

# Charleston Tennis Introduction



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"I first fell in love with the tennis tournament on Daniel Island in 2004, when I attended with my four young kids. We only had four seats back then so my youngest daughter would sit on my lap. Fifteen years later I found myself at the Kenny Chesney concert and realized at that moment that we had to do something special with the stadium. We have a plan that maintains its intimacy while modernizing the facility. We are excited to be working with the city to re-imagine Volvo Car Stadium and create an exceptional space for locals and visitors to experience world-class entertainment in Charleston"

– Ben Navarro

Owner of Charleston Tennis LLC



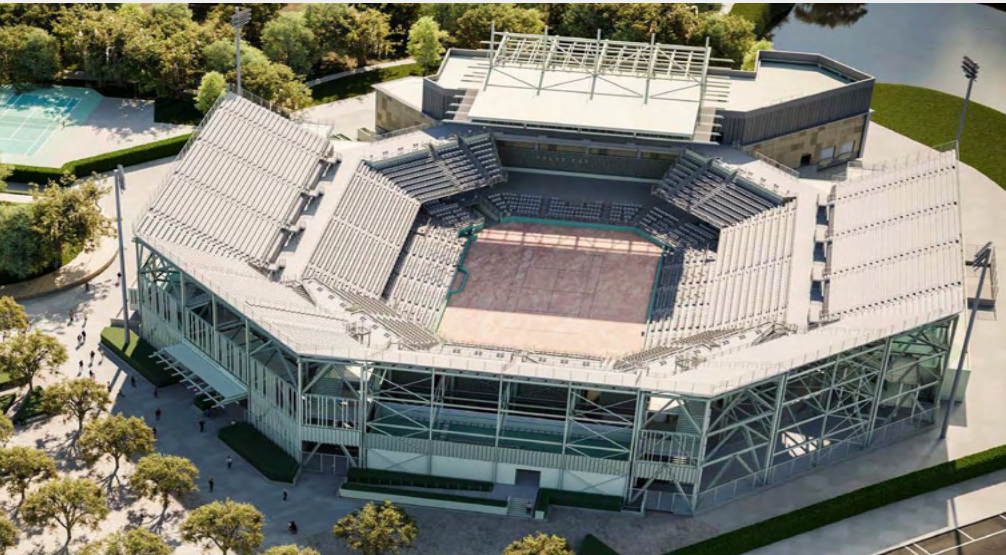
# The Time Has Come



...to usher in a new era of tennis and music with a state of the art, best-in-class venue.

...to celebrate history and heritage of 50 years of tennis and champions while setting a path forward for the next generation.

...to connect to consumers through elevated and expanded experiences.





# Best In Class Venue



Renderings are for representation purposes only



# Empowering Women in Tennis

*A celebration of our 50-year history*



Recognizing the golden anniversary with a look towards the future through special messaging, special events, promotions and experiences.



# Expanded and Elevated Experiences



Renderings are for representation purposes only



# Charleston Tennis

A Solution That Can Help You Build Your Brand And Meet Your Business Objectives



*CreditOne*  
**Charleston  
Open**



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**STADIUM**



# Pioneer in Women's Tennis

The Volvo Car Open has grown into the largest women's only professional tennis event (WTA) in the U.S. and is known as a leading destination and springboard for all WTA rising stars.

- First women's only tennis event televised nationally
- First women's only event to reach \$100,000 and \$1,000,000 in prize money



# 2021 Television Coverage – A Global Platform\*



## All Sources

24.3M  
↑ 6.1% from 2019

## Total Coverage

5,164 hours  
↑ 38.1% from 2019

### Total Linear TV Audience

16.8M

### Total Digital Streaming Audience

7.5M

### Number of Markets

153

### Total Linear Broadcast Hours

4,339hrs

### Total Digital Streaming Coverage

825hrs

### Overall Global TV Demographics



37%  
fans are female



63%  
fans are male

### United States Demographics



58%  
fans are female



42%  
fans are male



# Tennis Event Attendance Demographics



93,000+ Fans

Attendance at across 9 days of tennis  
(Pre-Stadium Renovation)



56%

of our fans  
are female



44%

of our fans  
are male

55%

of our fans are  
between 25-54



68%

of our fans hold at  
least a bachelor's  
degree



52%

of our fan's household  
income is greater than  
\$100,000



33%

Local (Charleston)



28%

Regional (Carolinas,  
Atlanta)



39%

Other (Remaining US  
and International)

# About the Field\*

## 2021 Player Field Highlights



The 2021 Volvo Car Open player field included:

- Three past champions (Madison Keys, Sloane Stephens and Andrea Petkovic)
- Five Grand Slam titlists (Stephens, Sofia Kenin, Ashleigh Barty, Garbiñe Muguruza and Petra Kvitova)
- Two current/former World No. 1s (Barty and Muguruza)



**Veronika Kudermetova**  
WTA World #33 & 2021 Volvo Car  
Open Champion



**Ashley Barty**  
WTA World #1 & 2021 Wimbledon  
Champion



**Sloane Stephens**  
WTA World #70 & 2016 Volvo Car  
Open Champion



**Madison Keys**  
WTA World #26 & 2019 Volvo Car  
Open Champion



**Sofia Kenin**  
WTA World #4

\*Initial player list is shared with partners approximately 30 days before event



# Summer Concert Series



- Summer Concert Series Launched in 2013
- Three-time industry award winner for “Best Concert Venue”
- Located within a four-hour or less drive from Columbia, Charlotte, Savannah, Jacksonville, Hilton Head and Myrtle Beach

