

**BE THE**

**WINNER**

**A DRAMA THAT SPANS THE GLOBE.  
A CAST ADORED BY MILLIONS.  
A SPONSORSHIP OPPORTUNITY LIKE NO OTHER.**

THE **ATP WORLD TOUR** IS ENJOYING ONE OF THE MOST EXCITING PERIODS IN ITS HISTORY: GLOBAL SUPERSTARS, STUNNING LOCATIONS, WORLD-CLASS HOSPITALITY, FIERCE RIVALRIES, THRILLING ACTION, SELL-OUT CROWDS AND AN EVER-GROWING WORLDWIDE FOLLOWING, ALL COMBINE TO CREATE A MAGNIFICENT SPORTING **TOUR DE FORCE**



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# GLOBAL ICONS



## THE STARS OF THE ATP WORLD TOUR ARE AMONG THE MOST RECOGNISABLE ATHLETES IN THE WORLD

The ATP World Tour is enjoying a golden era featuring some of the most iconic athletes in world sport. The likes of Novak Djokovic, Roger Federer, Rafael Nadal, and Andy Murray continue to lead from the front, having re-written the record books and captured the imagination of fans worldwide with their incredible performances in recent years. Yet 2014 will be

remembered as the year that saw the establishment of a younger generation of players, led by Kei Nishikori, Milos Raonic and Grigor Dimitrov, who closed the gap at the top of the game. Nishikori ended a career-best season as the first Asian male in the year-end Top 10 at a career-high No. 5, while Raonic became the first Canadian and first player born in the 1990s to finish in

the Top 10. While it was Djokovic who clinched the ultimate prize in the sport by finishing as No. 1 for the third time in four years, the world's best continued to be challenged every step of the way as the likes of Stan Wawrinka and Marin Cilic broke through on the biggest stages to ensure that the depth of talent on the ATP World Tour is stronger than ever.

# GLOBAL PROPERTY



ACAPULCO, ATLANTA, AUCKLAND, BARCELONA, BASEL, BÅSTAD, BEIJING, BOGOTÁ, BRISBANE, BUCHAREST, BUENOS AIRES, CASABLANCA, CHENNAI, CINCINNATI, DELRAY BEACH, DOHA, DUBAI, ESTORIL, GENEVA, GSTAAD, HALLE, HAMBURG, HOUSTON, INDIAN WELLS, ISTANBUL, KITZBÜHEL, KUALA LUMPUR, LONDON, MADRID, MARSEILLE, MEMPHIS, METZ, MIAMI, MONTE-CARLO, MONTPELLIER, MONTREAL / TORONTO, MOSCOW, MUNICH, NEWPORT, NICE, NOTTINGHAM, PARIS, QUITO, RIO DE JANEIRO, ROME, ROTTERDAM, ST. PETERSBURG, SÃO PAULO, SHANGHAI, SHENZHEN, 'S-HERTOGENBOSCH, STOCKHOLM, STUTTGART, SYDNEY, TOKYO, UMAG, VALENCIA, VIENNA, WASHINGTON, WINSTON-SALEM, ZAGREB



“The global stature of the ATP World Tour provides Ricoh with a platform to engage with our customers worldwide and communicate our service and support capabilities.”

JAVIER DIEZ-AGUIRRE, DIRECTOR, CORPORATE COMMUNICATIONS EMEA, RICOH EUROPE PLC

## EVERY MAJOR MARKET.

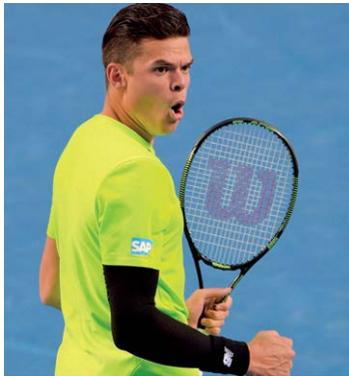
**BEGINNING IN JANUARY EVERY YEAR, THE ATP WORLD TOUR JETS OFF WITH 4.3 MILLION FANS ON SITE AROUND THE GLOBE WITH 62 TOURNAMENTS IN 31 COUNTRIES OVER 11 MONTHS COVERING EVERY MAJOR MARKET**

A multitude of glamorous locations reflect the diversity, excitement and prestige that have become synonymous with ATP World Tour tournaments.

