

ATP
TOUR

Hard Rock
STADIUM

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STADIUM



verizon

THIS IS THE ATP TOUR





THIS IS TENNIS

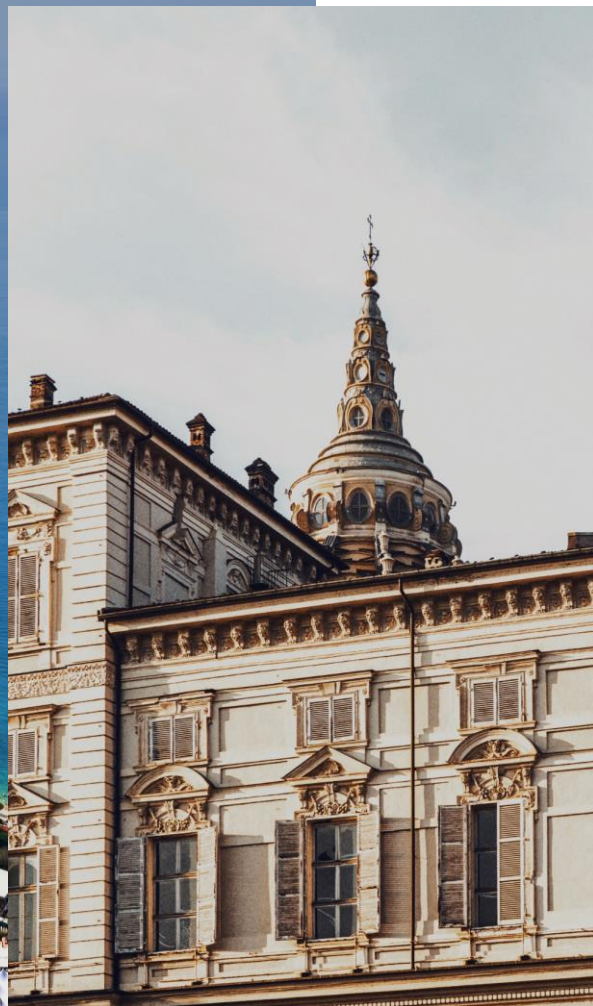
ATHLETICISM MEETS
SKILL MEETS PASSION.
ALL OVER THE WORLD.
WEEK IN, WEEK OUT.

**TENNIS NEVER
STOPS.**



THE WORLD AT YOUR FINGERTIPS

THE ATP TOUR IS LOCATED AT THE HEART OF CITIES SHAPING GLOBAL CULTURE



MIAMI, TORONTO, SHANGHAI, ROME, PARIS, MADRID, LONDON, RIO DE JANEIRO, ACAPULCO, TOKYO, DUBAI

63

TOURNAMENTS

19

COUNTRIES

11

MONTHS

6

CONTINENTS



YEAR-ROUND SPORTING JOURNEY



GLOBAL REACH

ATP Tour offers a sporting journey around the world with scalable opportunities. **63 tournaments across 29 countries** from January to December.

JANUARY



DECEMBER



**GLOBAL ICONS
TAKE CENTRE
STAGE.
EVERY DAY OF
EVERY WEEK.**

CHARACTER

Tennis has a **unique, diverse cast of characters**, each with their own story and the ability to transcend the sport.

STORY

There's an athlete with a story **to align with every brand**. The **ATP Tour is the gateway** to unlocking some of the **most exciting and authentic** personalities and characters in world sport.

TENNIS IS ENTERING A NEW ERA

1 TRANSFORMATION

The ATP is leading a transformation that will unify the sport and unleash the full potential of tennis.

2 A NEW WAVE

Whilst the sport's icons continue to set the benchmark, a wave of fresh talent is igniting a new energy that is captivating fans the world over.

