



# NITTO ATP FINALS



12-19 NOV  
THE O2

WORLD CLASS SPORT  
A FIRST CLASS SPONSORSHIP  
OPPORTUNITY

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[NittoATPFinals.com](http://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.



**Nitto ATP FINALS™**



# 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 TELEVISION COVERAGE

DELIVERING YOUR BRAND MESSAGE TO A LARGE AUDIENCE, WITH REACH IN  
181 BROADCAST MARKETS AND 103.2 MILLION DIGITAL AND TV VIEWERS WORLDWIDE

In 2016, the Nitto ATP Finals television coverage reached viewers through a combination of terrestrial and cable / satellite channels including Sky Sports, BBC

and ESPN. The television audience of the tournament has surged since 2012, growing over 30%, with nearly 5,800 hours of dedicated coverage.



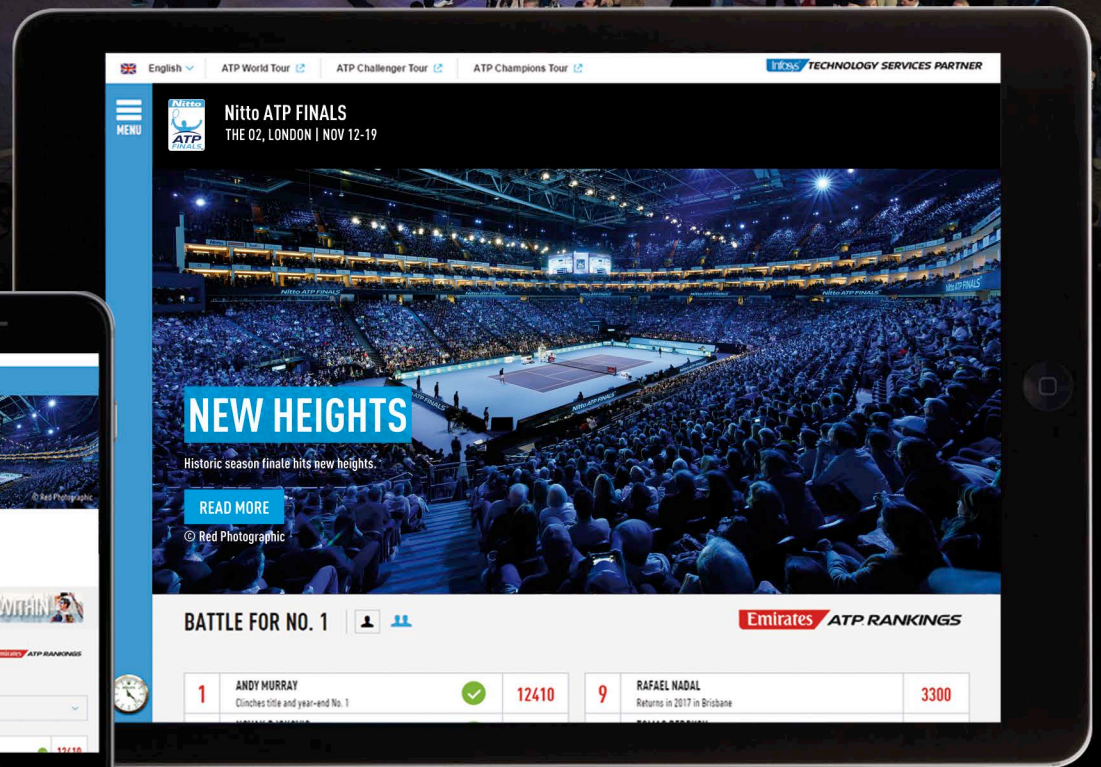
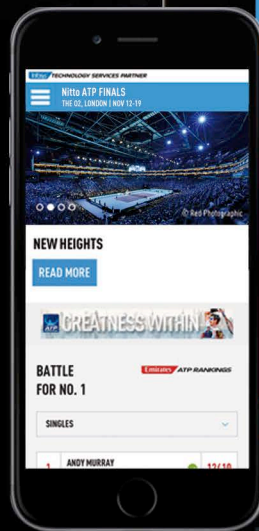


# IMPRESSIVE REACH

MORE THAN **QUARTER MILLION** FANS ON-SITE,  
**103.2 MILLION** VIEWERS WORLDWIDE, **6.4 MILLION**  
ONLINE VISITS, AND **3.3 MILLION** ONLINE VIDEO PLAYS

A massive **252,481 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**.



