

Charleston Tennis^{LLC}

Introduction



Charleston Tennis is a dynamic, multi-dimensional sports and entertainment organization whose goal is provide partners with a marketing platform that builds your brand and meets your business objectives.



Credit One Stadium

Overview



- Extensive renovation completed in 2022
- Best-in-class, multi-use, outdoor venue with 12K person capacity in the southeast U.S.
- Overall seating capacity increased by 20%
- Sixteen (16) permanent suites
- Addition of multi-use stage house that is home to VIP Club (200-person capacity), F&B operations, player services and broadcast and stadium productions



Pioneer in Women's Tennis

The Credit One Charleston Open has grown into the **largest women's only professional tennis event (WTA) in the N.A.** 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



2022 Television Coverage – A Global Platform



Total From All Sources

Audience
22.7M

Gross Advertising Value
\$540.7M

Net Sponsorship Value
\$192.5M

Linear TV Audience
13.6M

Digital Streaming Audience*
9.1M

Linear TV Broadcast Hours
3,894

Number of Markets
134

Overall Global TV Demographics



45%
fans are female



55%
fans are male

United States Demographics



55%
fans are female



45%
fans are male

*2022 data represents highest number in event history

Data Provided by YouGovSport Credit One Charleston Open/WTA Report 2022

Credit One Charleston Open Attendance Demographics



95,000+ Fans

Attendance across 9 days of tennis



55%
of our fans
are female

55%
of our fans are
between 25-54



45%
of our fans
are male



68%
of our fans hold at
least a bachelor's
degree

61%
of our fans have at
least one child



70%
of our fan's household
income is greater than
\$75,000



33%
Local (Charleston)



28%
Regional (Carolinas,
Atlanta)



39%
Other (Remaining US
and International)

About the Field*



2022 Player Field Highlights

The 2022 Credit One Charleston Open player field includes:

- Three past champions (Madison Keys, Sloane Stephens, and Andrea Petkovic)
- Seven Grand Slam Champions (Swiatek, Kenin, Halep, Muguruza, Stephens, Ostapenko, Kvitova)
- Five Top Ten Ranked Players (Swiatek, Badosa, Pliskova, Muguruza and Jabeur)



