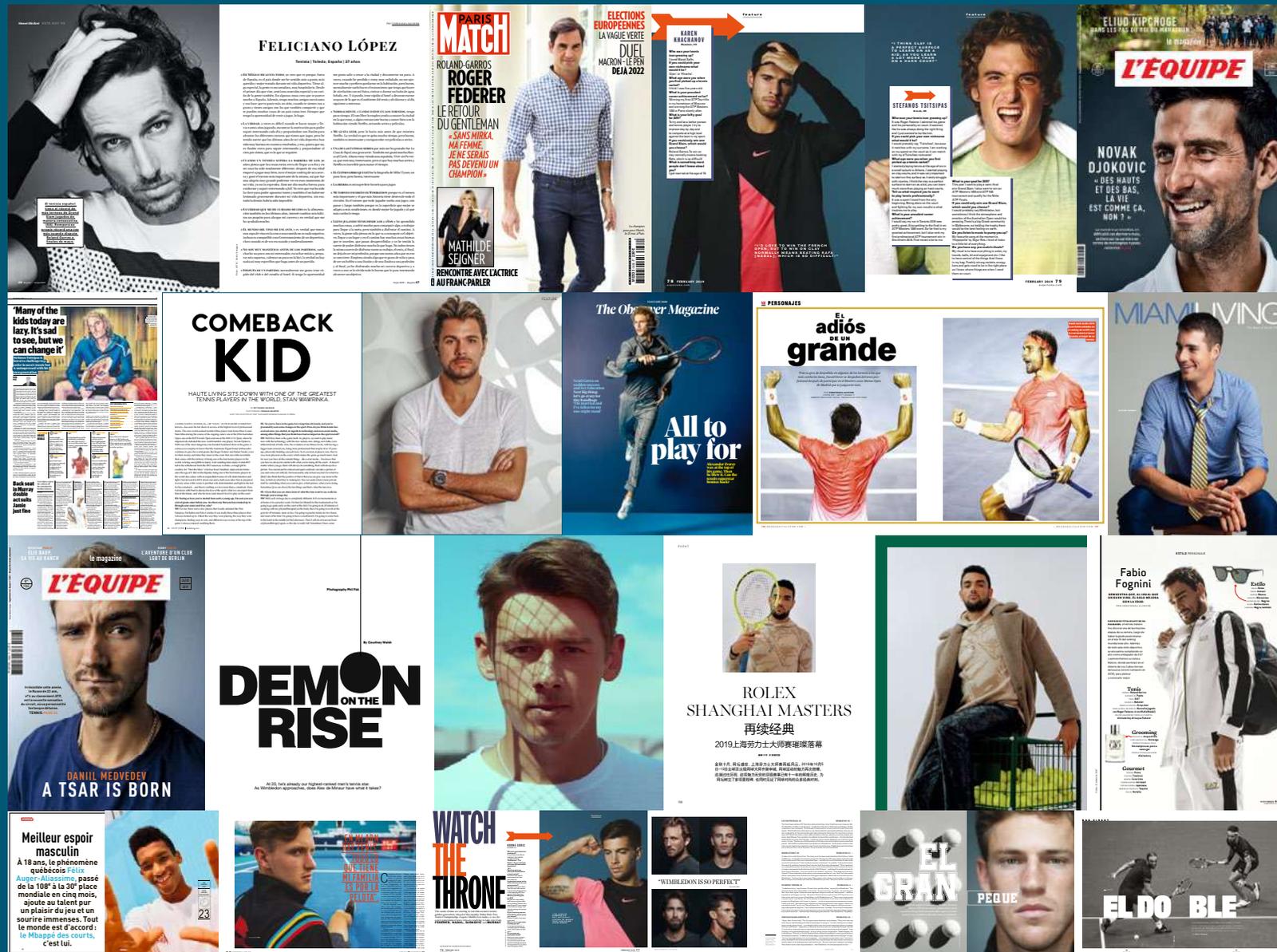
**THRILLING
ENTERTAINMENT**

**WORLD-CLASS
HOSPITALITY**



OF DIVERSE CAST STARS

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



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, ACAPULCO, ADELAIDE, ANTWERP, ATLANTA, AUCKLAND, BARCELONA, BASEL, BASTAD, BEIJING, BRISBANE, BUDAPEST, BUENOS AIRES, CHENGDU, CINCINNATI, CORDOBA, DELRAY BEACH, DOHA, DUBAI, EASTBOURNE, ESTORIL, GENEVA, Gstaad, HALLE, HAMBURG, HOUSTON, INDIAN WELLS, KITZBUHEL, LONDON, LOS CABOS, LYON, MADRID, MALLORCA, MARRAKECH, MARSEILLE, METZ, MIAMI, MILAN, MONTE-CARLO, MONTPELLIER, MOSCOW, MUNICH, NEW