The ATP World Tour is a leading global sports property covering every major market in North and South America, Europe, Middle East and Asia Pacific.

Every ATP World Tour tournament is a major sporting and entertainment event in the region where it is hosted, each with its own unique appeal and charm.





“Elite sportsmen are our real-time superheroes, capable of physical wonders beyond the rest of us.”

TOM FORDYCE, CHIEF SPORTS WRITER, BBC SPORT

## FINEST ATHLETES.

# A LEADING PLAYER IN THE SPORTING CALENDAR COURTING A PASSIONATE AND LOYAL GLOBAL AUDIENCE

The ATP World Tour is a truly global sports property showcasing the finest male athletes with 62 tournaments, in 31 countries over 11 months, culminating in November with the Barclays ATP World Tour Finals.

Featuring the world’s most recognisable sport stars, the ATP World Tour is a truly awe-inspiring and unforgettable sporting experience, with a loyal and diverse global audience.

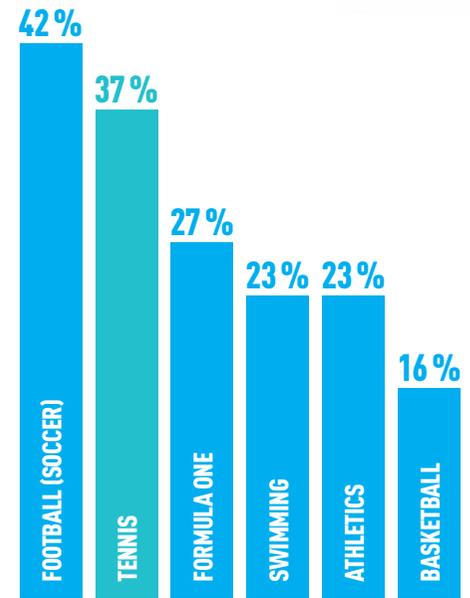


“Tennis as a sport is wildly attractive to sponsors for several reasons. The demographics of its fans are strong thanks to high disposable incomes to be spent on tennis apparel, rackets, watches and cars. In addition, the tennis season is almost year-round...”

KURT BADENHAUSEN, FORBES MAGAZINE

# PREMIUM DEMOGRAPHIC

**AFFLUENT, EDUCATED AND EVENLY COMPOSED OF MEN AND WOMEN, TENNIS FANS REPRESENT A PREMIUM DEMOGRAPHIC THAT HAS CONSISTENTLY DEMONSTRATED STRONG LOYALTY TO SPONSORS**



GLOBAL SPORT POPULARITY

SMG INSIGHT GLOBAL CONSUMER RESEARCH STUDY - 2012



sky SPORTS HD

BBC

ESPN

tv5



CCTV

tv asahi

CNN



ALJAZEERA

# EXTENSIVE TV COVERAGE

DELIVERING YOUR BRAND MESSAGE TO A LARGE AUDIENCE, WITH REACH  
IN **190 COUNTRIES** AND **884 MILLION** TELEVISION VIEWERS WORLDWIDE

In 2014, television coverage reached viewers through a combination of major terrestrial and cable/satellite channels including Sky Sports, BBC, ESPN and CCTV. The television audience of ATP World Tour tournaments

has surged since 2010, growing over 60% to 884 million viewers, with over 138,000 hours of dedicated coverage in 2014. The ATP World Tour also has its own 30-minute weekly TV show, ATP World Tour Uncovered, which

provides unrivalled behind-the-scenes access to players and tournaments. Reaching an audience of over 60 million viewers, the show is broadcast in over 150 countries and through ATPWorldTour.com.