Belinda Bencic
WTA World #17 & 2022 Credit One Charleston Open Champion



Paula Badosa
WTA World #4



Sloane Stephens
WTA World #48 & 2016 Charleston Open Champion



Madison Keys
WTA World #22 & 2019 Charleston Open Champion



Aryna Sabalenka
WTA World #6

*Represents field as of March 15, 2022

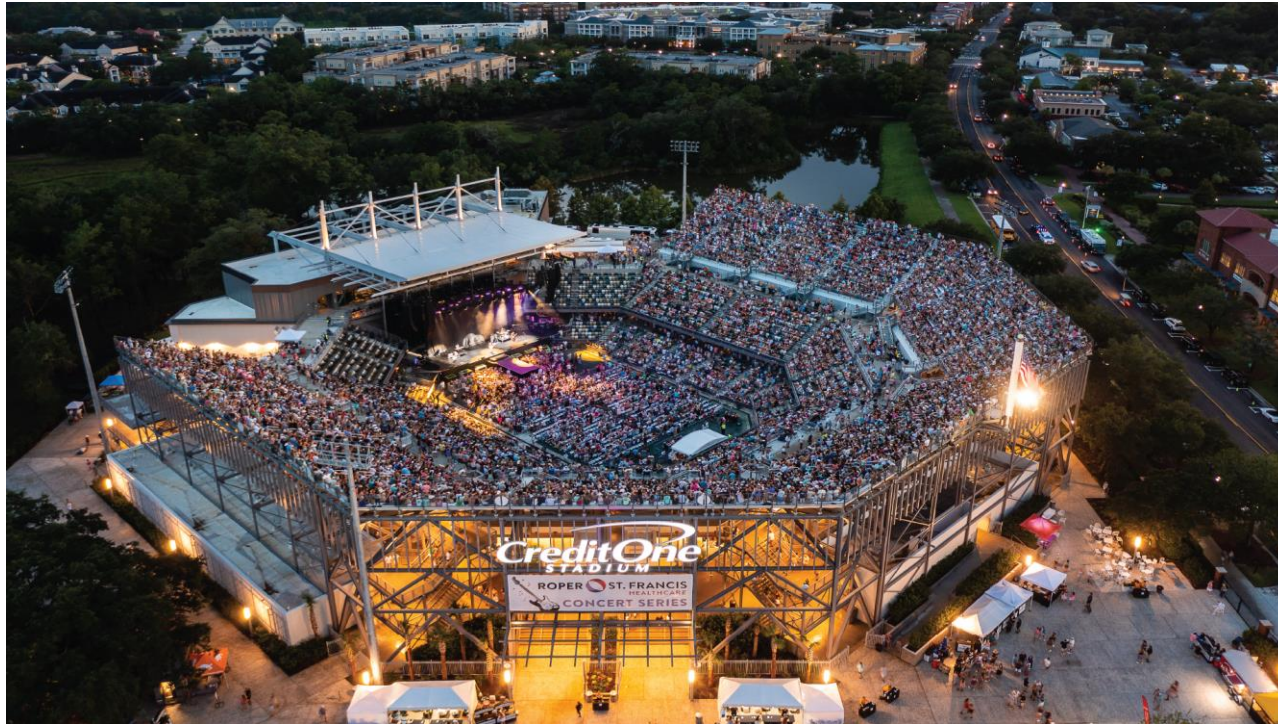


CreditOne

Charleston Open

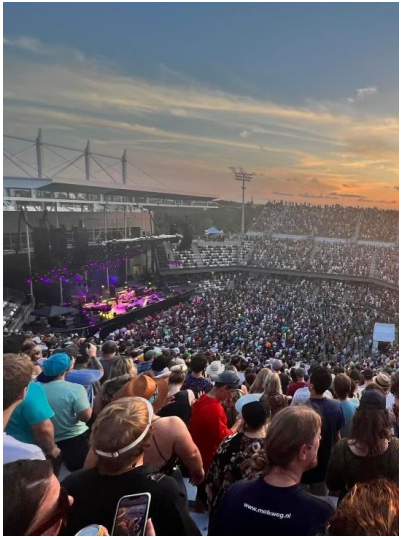
April 1-9, 2023

Roper St. Francis Healthcare Concert Series



- Concert Series Launched in 2013
- 2022 offers largest schedule in venue history with 20 concert events
- 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
- Concert event capacity: 11,500

Concert Series Attendance Demographics



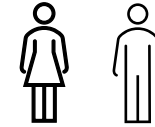
9,000+ Fans

Average attendance per concert during Concert Series



51%

of our fans are female



49%

of our fans are male



47%

of our fans hold at least a bachelor's degree

70%

of our fans are between 25-54



54%

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



50%

Local (Charleston)



11%

Regional (Southeast)



39%

Other (Remaining US)

Concert Series

2022 Concert Series Highlights/Schedule



- 4/23 Zac Brown Band
- 5/12 Miranda Lambert & Little Big Town
- 5/21 The Lumineers
- 5/25 Kenny Chesney
- 5/31 Phish: Night 1
- 6/1 Phish: Night 2
- 6/3 Dave Matthews Band: Night 1
- 6/4 Dave Matthews Band: Night 2
- 6/9 Rebelution Good Vibes Summer Tour
- 6/11 Jason Isabell And The 400 Unit & Sheryl Crow
- 6/12 The Black Crowes
- 6/22 Nathaniel Rateliff And The Night Sweats + Zach Bryan
- 7/14 Dierks Bentley
- 7/23 Thomas Rhett
- 8/23 Santana
- 8/30 The Black Keys
- 9/2 Sam Hunt: Special Guests Ryan Hurd & Lily Rose
- 9/11 OneRepublic + NEEDTOBREATHE
- 9/13 Elton John
- 10/19 Stevie Nicks

