

TEXAS TENNIS CLASSIC

World-class Men's Tennis

LOCATION: Hurd Tennis Center- Baylor University

DATE: February 26-March 5, 2023

THEME: ATP Challenger Tour



The \$75,000 ATP Challenger Tour Event, a Premier Sport International event, will feature 32 singles players and 16 doubles teams. Players are some of the world best men tennis players on the ATP Tour.

Hosted by the nations #1 college tennis facility, Hurd Tennis Center, the ATP Challenger Tour and USTA Pro Circuit is designed to provide a pathway for American players starting their careers on the ATP Tour. The ATP Challenger Tour is a series of over 166 international men's professional tennis tournaments.



WHAT IS AN ATP CHALLENGER EVENT?



CLICK ABOVE

DATELINE

Central Texas- Waco, Texas
Texas Tennis Classic ATP Challenger
February 26-March 5, 2023

WHO-

ATP Challenger Tour

WHAT-

ATP Tour Men ranked 20-200 in the world

WHEN-

February 26- March 5, 2023

WHERE-

Hurd Tennis Center- Baylor University

WHY-

Connecting the Community and supporting American Tennis

& HOW-

Not only world class tennis, but our **Serving Dreams** outreach to help support the surrounding communities with a variety of programs.

TARGET AUDIENCE

AVERAGE AGE - 45 years old, 72% ages 25-54

GENDER – 58% male 42% female

HOUSEHOLD - 65% married, 76% graduated college

AVERAGE INDIVIDUAL INCOME - Over \$100k

PROFESSIONALS - 44% senior executives, 20% business owner

WHO BENEFITS

WORLDS' MOST WATCHED SPORTS 2020 - Tennis is #4

ESTIMATED ATTENDANCE – 8,000 for the week

WORLDWIDE MEDIA REACH - 55 million impressions, digital, TV, radio, print

ECONOMIC IMPACT - \$3-\$4 million to local and surrounding community

LIVE STREAMED EVENT - 150k views, 800k minutes, 60 live matches

OUTREACH - 4,000 youth, 6 charities



WHO WE ARE

- + **Premier Sport International** is an event management and consulting firm that has managed or partnered with some of the most successful professional tournaments in the United States.
- + We provide operational and management support for sports facilities events around the globe, primarily in the United States.
- + As the CEO of Premier Sport International, Scott has been involved in some of the largest and most prestigious facilities in the U.S. and many of the worlds' leading Professional Tennis events.
- + Our mission statement Connect communities by helping professional events, clubs, sport facilities, and programs thrive



**WE
WOULD
LIKE
TO HEAR
FROM
YOU**

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Premier Sport International



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