WITNESS THE RISE

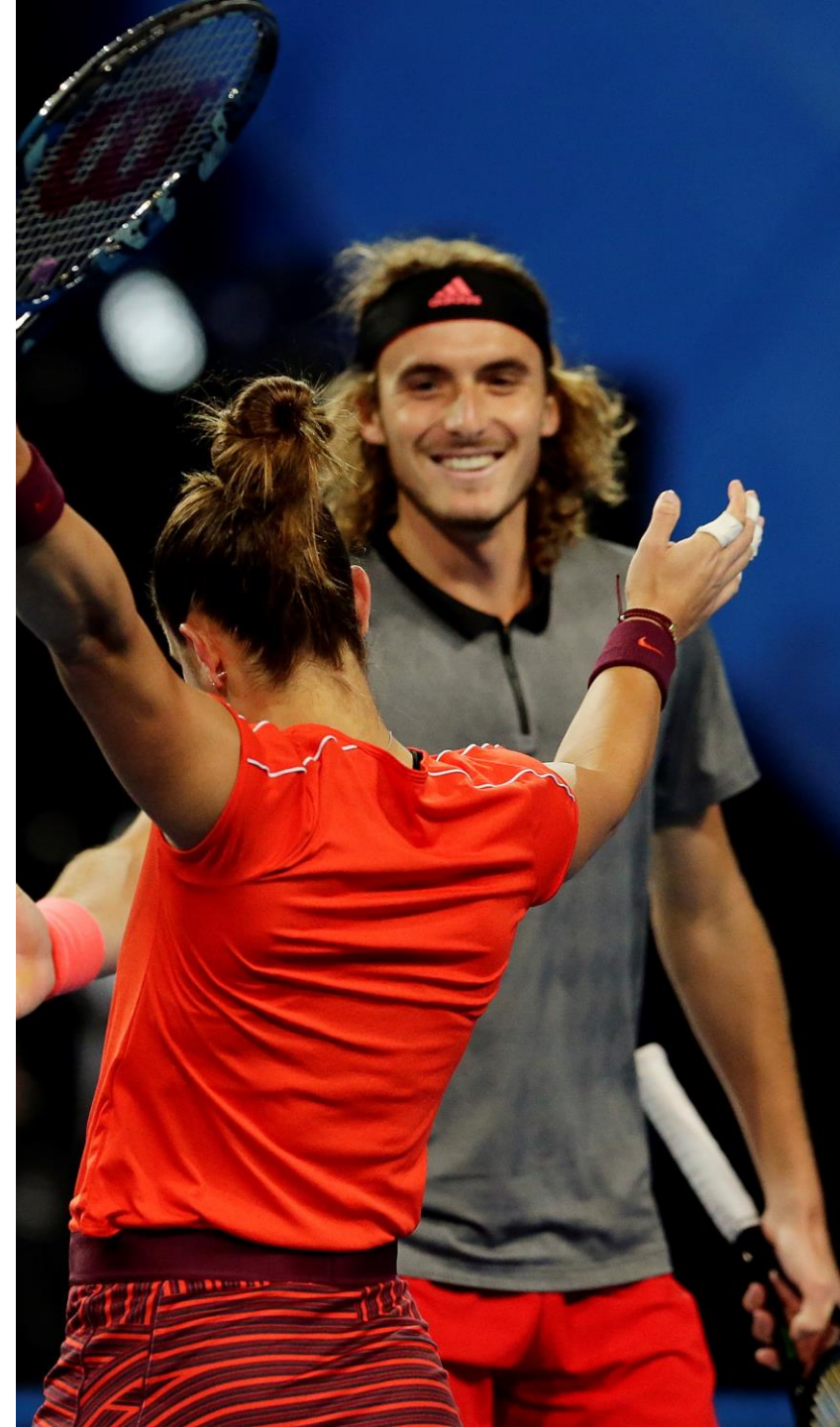




OUR AMBITION IS
TO MAKE TENNIS

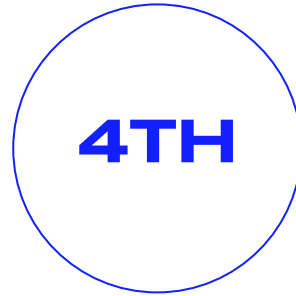
**THE LEADING
EXAMPLE OF
EQUITY AND
INCLUSIVITY IN
INTERNATIONAL
SPORT**

Tennis has a **unique ability** to align itself with the **values and behaviours of fans** today and tomorrow.