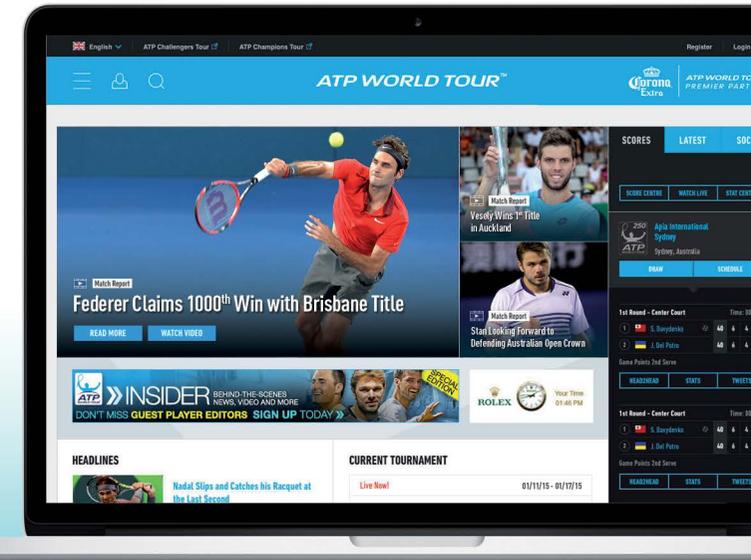
“Through our global network and carefully selected sports sponsorships, Emirates successfully unites and engages fans and we look forward to working with the ATP to maximise on the consumer experiential and digital media opportunities this sponsorship presents to us.”

SIR MAURICE FLANAGAN, EXECUTIVE VICE CHAIRMAN OF EMIRATES AIRLINE AND GROUP

# THRIVING DIGITAL PLATFORMS

ATPWORLDTOUR.COM, THE WORLD'S PREMIER YEAR-ROUND TENNIS WEBSITE HAD A RECORD NUMBER OF **667 MILLION PAGE VIEWS AND 23 MILLION VIDEO VIEWS**

- **176 MILLION VISITS**
- **55% INCREASE IN MOBILE VISITS**
- **757,000 HOURS OF VIDEO DELIVERED**



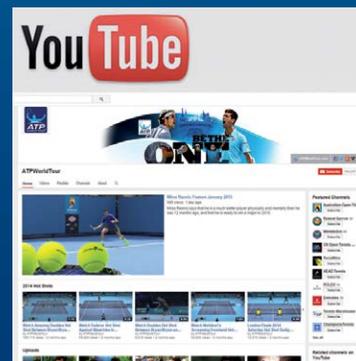
# ENGAGING SOCIAL MEDIA

2014 WAS A RECORD YEAR IN THE SOCIAL WORLD AND THE ATP WORLD TOUR WAS NO EXCEPTION, WITH A **25% INCREASE IN FACEBOOK FANS** AND A **39% INCREASE IN TWITTER FOLLOWERS**



## SOCIAL NETWORKS:

- 3.1 MILLION FACEBOOK FANS
- 754K TWITTER FOLLOWERS
- 103K YOUTUBE SUBSCRIBERS
- 20 MILLION YOUTUBE VIEWS
- SPANISH LANGUAGE FACEBOOK AND TWITTER ACCOUNTS
- SOCIAL MEDIA ENGAGEMENT PLATFORMS ON GOOGLE+ AND INSTAGRAM
- STRONG ENGAGEMENT ON CHINESE SOCIAL MEDIA SITES SINA WEIBO, RENREN AND TENCENT WEIBO