YORK, NEWPORT, PARIS, PUNE, RIO DE JANEIRO, ROME, ROTTERDAM, SANTIAGO, SHANGHAI, SOFIA, ST. PETERSBURG, STOCKHOLM, STUTTGART, SYDNEY, TOKYO, TORONTO, 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 OVER 4.8 MILLION FANS ON SITE AROUND THE GLOBE WITH 64 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.

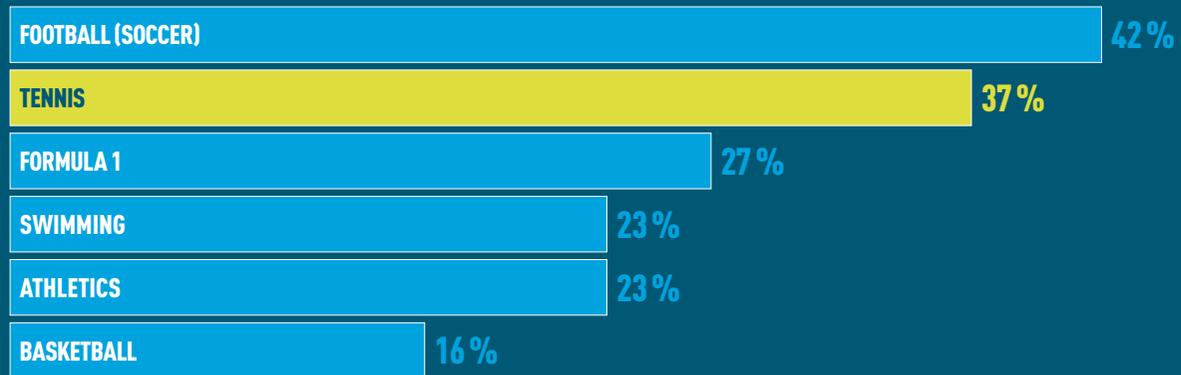
Every ATP Tour tournament is an important sporting and entertainment event in the region where it is hosted, each with its own unique appeal and charm.



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.”

