

ATP CHALLENGER TOUR



TEXAS TENNIS CLASSIC



February 26- March 5, 2023



PREMIER SPORT
INTERNATIONAL





WORLD-CLASS PROFESSIONAL TENNIS

ATP CHALLENGER TOUR



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WHAT IS AN ATP CHALLENGER 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 a world-class ATP Challenger Tour event 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



FRIENDS FOR LIFE



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 10 ATP Tour Player
Jack Sock-
Savannah Challenger



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

Connect Your Community

Bring Your Facility To Life

Facility Outlook



Providing The Opportunities to Grow

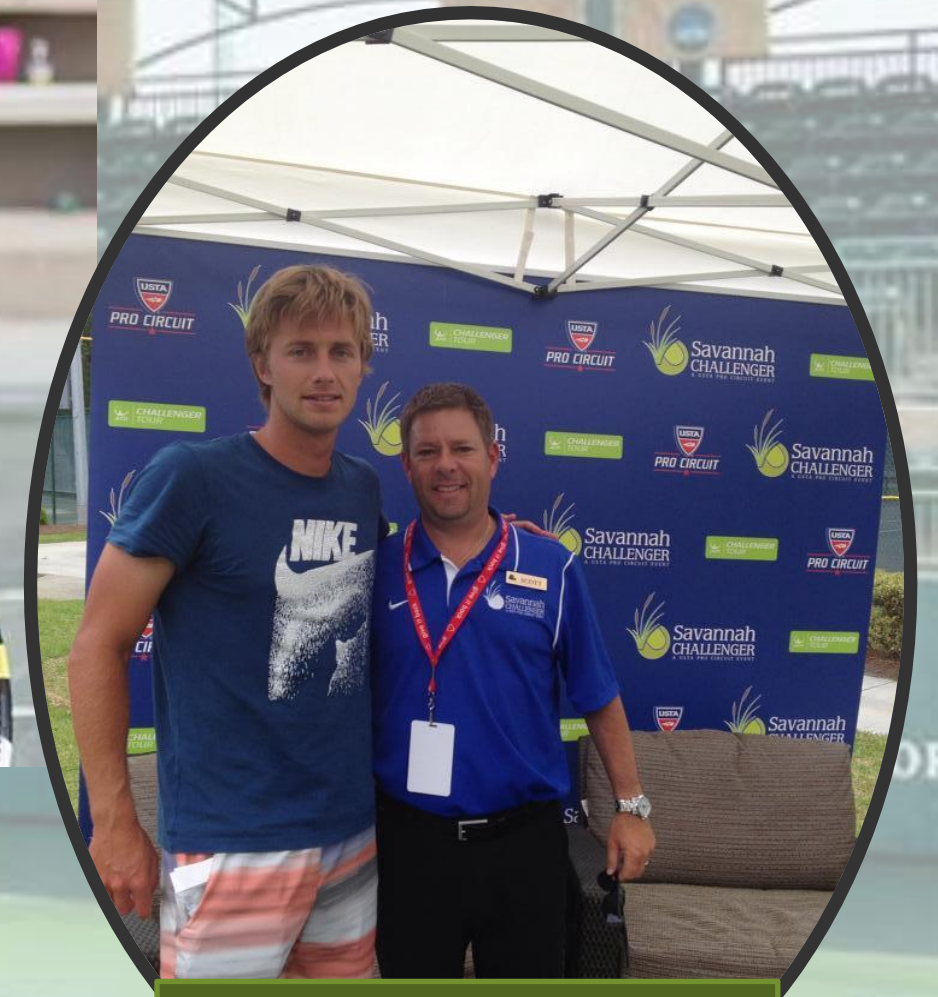
FUTURE CHAMPIONS OF TENNIS



ATP World # 19
Frances Tiafoe
Savannah Challenger



Nick Kyrgios and Jack Sock
with Tournament Director
Scott Mitchell
Savannah Challenger