## Stadium Seat Capacity

2019	2022
7,500	12,000



# Concert Series Attendance Demographics



## 7,000+ Fans

Attendance per concert during Summer Concert Series  
(Pre-Stadium Renovation)



51%

of our fans  
are female



49%

of our fans  
are male

70%

of our fans are  
between 25-54



47%

of our fans hold at  
least a bachelor's  
degree



54%

of our fan's household  
income is greater than  
\$75,000



50%

Local (Charleston)



11%

Regional (Southeast)



39%

Other (Remaining US)



# Concert Series History

2016–2019 Concert Series Highlights



## 2016

- Ellie Goulding
- Lumineers
- Chris Stapleton
- Barenaked Ladies
- Alabama Shakes
- The 1975
- Train

## 2017

- Jimmy Buffett
- Hank Williams Jr.
- Collective Soul/ Our Lady Peace/ Tonic
- Hootie and the Blowfish
- Third Eye Blind
- Darius Rucker

## 2018

- Tedeschi Trucks Band
- Boy George & Culture Club/ The B-52's
- Hootie and the Blowfish
- Jason Mraz
- Gov't Mule
- Chris Young
- Needtobreathe

## 2019 Top 5



Dave Matthews



Kenny Chesney



Luke Combs



Kacey Musgraves



ZZ Top

# Charleston Tennis

A Comprehensive and Fully Integrated Solution



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**Charleston  
Open**



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# We Are An Integrated Solution



**Branding/Exposure  
Positioning**

**Marketing/Advertising  
Promotion**

**Digital/Social Media**

**Traditional Media**

**Experiential/Event  
Marketing**

**Hospitality/Access**

# Branding/Exposure/Positioning



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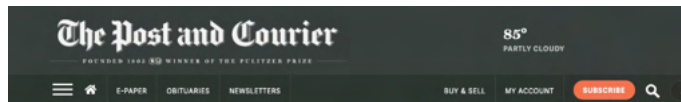
Comprehensive signage package in-stadium and across Event grounds as well as opportunity for exclusive sponsor/brand integration within various area of stadium. Opportunity for top-tier sponsor positioning such as presenting sponsor of tennis and entitlement of the concert series.



# Marketing/Advertising/Promotion



Opportunity for inclusion in annual marketing and advertising assets (i.e., traditional print, regional signage, digital ad buys, etc.).



## Volvo Car Open final pits 2 players seeking first WTA title

APR 10, 2021 UPDATED APR 11, 2021



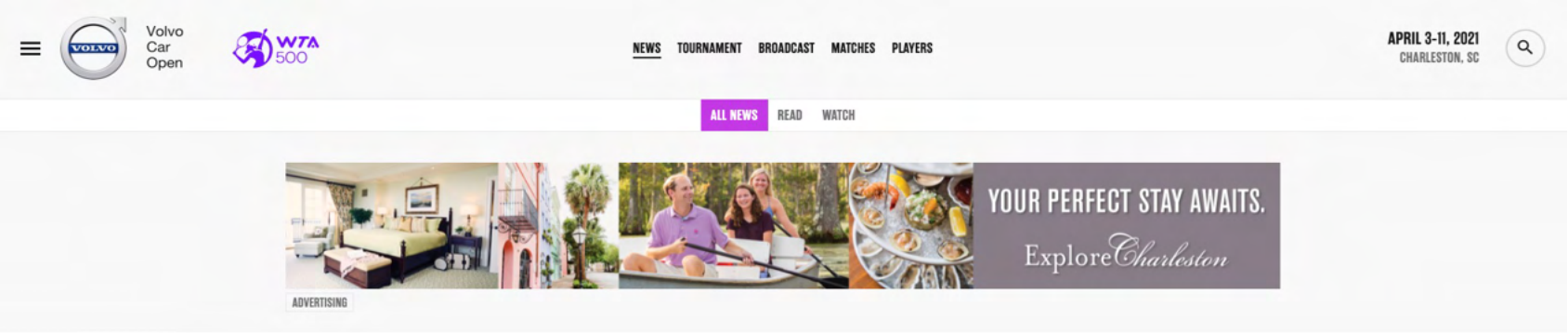
JEFF HARTSELL

SPORTS REPORTER

Jeff Hartsell is a two-time S.C. sportswriter of the year who has covered Clemson, South Carolina, The Citadel, College of Charleston and high school beats, as well as professional golf and tennis events in Charleston.



# Digital/Social Media



Comprehensive package that provides engagement opportunities across all social media channels, presence and advertising on websites and integration within Event app (tennis only).



# Traditional Media

Volvo XC40 Recharge



Traditional television advertising and in-broadcast brand integration opportunities. Examples include commercial units, onsite branded broadcast elements and on-screen graphics.





# Experiential/Event Marketing



Opportunity for access to onsite activation space, customizable promotions and sponsorship of special events (i.e., player party, event day, etc.).





# Hospitality/Access



Premium Club hospitality access or, ownership of newly constructed suite located within stadium for both tennis and music events with access to player(s) and music talent for VIP experiences.

# Summary



A dynamic, multi-dimensional sports and entertainment property that reaches a diverse and passionate audience

Access to a comprehensive, fully integrated portfolio of partnership assets

Alignment with a property known for being a pioneer and innovator



# Thank you



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