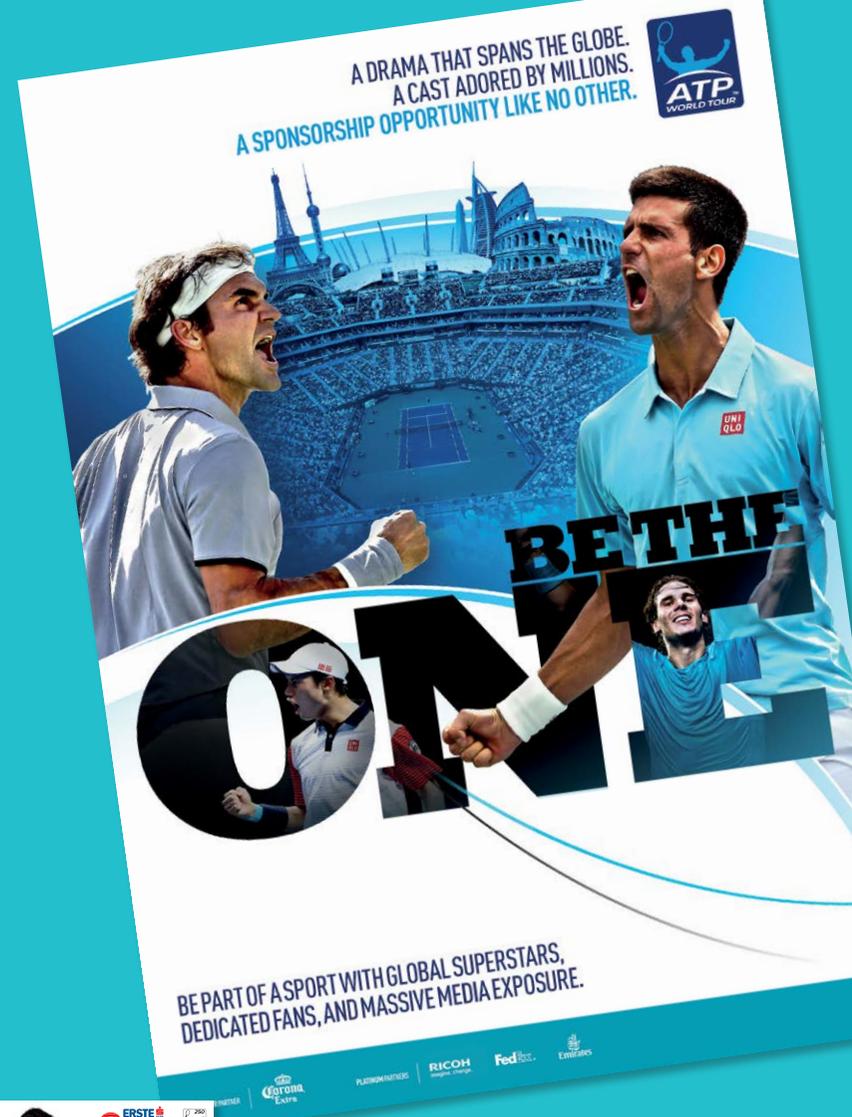
SOURCES: GOOGLE ANALYTICS, NIELSEN, DOYALA + YOUTUBE ANALYTICS

# POWERFUL MARKETING

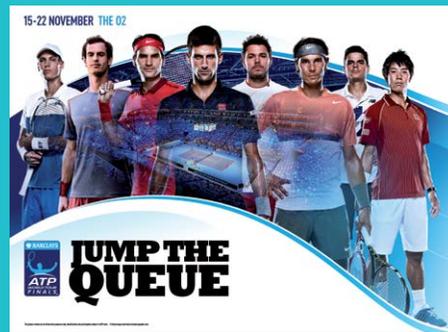
THE ATP WORLD TOUR IS DEDICATED TO PROMOTING THE SPORT, OUR PLAYERS, TOURNAMENTS AND COMMERCIAL PARTNERS

The new BE THE ONE campaign delivers a powerful and emotive theme that conveys the personal journey of players on the ATP World Tour, be it striving to Be The One at the top of the Emirates ATP Rankings, or simply to Be The One who makes it as a professional tennis player. The campaign offers flexibility as a central resource for all ATP World Tour tournaments

and they are encouraged to convey the unique and personal experience that fans can have witnessing live, world-class tennis. Offering a full suite of above and below-the-line assets the campaign includes TV spots, billboards, collateral, online executions, motion imagery, merchandise and PR stunts.