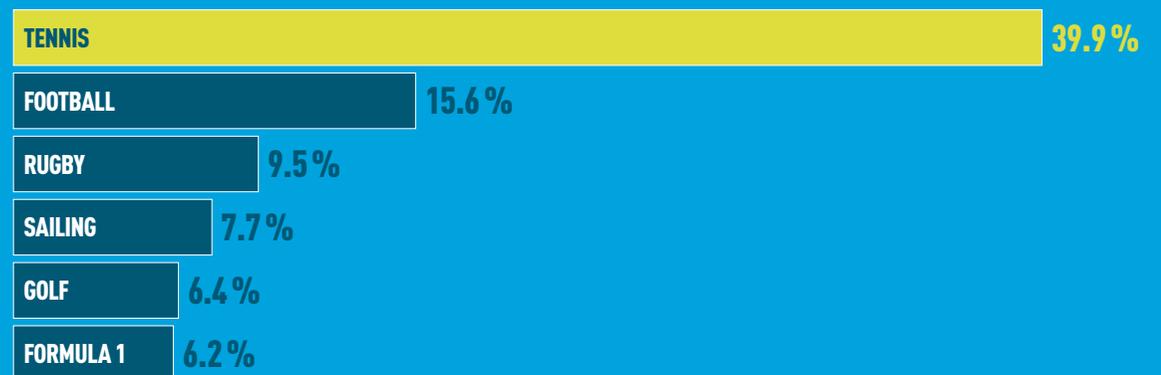
KURT BADENHAUSEN, FORBES MAGAZINE



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: YOUNG & RUBICAM

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 2019, broadcast coverage reached viewers through a combination of major terrestrial, cable/satellite, and digital channels including Tennis Channel, Eurosport, and ESPN. The television

audience of ATP Tour tournaments continues its strong growth to an audience of one billion viewers and over 150,000 hours of dedicated television coverage in 2019. The ATP Tour also has its own

30-minute weekly TV show, ATP Tour Uncovered presented by Peugeot, which reaches an audience of 60 million viewers, and provides unrivalled behind-the-scenes access to players and tournaments.



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.



IMPACTFUL PRACTICES

WITH TOURNAMENTS FROM AROUND THE GLOBE AND ICONIC PLAYERS, THE ATP TOUR CREATES OVER 1,700 STARS APPEARANCES PER YEAR, WITH MANY PROVIDING SIGNIFICANT EXPOSURE FOR ATP PARTNERS.



THRIVING DIGITAL & SOCIAL MEDIA

ATP TOUR DIGITAL AND SOCIAL MEDIA CONTINUE TO GROW IN A CROWDED MEDIA LANDSCAPE. ATPTOUR.COM, THE WORLD'S PREMIER YEAR-ROUND TENNIS WEBSITE, HAD 525 MILLION PAGE VIEWS AND 145 MILLION VISITS, OFFERING CREATIVE BRANDED CONTENT TO REACH ENGAGED FANS.

LET OUR TEAM DEVELOP BRANDED CONTENT TO MATCH YOUR MARKETING GOALS AND OBJECTIVES.



ATP TOUR BY THE NUMBERS:

- 8.5 million fans follow ATP Tour social media accounts
- 596 million video views on ATP Tour social media channels
- Over 550 sponsored partner posts on ATP Tour social media channels, resulting in 57 million impressions and over 785,000 interactions

“I ENJOY THE FACT THAT WE WILL ACTUALLY GO TO A DIFFERENT CITY TOGETHER, TRAVEL TODAY, PRACTICE THERE TOMORROW, PLAY IN A DIFFERENT ENVIRONMENT. HAVING THAT JOURNEY THROUGH VARIOUS PLACES IN AUSTRALIA TOGETHER FEELS LIKE A WORLD CUP TO US A LITTLE BIT, WHICH I’VE NEVER FELT. ATP CUP BRINGS IT, BRINGS THIS KIND OF OPPORTUNITY FOR PLAYERS TO EXPERIENCE SOMETHING THEY DON’T AT 90% OF THE TOURNAMENTS.”

NOVAK DJOKOVIC

KICKING OFF THE SEASON

THE ATP CUP IS A 10-DAY, 24-TEAM COMPETITION THAT KICKS OFF THE ATP TOUR SEASON ACROSS BRISBANE, PERTH AND SYDNEY IN AUSTRALIA.

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. The 2020 inaugural event

welcome over 220,000 fans on-site across the three host cities. Nearly 70 million fans from around the world tuned in to watch, with another 91.2 million videos being viewed on social media channels.





SEE THE FUTURE



TAKING PLACE IN MILAN, ITALY, THE NEXT GEN ATP FINALS IS A REVOLUTIONARY EVENT WITH TWO KEY OBJECTIVES: INTRODUCE A NEW GENERATION OF STARS AND TO SERVE AS A TEST CASE FOR INNOVATION.