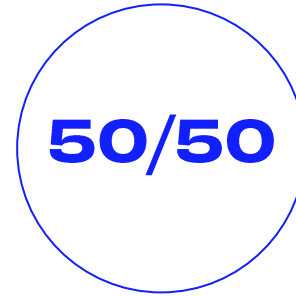


SERVING OVER 1BN FANS

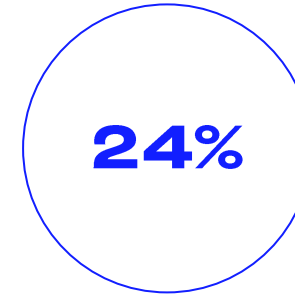
HIGHLY AFFLUENT & LOYAL FANBASE



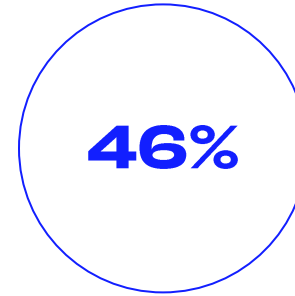
LARGEST FANBASE OF ANY SPORT, GLOBALLY



EQUAL REPRESENTATION, MEN & WOMEN



HOUSEHOLD INCOME ABOVE \$150K



MORE LIKELY TO CONSIDER A BRAND THAT SPONSORS TENNIS

A close-up photograph of Rafael Nadal celebrating a victory. He is wearing an orange and blue athletic shirt with a Nike logo and has his arms raised in the air, looking upwards with a joyful expression. The background is a blurred crowd of spectators.

OUR PURPOSE IS CLEAR. OUR AMBITION IS INDISPUTABLE.

TO INSPIRE ON THE COURT...

A photograph of a large crowd of fans at a tennis event. Many people have their arms raised in the air, cheering enthusiastically. The scene is filled with energy and excitement.

...AND SERVE BEYOND IT.