Top Canadian ATP Player
Peter Polansky
Savannah Challenger

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

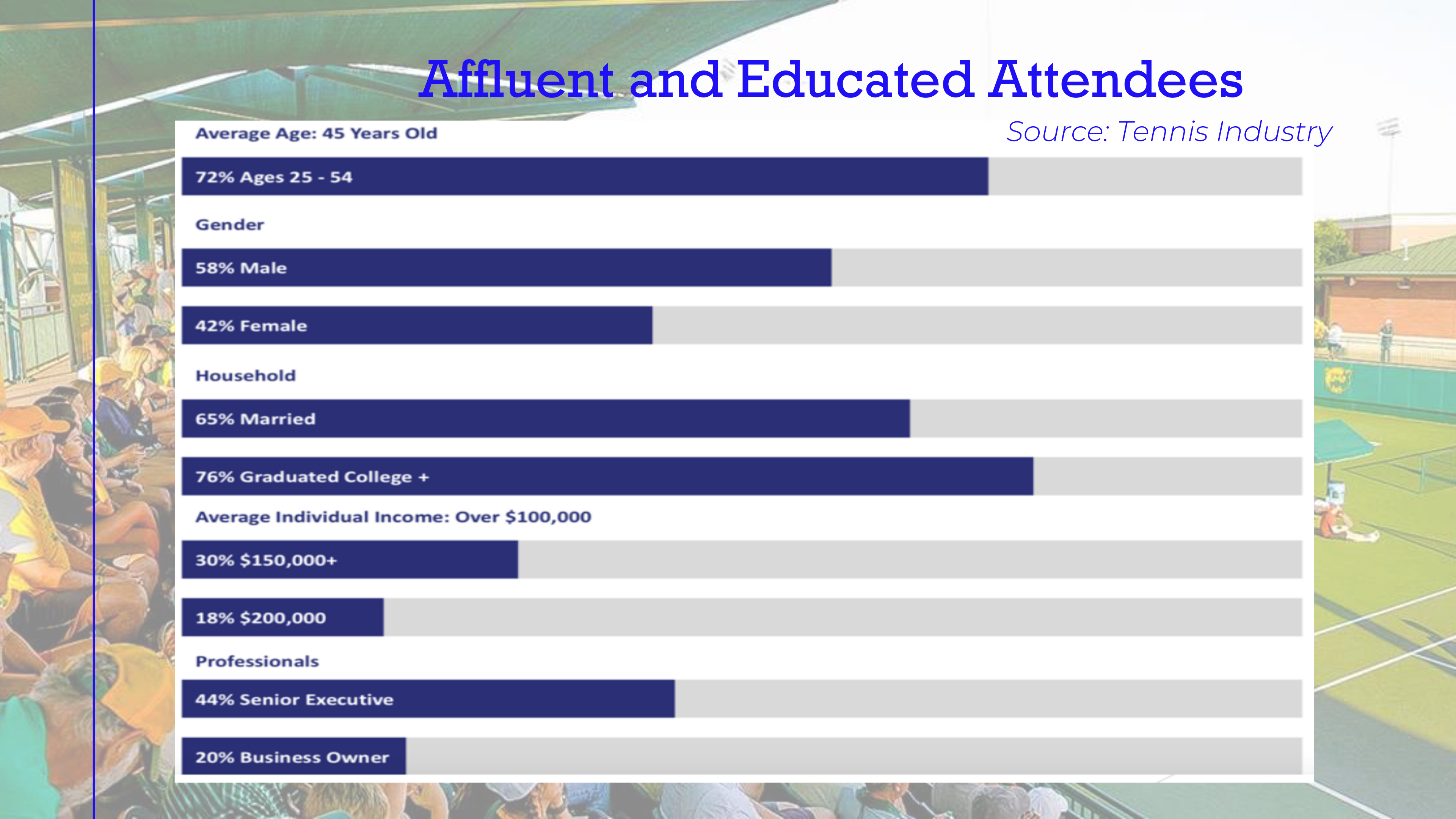
30% \$150,000+

18% \$200,000

Professionals

44% Senior Executive

20% Business Owner



Economic Impact Statistics

WACO Area:

Sample

Waco area-

7 nights x \$100 x 1,800 (300x6) x 1.5 = \$1,890,000

6 days x \$100/ day food x 1,800 (300 x 6) x 1.5 = \$1,620,000

3 days x \$25/ day entertainment x 900 (300 x 3) x 1.5 = \$ 101,250

TOTAL ECONOMIC IMPACT = \$3,611,250

Room nights x room rate x guest tickets x 1.5

Days in Waco x meal fees x guests x 1.5

Days in Waco x entertainment x guests x 1.5

= Total Economic Impact

**Economic Impact Summary provided by Premier Sport International*

PARTNER LEVELS

Partnership Opportunities –

\$60,000 Title/ Presenting Partner

\$25,000 Championship Partner

\$15,000 Grand Slam Partner

\$ 7,500 Diamond Partner

\$ 3,500 Ace Partner

Other \$ _____

INVESTMENT ASSETS PLAN

Tentative assets with plan to completely customize your experience



PROPERTY 27%

MEDIA 52%

VENUE 21%

TENNIS FACILITY LAYOUT

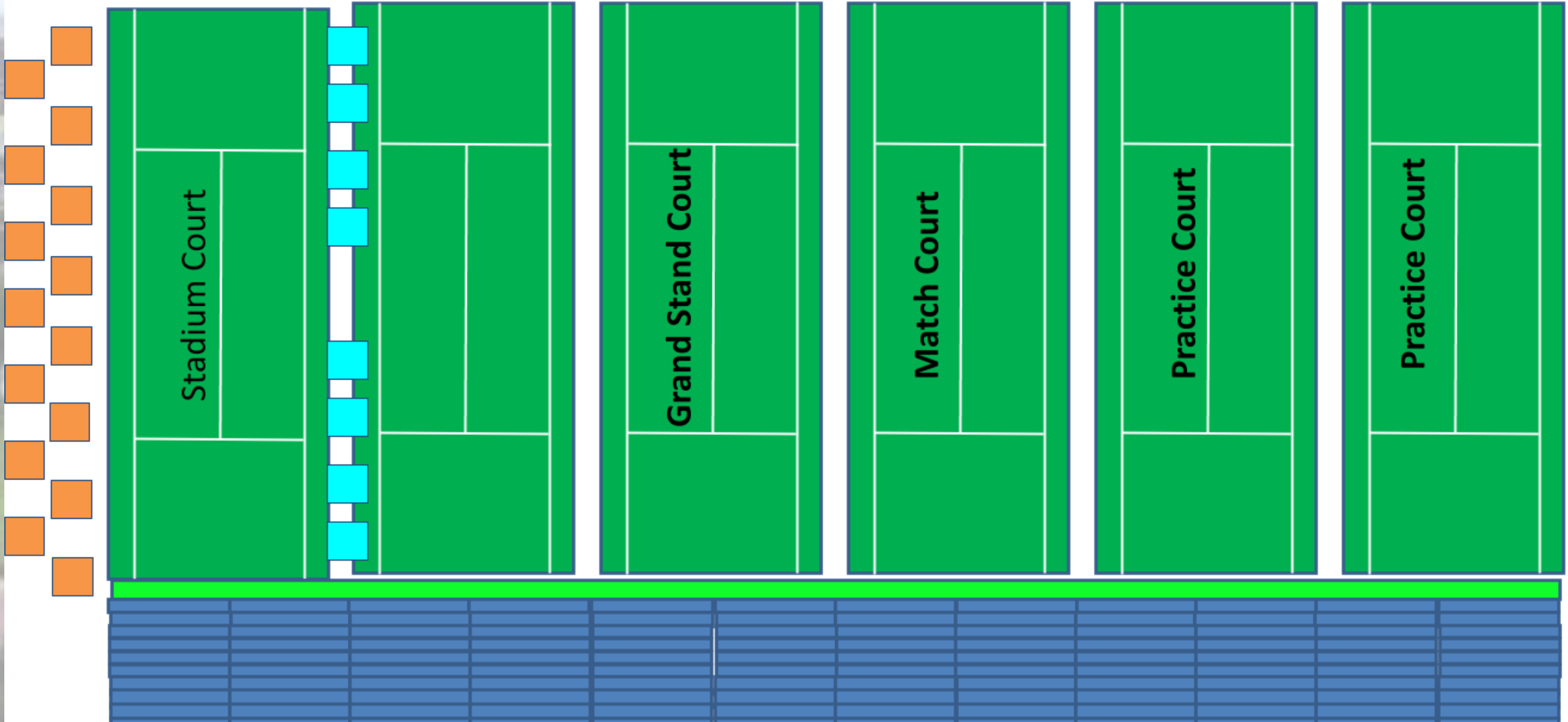
Hospitality

BEAR DEN

HOSPITALITY

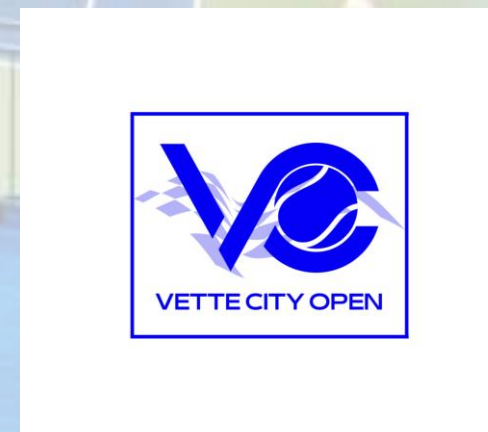
GENERAL ADM

VIP TABLES



EVENTS WE'VE BEEN INVOLVED

EVENTS AROUND THE U.S.





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Thank You!



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