INNOVATIONS INCLUDE:

- Shorter Sets
- No-Ad Scoring
- Hawkeye Live
- Wearable Devices
- Player Coaching
- Singles-Only Court
- Free Movement Crowd Policy
- Video Review



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



**CUSTOMISED
BENEFITS FOR
YOUR BRAND**

**BESPOKE
DIGITAL & SOCIAL
MEDIA PLANS**



**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



"I WAS EXCITED TO BE PART OF THE NITTO ATP FINALS EXPERIENCE. FOR ME, IT WAS ALREADY A BIG THING. NOW THAT I'M A CHAMPION, I DON'T KNOW HOW TO EXPLAIN IT. I HONESTLY DON'T FEEL ANYTHING, BECAUSE IT'S TOO MANY EMOTIONS TO FEEL SOMETHING. I REMEMBER MYSELF WATCHING THIS EVENT ON TV AND THINKING, 'OH, THESE GUYS HAVE DONE AN INSANE YEAR TO BE PLAYING HERE.' AND NOW I'M IN THE POSITION TO BE CHAMPION, SO IT FEELS AWESOME."

STEFANOS TSITSIPAS, 2019 NITTO ATP FINALS CHAMPION



NITTO ATP FINALS

AFTER BATTLING FOR VALUABLE FEDEX ATP RANKINGS POINTS AT 61 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 Novak Djokovic, Roger Federer and Rafael Nadal battle to win the biggest indoor tennis tournament in the world.

2021 CALENDAR

JANUARY				FEBRUARY			MARCH			APRIL				MAY			JUNE			JULY			AUGUST			SEPTEMBER			OCTOBER			NOVEMBER																																																																																																										
21	28	04	11	18	25	01	08	15	22	01	08	15	22	29	05	12	19	26	03	10	17	24	31	07	14	21	28	05	12	19	26	02	09	16	23	30	06	13	20	27	04	11	18	25	01	08	15																																																																																											
2000* GRAND SLAMS				AUSTRALIAN OPEN**			ROLAND GARROS**				WIMBLEDON**			US OPEN**																																																																																																																												
ATP MASTERS 1000				INDIAN WELLS			MIAMI			MONTE-CARLO			MADRID			ROME			MONTREAL			CINCINNATI			SHANGHAI			PARIS																																																																																																														
ATP 500				ROTTERDAM			DUBAI			ACAPULCO			RIO DE JANEIRO			BARCELONA			HALLE			LONDON			HAMBURG			WASHINGTON D.C.			BEIJING			TOKYO			VIENNA			BASEL																																																																																																		
ATP 250				DOHA			ADELAIDE			AUCKLAND			CORDOBA			MONTPELLIER			PUNE			SANTIAGO			NEW YORK			BUENOS AIRES			MARRAKECH			HOUSTON			GENEVA			LYON			MUNICH			ESTORIL			BUDAPEST			MALLORCA			EASTBOURNE			STUTTGART			'S-HERTOGENBOSCH			MALLORCA			EASTBOURNE			WINTON-SALEM			LOS CABOS			ATLANTA			GSTAAD			KITZBUHEL			UMAG			NEWPORT			BASTAD			MOSCOW			STOCKHOLM			ANTWERP			CHENGDU			ZHUHAI			SOFIA			METZ			ST. PETERSBURG																							
ATP CUP: BRISBANE, PERTH, SYDNEY																																																																																																																																										

NEXT GEN ATP FINALS

Nitto ATP FINALS

* Denotes how many FedEx ATP Rankings points are awarded to the winner.
 ** Grand Slams are not ATP events.

THE HOT SPONSORSHIP TICKET



**4.8 MILLION
SPECTATORS**

**DISTRIBUTION
TO OVER
190 COUNTRIES**



**1 BILLION
VIEWERS**

**145 MILLION
ONLINE VISITS**



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