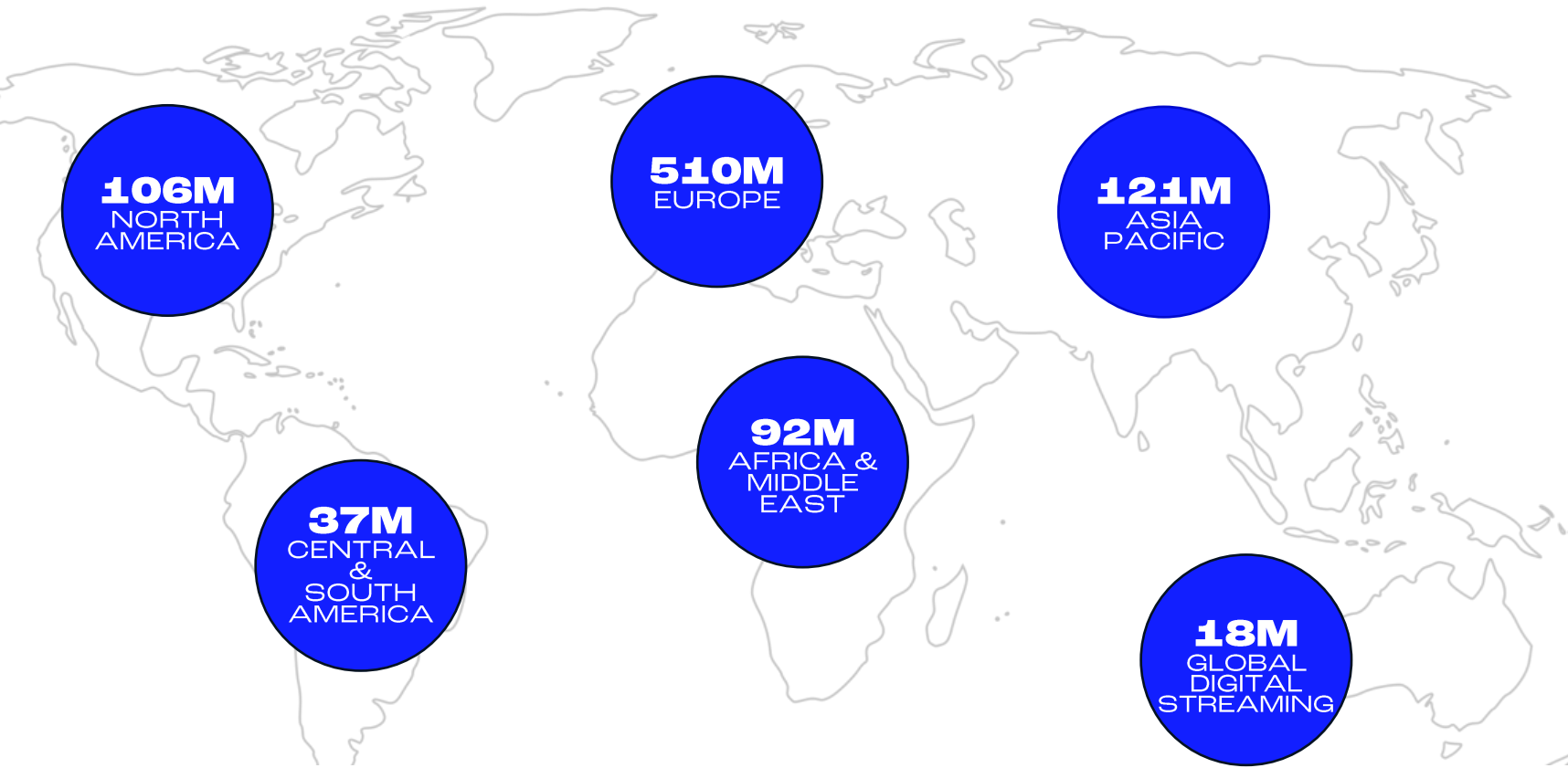
On the court, we continue to inspire others by showcasing the champion spirit and relentless pursuit of excellence seen every day, and across the world, on the ATP Tour. Beyond the court, we are committed to serving positive change within our organisation and across global communities.

ALONG WITH OUR PARTNERS ACROSS THE SPORT, WE WILL MAKE TENNIS

THE MOST ACCESSIBLE AND UNIFIED COMMUNITY IN SPORT.



ATP TOUR 884M GLOBAL VIEWERSHIP



*Source: YouGov Sport; 2022 ATP Tour Cumulative Dedicated Audience (TV + Digital Streaming); Tournament Viewers + ATP Tour Uncovered TV Show

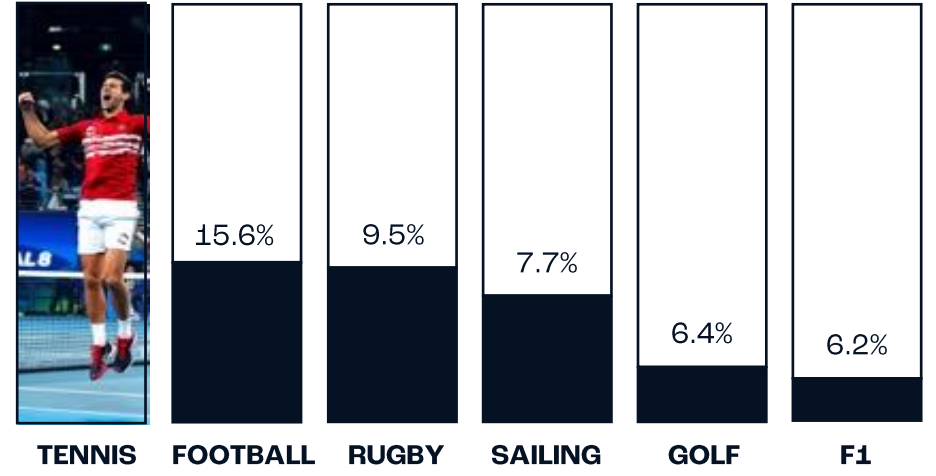




TENNIS OFFERS ITS SPONSORS MORE CONSISTENT TV BRANDING

AVERAGE BRAND EXPOSURE PER HOUR (%)*

39%



*Source: YouGov Sport

PARTNER WITH THE ATP TOUR

SOCIAL MEDIA	DIGITAL PLATFORMS	BRANDED CONTENT
HOSPITALITY	YOUR BRAND	ON-SITE ACTIVATION
BROADCAST	ON COURT	PLAYER ACCESS



