GLOBAL SUPERSTARS
FIERCE RIVALRIES
STUNNING LOCATIONS
WORLDWIDE FOLLOWING
THRILLING ENTERTAINMENT
WORLD-CLASS HOSPITALITY
FROM ROGER, RAFA AND NOVAK TO A NEW GENERATION OF GLOBALLY DIVERSE TALENTS, ATP PLAYERS ARE COMPPELLING AND ENGAGING STARS.
COVERING THE CALENDAR

PROMOTING YOUR BRAND FROM JANUARY TO NOVEMBER, KICKING OFF WITH THE ATP CUP AND ENDING WITH THE NITTO ATP FINALS — THE PERFECT SEASON BOOKENDS.

FLEXIBLE OPTIONS TO CREATE A TOURNAMENT PROGRAMME THAT MATCH YOUR KEY MARKETS
GLOBAL PROPERTY

'S-HERTOGENBOSCH, ACAPULCO, ADELAIDE, ANTWERP, ATLANTA, AUCKLAND, BARCELONA, BASEL, BASTAD, BEIJING, BRISBANE, BUDAPEST, BUENOS AIRES, CHENGDU, CINCINNATI, CORDOBA, DELRAY BEACH, DOHA, DUBAI, EASTBOURNE, ESTORIL, GENEVA, GSTAAD, HALLE, HAMBURG, HOUSTON, INDIAN WELLS, KITZBUHEL, LONDON, LOS CABOS, LYON, MADRID, MALLORCA, MARRAKECH, MARSEILLE, METZ, MIAMI, MILAN, MONTE-CARLO, MONTPELLIER, MOSCOW, MUNICH, NEW YORK, NEWPORT, PARIS, PUNE, RIO DE JANEIRO, ROME, ROTTERDAM, SANTIAGO, SHANGHAI, SOFIA, ST. PETERSBURG, STOCKHOLM, STUTTGART, SYDNEY, TOKYO, TORONTO, UMAG, VIENNA, WASHINGTON D.C., WINSTON-SALEM, ZHUHAI
EVERY MAJOR MARKET

BEGINNING IN JANUARY EVERY YEAR, THE ATP TOUR JETS OFF WITH OVER 4.8 MILLION FANS ON SITE AROUND THE GLOBE WITH 64 TOURNAMENTS IN 30 COUNTRIES OVER 11 MONTHS COVERING EVERY MAJOR MARKET.

FOR EMIRATES, THE GLOBAL REACH OFFERED BY SPONSORING THE ATP TOUR AFFORDS US THE OPPORTUNITY TO CONNECT AND ENGAGE WITH MILLIONS OF TENNIS FANS AROUND THE GLOBE... TENNIS TRULY IS AN INTERNATIONAL SPORT AND IT IS OUR OWN APPRECIATION OF THIS SPORT THAT HAS BEEN THE CATALYST BEHIND OUR TENNIS SPONSORSHIP PORTFOLIO”

BOUTROS BOUTROS, EMIRATES DIVISIONAL SENIOR VICE PRESIDENT CORPORATE COMMUNICATIONS, MARKETING AND BRAND

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

The ATP Tour is a leading global sports property covering countless markets in North and South America, Europe, Middle East and Asia Pacific.

Every ATP Tour tournament is an important sporting and entertainment event in the region where it is hosted, each with its own unique appeal and charm.
THE DEMOGRAPHICS OF TENNIS FANS ARE OFF THE CHARTS… TENNIS FANS TYPICALLY HAVE HIGH DISPOSABLE INCOME TO SPEND ON EQUIPMENT, WATCHES, CARS, FINANCIAL SERVICES AND MORE.

KURT BADENHAUSEN, FORBES MAGAZINE

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

<table>
<thead>
<tr>
<th>Sport</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Football (Soccer)</td>
<td>42%</td>
</tr>
<tr>
<td>Tennis</td>
<td>37%</td>
</tr>
<tr>
<td>Formula 1</td>
<td>27%</td>
</tr>
<tr>
<td>Swimming</td>
<td>23%</td>
</tr>
<tr>
<td>Athletics</td>
<td>23%</td>
</tr>
<tr>
<td>Basketball</td>
<td>16%</td>
</tr>
</tbody>
</table>

SOURCE: SMG INSIGHT MULTIMARKET RESEARCH STUDY

"THE DEMOGRAPHICS OF TENNIS FANS ARE OFF THE CHARTS… TENNIS FANS TYPICALLY HAVE HIGH DISPOSABLE INCOME TO SPEND ON EQUIPMENT, WATCHES, CARS, FINANCIAL SERVICES AND MORE."