Nitto ATP FINALS		THE O2, LONDON   NOV 12-19			
<b>NEW HEIGHTS</b> Historic season final hits new heights. <a href="#">READ MORE</a>					
<b>BATTLE FOR NO. 1</b>		<b>Emirates ATP RANKINGS</b>			
1	<b>ANDY MURRAY</b> Clinches title and year-end No. 1	12410	9	<b>RAFAEL NADAL</b> Returns in 2017 in Brisbane	3300

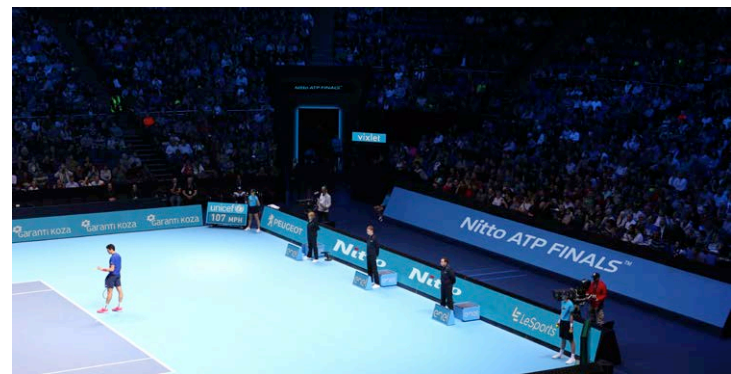
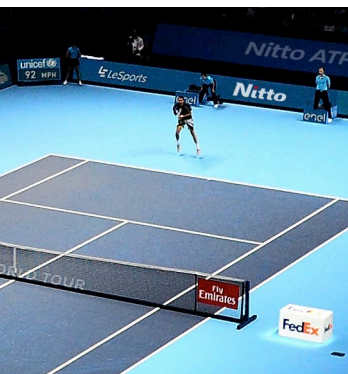
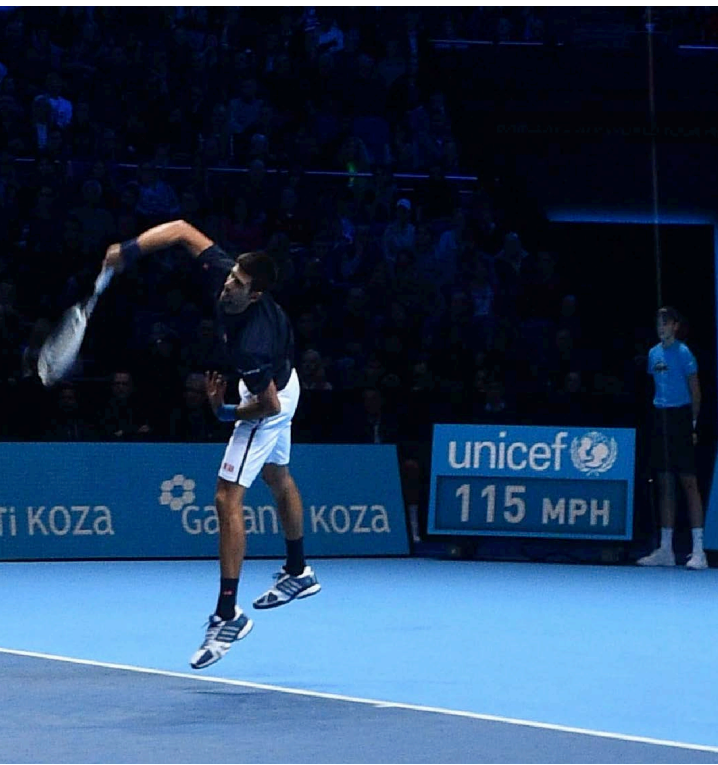
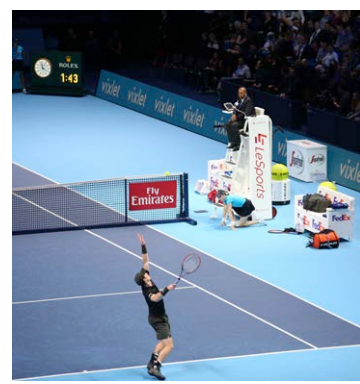
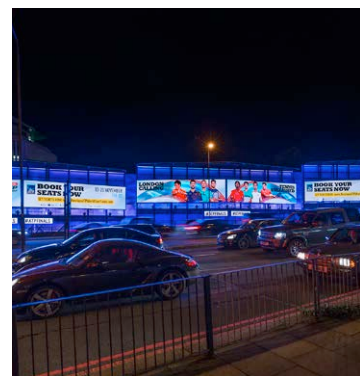




# MAXIMUM EXPOSURE

OFFERING OUR PARTNERS UNIQUE OPPORTUNITIES ON A TRULY GLOBAL PLATFORM AND GENERATING OVER **\$2.6B** IN GROSS SPONSORSHIP VALUE\*

\*SOURCE: SMG INSIGHT





# IMPACTFUL MARKETING

MARKETING CAMPAIGN GENERATES MORE THAN **105M 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 roadside panels and large rail and underground billboards, digital ad placements, TV commercials and selective print advertising.





# UNFORGETTABLE EXPERIENCE



Infosys®

GLOBAL TECHNOLOGY PARTNER

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 103 MILLION VIEWERS  
DISTRIBUTION TO 180 BROADCAST MARKETS  
NEARLY 5,800 HOURS OF TELEVISION COVERAGE WORLDWIDE  
OVER A QUARTER MILLION FANS IN ATTENDANCE





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RAISING  
STARTS  
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The players shown are for illustrative purposes only. Qualification and participation subject to ATP rules.





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