A Comprehensive and Fully Integrated Solution

Charleston Tennis^{LLC}



We Are An Integrated Solution



**Branding/Exposure
Positioning**

Marketing/Advertising

Digital/Social Media

Traditional Media

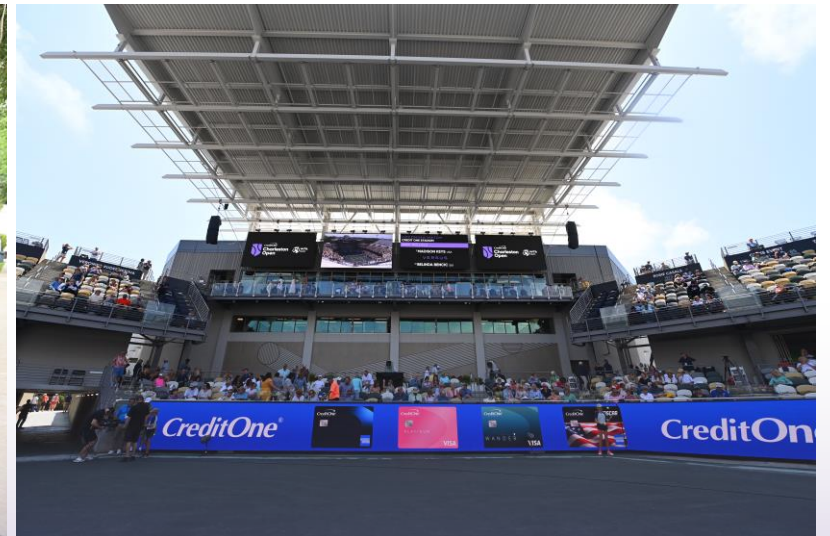
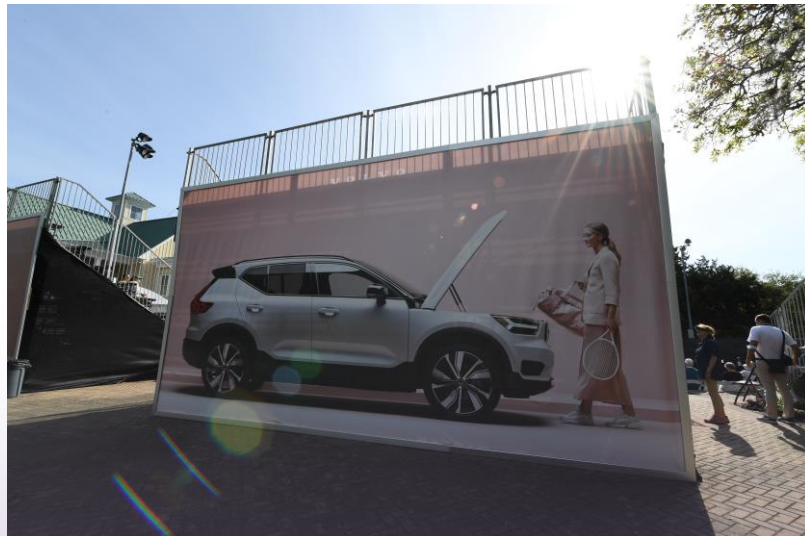
**Event Marketing/
Promotion**

**Hospitality/Access/
Opportunities**

Branding/Exposure/Positioning



Comprehensive and innovative signage packages in-stadium and across Event grounds as well as opportunity for exclusive sponsor/brand integration within various area of stadium.



Marketing/Advertising



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

Credit One Charleston Open **WTA 500**

RIGHT HERE. RIGHT NOW.

THE WORLD'S BEST TENNIS PLAYERS ARE COMPETING IN CHARLESTON.

APRIL 4-10, 2022
CREDIT ONE STADIUM
 DANIEL ISLAND, SC

A celebration of 50 years. A state-of-the-art stadium. A much-needed reunion. A reimagined experience.

MAIN DRAW ACTION STARTS TODAY! BE THERE.

CREDITONECHARLESTONOPEN.COM/TICKETS

Credit One
 CHARLESTON PLACE | DENLOP | Explore Charleston | HARVEY | BOSS | The Best with Greater | LOOPIT | HUGO BOSS | MUSC Health | ULTRA | DISCOVER | USTA | VOLVO | SYNCHRONITY

Credit One Charleston Open **WTA**

PLAYER FIELD PREVIEW

THE WORLD'S BEST PLAYERS ARE COMPETING IN CHARLESTON

IGA SWIATEK POLAND BEST RANKING: WORLD NO. 2 # FIRST TIME APPEARANCE IN CREDIT ONE CHARLESTON OPEN FIELD	PAULA BADOSA SPAIN BEST RANKING: WORLD NO. 4
KAROLINA PLISKOVA CZECH REPUBLIC BEST RANKING: WORLD NO. 1	ONS JABEUR TUNISIA BEST RANKING: WORLD NO. 7
DANIELLE COLLINS UNITED STATES BEST RANKING: WORLD NO. 10	MADISON KEYS UNITED STATES BEST RANKING: WORLD NO. 7
SLOANE STEPHENS UNITED STATES BEST RANKING: WORLD NO. 3	PETRA KVITOVA CZECH REPUBLIC BEST RANKING: WORLD NO. 2
SHELBY ROGERS UNITED STATES BEST RANKING: WORLD NO. 34 # CHARLESTON ACTION	EMMA NAVARRO UNITED STATES BEST RANKING: NO. 1 (Intercollegiate Tennis Association) # CHARLESTON NATIVE