ATP TOUR PARTNERS

PREMIER PARTNER



PLATINUM PARTNER



GOLD PARTNERS



SILVER PARTNER



OFFICIAL SUPPLIERS



WE'RE GIVING YOU THE KEYS TO THE ATP TOUR.

It's your turnkey solution to activate and engage with millions of passionate fans across the globe and there's never been a better time to be connected to the sport.

Our objectives are your objectives. We can't wait to demonstrate the value that the tour can bring to you, your organisation and your audiences.



THANK YOU





UNITED CUP

UNITED CUP

AUSTRALIA
PERTH, SYDNEY

December 28, 2023 – January 7, 2024

Designation: United Cup

2023 Attendance: **164,898**

2023 Global Viewership: **24,745,423**

2023 Global TV Broadcast: **7,211 Hours**



ATP MASTERS 1000 LOCATIONS

- CANADA — MONTREAL / TORONTO
- CHINA — SHANGHAI
- FRANCE — PARIS
- ITALY — ROME
- MONACO — MONTE-CARLO
- SPAIN — MADRID
- USA — CINCINNATI, INDIAN WELLS, MIAMI

ATP500

LOCATIONS

AUSTRIA	—	VIENNA
BRAZIL	—	RIO DE JANEIRO
CHINA	—	BEIJING
GERMANY	—	HALLE, HAMBURG
JAPAN	—	TOKYO
MEXICO	—	ACAPULCO
NETHERLANDS	—	ROTTERDAM
SPAIN	—	BARCELONA
SWITZERLAND	—	BASEL
UNITED ARAB EMIRATES	—	DUBAI
UNITED KINGDOM	—	LONDON
USA	—	WASHINGTON DC



ATP 250 LOCATIONS

ARGENTINA	—	BUENOS AIRES, CÓRDOBA	MOROCCO	—	MARRAKECH
AUSTRALIA	—	ADELAIDE, BRISBANE	NETHERLANDS	—	'S-HERTOGENBOSCH
AUSTRIA	—	KITZBÜHEL	NEW ZEALAND	—	AUCKLAND
BELGIUM	—	ANTWERP	PORTUGAL	—	ESTORIL
CHILE	—	SANTIAGO	QATAR	—	DOHA
CHINA	—	CHENGDU, HONG KONG, ZHUHAI	ROMANIA	—	BUCHAREST
CROATIA	—	UMAG	SPAIN	—	GIJÓN, MALLORCA
FRANCE	—	LYON, MARSEILLE, METZ, MONTPELLIER	SWEDEN	—	BÄSTAD, STOCKHOLM
GERMANY	—	MUNICH, STUTTGART	SWITZERLAND	—	GENEVA, GSTAAD
KAZAKHSTAN	—	ALMATY	UNITED KINGDOM	—	EASTBOURNE
MEXICO	—	LOS CABOS	USA	—	ATLANTA, DALLAS, DELRAY BEACH, HOUSTON, NEWPORT, WINSTON-SALEM





NEXT GEN ATP FINALS PRESENTED BY NEOM

JEDDAH, SAUDI ARABIA

December 18 – 22, 2024

Designation: Next Gen

2023 Attendance: **9,702**

2022 Global Viewership: **8,826,293**

2022 Global TV Broadcast: **2,269 Hours**





Nitto ATP FINALS

TURIN, ITALY

November 10 - 17, 2024

Designation: ATP Finals

2023 Attendance: **174,540**

2022 Global Viewership: **40,829,631**

2022 Global TV Broadcast: **5,717 Hours**