KURT BADENHAUSEN, FORBES MAGAZINE
COMPREHENSIVE MIX OF SPONSORSHIP RIGHTS

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

BRAND EXPOSURE PER HOUR BY SPORT

<table>
<thead>
<tr>
<th>Sport</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>TENNIS</td>
<td>39.9 %</td>
</tr>
<tr>
<td>FOOTBALL</td>
<td>15.6 %</td>
</tr>
<tr>
<td>RUGBY</td>
<td>9.5 %</td>
</tr>
<tr>
<td>SAILING</td>
<td>7.7 %</td>
</tr>
<tr>
<td>GOLF</td>
<td>6.4 %</td>
</tr>
<tr>
<td>FORMULA 1</td>
<td>6.2 %</td>
</tr>
</tbody>
</table>

Source: YouGov Sport

Tennis offers its sponsors more consistent television branding opportunities than many other sports, owing to the select number of angles and minimised camera movement based on the nature of the game.
EXTENSIVE TV COVERAGE

DELIVERING YOUR BRAND MESSAGE TO A LARGE AUDIENCE, WITH REACH IN 190 COUNTRIES AND ONE BILLION VIEWERS WORLDWIDE.

In 2019, broadcast coverage reached viewers through a combination of major terrestrial, cable/satellite, and digital channels including Tennis Channel, Eurosport, and ESPN. The television audience of ATP Tour tournaments continues its strong growth to an audience of one billion viewers and over 150,000 hours of dedicated television coverage in 2019. The ATP Tour also has its own 30-minute weekly TV show, ATP Tour Uncovered presented by Peugeot, which reaches an audience of 60 million viewers, and provides unrivalled behind-the-scenes access to players and tournaments.
CUSTOM-MADE INTEGRATED MARKETING PLATFORMS TO SHOWCASE YOUR PRODUCTS AND SERVICES.

Let ATP Tour customise a bespoke sponsorship package based on your priorities. 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, 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.
WITH TOURNAMENTS FROM AROUND THE GLOBE AND ICONIC PLAYERS, THE ATP TOUR CREATES OVER 1,700 STARS APPEARANCES PER YEAR, WITH MANY PROVIDING SIGNIFICANT EXPOSURE FOR ATP PARTNERS.
THRIVING DIGITAL & SOCIAL MEDIA

ATP TOUR DIGITAL AND SOCIAL MEDIA CONTINUE TO GROW IN A CROWDED MEDIA LANDSCAPE. ATPTOUR.COM, THE WORLD’S PREMIER YEAR-ROUND TENNIS WEBSITE, HAD 525 MILLION PAGE VIEWS AND 145 MILLION VISITS, OFFERING CREATIVE BRANDED CONTENT TO REACH ENGAGED FANS.

LET OUR TEAM DEVELOP BRANDED CONTENT TO MATCH YOUR MARKETING GOALS AND OBJECTIVES.

ATP TOUR BY THE NUMBERS:

- 8.5 million fans follow ATP Tour social media accounts
- 596 million video views on ATP Tour social media channels
- Over 550 sponsored partner posts on ATP Tour social media channels, resulting in 57 million impressions and over 785,000 interactions
The format of the ATP Cup will see nations split into six groups, with eight teams emerging from the round-robin stage to compete in the knockout phase until only one team is left standing. There will be up to five players in each team, with ties comprising two singles matches and one doubles match. The criteria for entry into the ATP Cup will be based on the ATP Ranking of the No. 1 singles player from each country. The 2020 inaugural event welcome over 220,000 fans on-site across the three host cities. Nearly 70 million fans from around the world tuned in to watch, with another 91.2 million videos being viewed on social media channels.

“I ENJOY THE FACT THAT WE WILL ACTUALLY GO TO A DIFFERENT CITY TOGETHER, TRAVEL TODAY, PRACTICE THERE TOMORROW, PLAY IN A DIFFERENT ENVIRONMENT. HAVING THAT JOURNEY THROUGH VARIOUS PLACES IN AUSTRALIA TOGETHER FEELS LIKE A WORLD CUP TO US A LITTLE BIT, WHICH I’VE NEVER FELT. ATP CUP BRINGS IT, BRINGS THIS KIND OF OPPORTUNITY FOR PLAYERS TO EXPERIENCE SOMETHING THEY DON’T AT 90% OF THE TOURNAMENTS.”

