

LONDON

THIS IS IT



THE WORLD'S FINEST.
LONDON'S FINAL TIME.

Nitto
ATP
FINALS

15-22 NOV.
THE O2

THE ULTIMATE STAGE



THE NITTO ATP FINALS, FEATURING THE WORLD'S BEST EIGHT SINGLES PLAYERS AND DOUBLES TEAMS, HAS FIRMLY ESTABLISHED ITSELF AS ONE OF THE GREATEST EVENTS ON THE SPORTING CALENDAR. THE WORLD'S BIGGEST INDOOR TENNIS TOURNAMENT IS MUST-SEE FOR MORE THAN A QUARTER OF A MILLION FANS EVERY YEAR – COMBINING EPIC TENNIS AND THE BEST ENTERTAINMENT AS THE FINALE OF THE TENNIS SEASON. THE MOST WATCHED, FOLLOWED AND CONSUMED EVENT WORLDWIDE ON THE ATP TOUR.

UNIQUE EVENT

AFTER BATTLING FOR VALUABLE FEDEX ATP RANKINGS POINTS AT 61 ATP TOUR TOURNAMENTS, ONLY THE TOP 8 SINGLES PLAYERS AND DOUBLES TEAMS EARN THE RIGHT TO COMPETE.

For eight days on the Greenwich peninsula in East London, The O2 plays host to the Nitto ATP Finals, which features the best players of the year, all fighting for the prestigious crown. This iconic and unique venue is transformed into a modern-day gladiatorial arena where the world's tennis elite compete for a place in history. Enthusiastic sell-out crowds, the world's top sporting and entertainment media, and a host of celebrity faces combine to create an incredible atmosphere and one of the 'one of the can't-miss' events in the global sporting calendar.



THE PRESTIGE

THE HONOUR TO BE ONE OF THE TOP 8 PLAYERS IN THE WORLD
PLAYING FOR ONE OF THE BIGGEST TITLES IN MODERN DAY TENNIS.

The celebrated history of the Nitto ATP Finals began in Tokyo in 1970 and has travelled the globe to entertain fans in other major markets including Paris, New York, Shanghai, Sydney and London. Andre Agassi, Boris Becker, and John McEnroe are just a few of the prestigious players to capture this distinguished title. Qualification is coveted by many but only earned by the few players who demonstrate sustained excellence throughout the season. No other event guarantees 15 matches between the world's top eight players, ensuring unforgettable world class tennis in every session.

ATP selected the city of Turin, Italy, to host the Nitto ATP Finals from 2021-2025 at the Pala Alpitour, Italy's largest indoor sporting arena.

TURIN

LONDON

SHANGHAI

HOUSTON

SHANGHAI

SYDNEY

LISBON

HANOVER

FRANKFURT

NEW YORK

HOUSTON

STOCKHOLM

MELBOURNE

BOSTON

BARCELONA

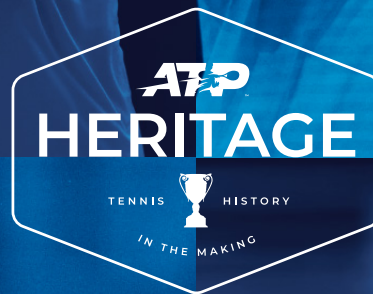
PARIS

TOKYO





**THIS
IS
WHERE**



**LEGENDS
ARE
MADE**

GLOBAL MEDIA COVERAGE

DELIVERING YOUR BRAND MESSAGE TO A LARGE AUDIENCE, WITH REACH IN 178 BROADCAST MARKETS AND 75 MILLION VIEWERS* WORLDWIDE EACH YEAR.

The Nitto ATP Finals is the largest event on the ATP Tour for media coverage. In 2019, the tournament's television coverage reached viewers through a combination of

terrestrial and cable/satellite channels including Sky Sports, BBC and ESPN, with over 6,800 hours of dedicated television coverage overall. Social media continues

to play an increasing role in coverage of the event, with 73.5 million social media video views of tournament highlights, interviews, promos and more.

prime video

BBC

ESPN

NHK

EUROSPORT

CCTV

GAORA
SPORTS

PTC

SRF

TENNIS
CHANNEL

beIN
SPORT

*Source: YouGov Sport; 2019 Nitto ATP Finals Linear TV and Digital Streaming OTT viewers

IMPRESSIVE REACH

A quarter million fans attend the tournament each year, achieving an unprecedented number of sold-out sessions throughout the event, making the Nitto ATP Finals the biggest indoor tennis tournament ever staged in the world.

BY THE NUMBERS:

175.3 million impressions across all ATP social media platforms throughout the event

26 million page views on ATP websites during the eight-day event

23 million video plays on ATP social media platforms

6.5 million interactions (likes, comments, retweets, replies etc.) on ATP social media platforms



MAXIMUM VALUE

THE NITTO ATP FINALS WAS THE BEST
PERFORMING TOURNAMENT ON SOCIAL
MEDIA ON THE ATP TOUR IN 2019

(INTERACTIONS, VIDEO VIEWS AND IMPRESSIONS)



BRAND EXPOSURE
DISPLAY AREAS
HOSPITALITY
DIGITAL MEDIA
TV GRAPHICS



CUSTOMISED
BENEFITS



+\$2B
IN GROSS
ADVERTISING
VALUE*

*SOURCE: SMG INSIGHT



IMPACTFUL MARKETING

INTEGRATED MARKETING CAMPAIGN.

The campaign appeals to a premium demographic of educated urbanites and prosperous professionals. These potential customers are targeted through outdoor billboards, transport locations and print media.

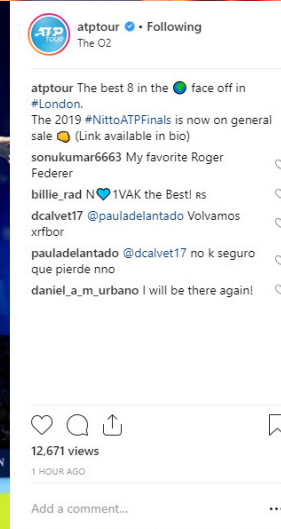
There is also a heightened concentration on digital ad placements, social content and a strong search campaign. All with the aim of increasing awareness and selling tickets for this prestigious event in London.

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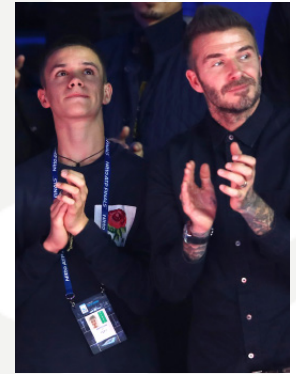


UNFORGETTABLE EXPERIENCE

INVITE YOUR GUESTS TO WITNESS AN EXTRAORDINARY SPORTING
EVENT AND ENJOY THE VERY BEST IN CORPORATE HOSPITALITY.

Word is out – the Nitto ATP Finals is the place to be and be seen. A firm favourite in the corporate events calendar, our partners can be sure that this unique experience will make a lasting impression on their most valued clients.

Our superior hospitality packages include VIP marquees, private suites, top quality seats and the unique chance to meet the world's best players.



**GAME.
SET.
MATCH.**



**75 MILLION+
VIEWERS**

**6,800 HOURS
TELEVISION
COVERAGE**

**DISTRIBUTION
TO 178 MARKETS**



**PREMIUM
HOSPITALITY**



**6.5M+
SOCIAL MEDIA
INTERACTIONS**



**QUARTER
MILLION
FANS
IN ATTENDANCE**





Nitto ATP FINALS



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