BE PART OF A SPORT WITH GLOBAL SUPERSTARS, DEDICATED FANS, AND MASSIVE MEDIA EXPOSURE.



# IMPACTFUL PR ACTIVITIES

WITH TOURNAMENTS FROM AROUND THE GLOBE AND ICONIC PLAYERS  
THE ATP WORLD TOUR CREATES OVER **2,500 PLAYER APPEARANCES**  
PER YEAR, PROVIDING SIGNIFICANT EXPOSURE FOR ATP PARTNERS



# MAXIMUM VALUE

BRAND EXPOSURE, DISPLAY AREAS, HIGH-END HOSPITALITY, PLAYER ENDORSEMENT AND APPEARANCES, DIGITAL MEDIA, BRAND ASSOCIATION, TV GRAPHICS, PUBLICATIONS, COMMUNITY PROGRAMMES, PRO-AMS



“We are proud to be a part of the ATP World Tour celebrations on and off court. Our partnerships with the ATP, with the selected tournaments around the world including the Barclays ATP World Tour Finals, and our decision to choose Roger Federer as global icon for our Maison form the perfect combination of assets to showcase our brand values: success and glamour.”

ARNAUD DE SAIGNES, GLOBAL MARKETING AND COMMUNICATION DIRECTOR MOËT & CHANDON



# CREATIVE ACTIVATION.

## THROUGH CUSTOM-MADE INTEGRATED MARKETING PLATFORMS SHOWCASING YOUR PRODUCTS AND SERVICES

Integrated packages including on-court branding, display areas, television graphics, high-end hospitality, community programmes, player endorsement and appearances are

among the many assets available to you. Whatever your priorities, the ATP is committed to providing customised offerings that fulfil our partners' requirements and

objectives. Custom-made hospitality packages guarantee an unrivalled and unforgettable experience for your valued guests.



PREMIER PARTNER



PLATINUM PARTNERS



GOLD PARTNERS



# THE FINAL SHOWDOWN



OVER 263,000 FANS  
BIGGEST INDOOR TENNIS  
TOURNAMENT IN THE WORLD

15 MATCHES BETWEEN  
THE WORLD'S TOP EIGHT PLAYERS

AWARD WINNING, WORLD-CLASS  
ENTERTAINMENT VENUE

OVER 11 MILLION ONLINE VISITS  
TO THE ATP WORLD TOUR AND  
BARCLAYS ATP WORLD TOUR  
FINALS WEBSITES DURING THE  
8-DAY TOURNAMENT



“You can't really say who is the clear favorite, because it always goes down the wire who is going to win it. That's the beauty of the sport. That's the beauty of the rivalries that we have at the present moment.”

NOVAK DJOKOVIC, 4-TIME BARCLAYS ATP WORLD TOUR FINALS CHAMPION

## BARCLAYS ATP WORLD TOUR FINALS.

# AFTER 61 ATP WORLD TOUR TOURNAMENTS AND 4 GRAND SLAMS, THE TENNIS WORLD CONVERGES ON LONDON FOR THE ILLUSTRIOUS FINAL SHOWDOWN OF THE SEASON — THE BARCLAYS ATP WORLD TOUR FINALS

Featuring only the world's top 8 singles players and doubles teams, the season-ending event has welcomed over a quarter of a million fans in each of the last six years in

London. Held at one of the most iconic entertainment venues in the world – The O2 – the tournament has established itself as one of the must-see events in the

global sporting calendar, as the likes of Novak Djokovic, Roger Federer, and Andy Murray battle to win the biggest indoor tennis tournament in the world.







# THE HOT SPONSORSHIP TICKET

884 MILLION DEDICATED TV VIEWERS  
176 MILLION ONLINE VISITS  
23 MILLION VIDEO VIEWS  
138,000 HOURS OF TV COVERAGE  
DISTRIBUTION TO OVER 190 COUNTRIES



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