NOVAK DJOKOVIC
TAKING PLACE IN MILAN, ITALY, THE NEXT GEN ATP FINALS IS A REVOLUTIONARY EVENT WITH TWO KEY OBJECTIVES: INTRODUCE A NEW GENERATION OF STARS AND TO SERVE AS A TEST CASE FOR INNOVATION.

INNOVATIONS INCLUDE:

- Shorter Sets
- No-Ad Scoring
- Hawkeye Live
- Wearable Devices
- Player Coaching
- Singles-Only Court
- Free Movement Crowd Policy
- Video Review

Only the top eight 21 and under players will earn their spot at this prestigious season ending event. The event connects the Next Generation of stars with the Next Generation of fans, through clearly defined positioning and a comprehensive marketing campaign that targets and engages with a younger demographic.
MAXIMUM VALUE

CUSTOMISED BENEFITS FOR YOUR BRAND

BESPOKE DIGITAL & SOCIAL MEDIA PLANS

HOSPITALITY FAN ENGAGEMENT
TV GRAPHICS BRAND EXPOSURE
DISPLAY AREAS

MAXIMUM VALUE
THE FINAL SHOWDOWN

- OVER A QUARTER MILLION FANS
- BIGGEST INDOOR TENNIS TOURNAMENT IN THE WORLD
- 15 MATCHES BETWEEN THE WORLD’S TOP EIGHT PLAYERS
- AWARD WINNING, WORLD-CLASS ENTERTAINMENT VENUE
AFTER BATTLING FOR VALUABLE FEDEX ATP RANKINGS POINTS AT 61 ATP TOUR TOURNAMENTS AND 4 GRAND SLAMS, THE TENNIS WORLD CONVERGES ON LONDON FOR THE ILLUSTRIOUS FINAL SHOWDOWN OF THE SEASON – THE NITTO ATP 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 eight 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 Rafael Nadal battle to win the biggest indoor tennis tournament in the world.

“I WAS EXCITED TO BE PART OF THE NITTO ATP FINALS EXPERIENCE. FOR ME, IT WAS ALREADY A BIG THING. NOW THAT I’M A CHAMPION, I DON’T KNOW HOW TO EXPLAIN IT. I HONESTLY DON’T FEEL ANYTHING, BECAUSE IT’S TOO MANY EMOTIONS TO FEEL SOMETHING. I REMEMBER MYSELF WATCHING THIS EVENT ON TV AND THINKING, ‘OH, THESE GUYS HAVE DONE AN INSANE YEAR TO BE PLAYING HERE.’ AND NOW I’M IN THE POSITION TO BE CHAMPION, SO IT FEELS AWESOME.”

STEFANOS TSITSIPAS, 2019 NITTO ATP FINALS CHAMPION
<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
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<td>08</td>
<td>15</td>
<td>22</td>
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**2000**GRAND SLAMS

- **AUSTRALIAN OPEN**
- **ROLAND GARROS**
- **WIMBLEDON**
- **US OPEN**

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**ATP 1000**

- **MONTREAL**
- **CINCINNATI**
- **SHANGHAI**
- **PARIS**

**ATP 500**

- **DUBAI**
- **ACAPULCO**
- **MALLORCA**
- **ESTORIL**
- **MONTPELLIER**
- **Cordova**
- **INDIAN WELLS**
- **MADRID**
- **MONTREAL**
- **CINCINNATI**
- **SHANGHAI**
- **PARIS**

**ATP 250**

- **BUENOS AIRES**
- **NEW YORK**
- **MARRAKECH**
- **MONTPELLIER**
- **Cordoba**
- **AUCKLAND**
- **ADELAIDE**
- **DOHA**
- **AUSTRALIAN OPEN**
- **US OPEN**
- **ROLAND GARROS**
- **WIMBLEDON**
- **US OPEN**

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**ATP CUP: BRISBANE, PERTH, SYDNEY**

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* Denotes how many FedEx ATP Rankings points are awarded to the winner.

** Grand Slams are not ATP events.
THE HOT SPONSORSHIP TICKET

1 BILLION VIEWERS
145 MILLION ONLINE VISITS
4.8 MILLION SPECTATORS
DISTRIBUTION TO OVER 190 COUNTRIES