

25k World Tennis Tour Event



JUNE 26-JULY 2, 2023



PRO CIRCUIT



Premier Sport International



25k World Tennis Tour Event

Vette City Open

JUNE 26-JULY 2, 2023



PROFESSIONAL TENNIS Comes to KENTUCKY

USTA  **PRO CIRCUIT**



USTA Pro Circuit Event
Women's Pro Tennis

WHAT IS A USTA PRO CIRCUIT EVENT?



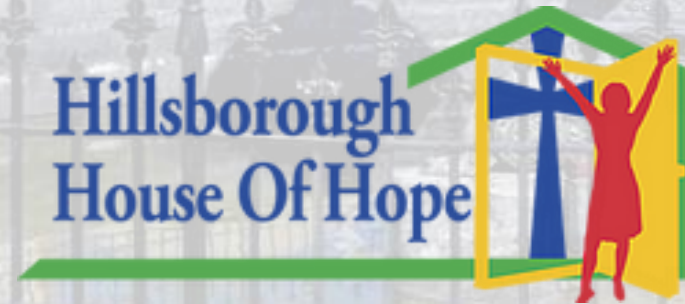
**CLICK
ABOVE**



Connecting the Community

We are committed to continuing to make an impact in our communities through the events we host. Through our partnerships and by hosting the Bowling Green Open we will be able to support these and other nonprofits, charities, and organizations that are in our communities each day positively changing the lives of adults and youth.

YOUR LOCAL FOUNDATIONS AND CHARITIES WE WILL SUPPORT LISTED HERE



IN PARTNERSHIP WITH USTA



Community Outreach



Serving Dreams- Players and Personalities to the Schools. Work hard, Dream Big!!



WTA #56 Irina Bara meets with our young fans!



Former President Bush and wife Laura Bush with Tournament Director Scott Mitchell



Over 4,000 youth were part of our Serving Dreams Outreach Program Dow Tennis Classic

Media and Entertainment



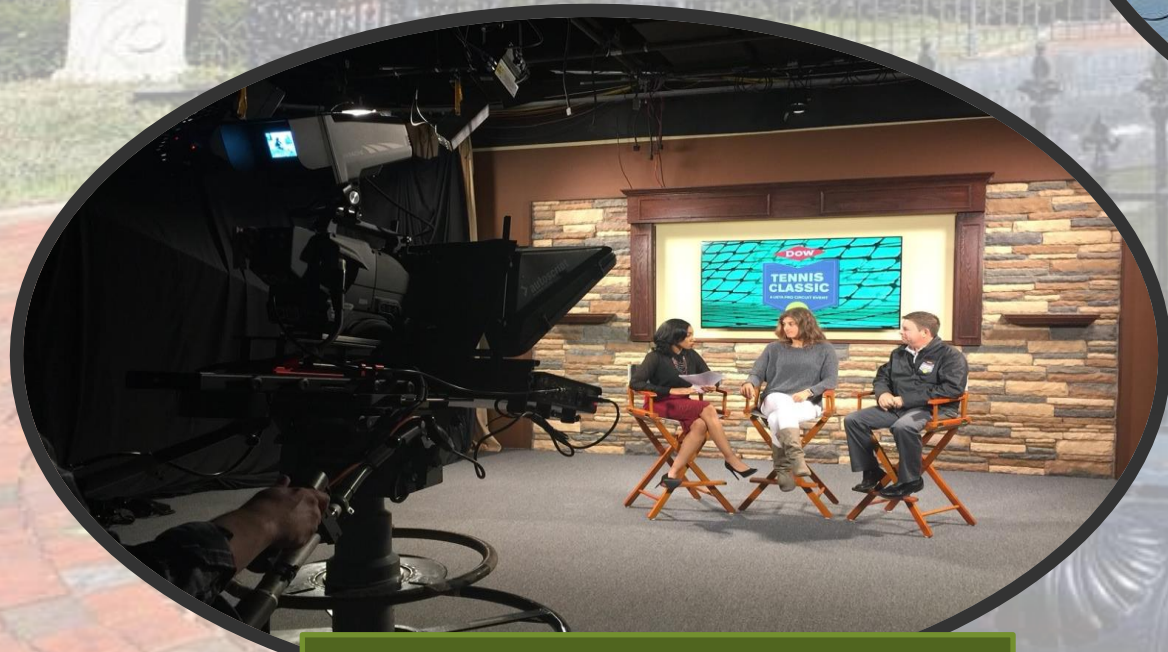
Branding opportunities throughout the facility grounds



World #8 Coco Gauff with Blair Henley at Michigan Event!



Weekly entertainment to drive community engagement



Brand exposure leading up to event and throughout the week



World wide media attention on event , partners, and Waco

CREATIVE WAYS TO CONNECT

**CLICK
PHOTOS**



Grand Slam Champion
CoCo Vandeweghe-
Central Coast Tennis Classic



Top 150 WTA Tour Player
Sophie Chang-
US Pro Women's Clay Courts



NCAA singles Champion
University of Texas-
Peyton Stearns
US Pro Women's Clay Courts



Bring Your Facility To Life

Facility Outlook



Providing The Opportunities to Grow

FUTURE CHAMPIONS OF TENNIS



Affluent and Educated Attendees

Source: Tennis Industry

Average Age: 45 Years Old

72% Ages 25 - 54

Gender

58% Male

42% Female

Household

65% Married

76% Graduated College +

Average Individual Income: Over \$100,000

30% \$150,000+

18% \$200,000

Professionals

44% Senior Executive

20% Business Owner



Bowling Green Area:

Vette City Open

Bowling Green Open-

7 nights x \$100 x 600 (100x6) x 1.5

TOTAL ECONOMIC IMPACT = \$630,000 First Year

Room nights x room rate x guest tickets x 1.5= Total Economic Impact

**Economic Impact Summary provided by Premier Sport International*

Vette City Open

Partnership Opportunities -

\$15,000 Title/ Presenting Partner

\$10,000 Championship Partner

\$ 7,500 Grand Slam Partner

\$ 5,000 Diamond Partner

\$ 2,500 Ace Partner

\$ 1,000 Community Partner

Other \$ _____



INVESTMENT ASSETS PLAN

Tentative assets with plan to completely customize your experience



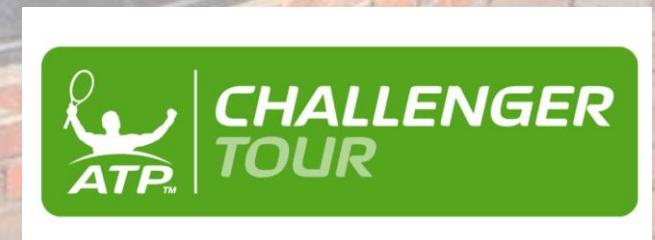
PROPERTY 27%

MEDIA 52%

VENUE 21%

EVENTS WE'VE BEEN INVOLVED

EVENTS AROUND THE U.S.





Scott Mitchell

CEO Premier Sport International
Event and Tournament Director

PHONE

989.205.9443

EMAIL ADDRESS

Scott@premiersportinternational.com



Thank You!



**PREMIER SPORT
INTERNATIONAL**



USTA PRO CIRCUIT



Chris Carter

Director of Partner Relations

PHONE

404.579.7911

EMAIL ADDRESS

Chris@c3catl.com



Bill Riddle

Media Relations

PHONE

615.243.6698

EMAIL ADDRESS

TennisUN@aol.com