Credit One
 CHARLESTON PLACE | DENLOP | Explore Charleston | HARVEY | BOSS | The Best with Greater | LOOPIT | HUGO BOSS | MUSC Health | ULTRA | DISCOVER | USTA | VOLVO | SYNCHRONITY



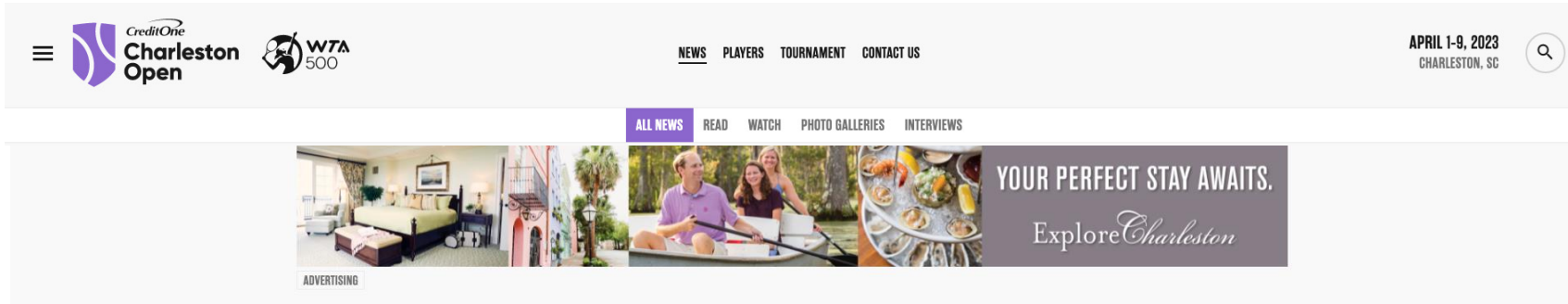
BROWSE THE CREDIT ONE CHARLESTON FAN GUIDE



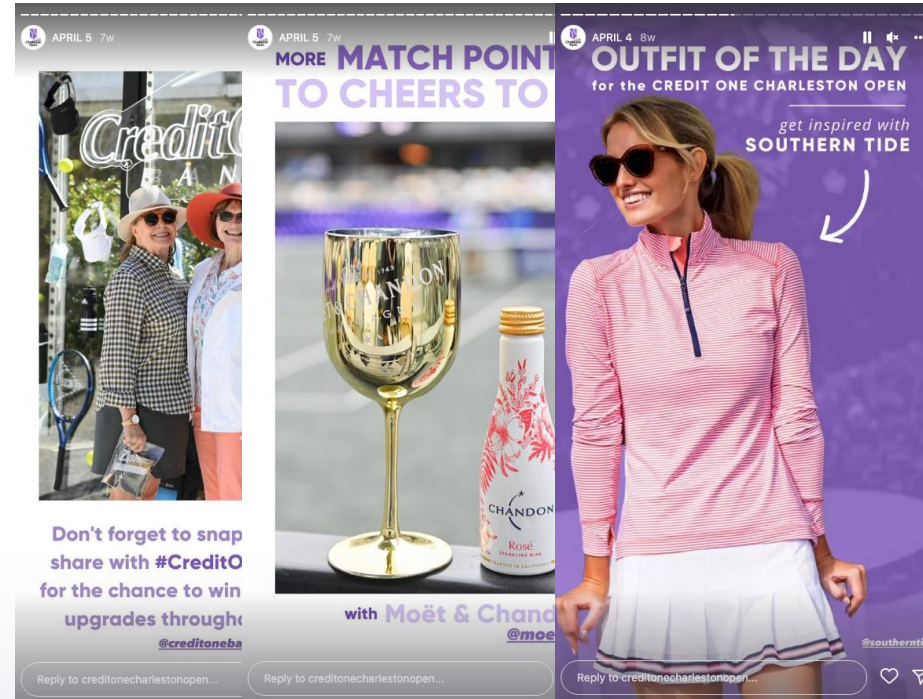
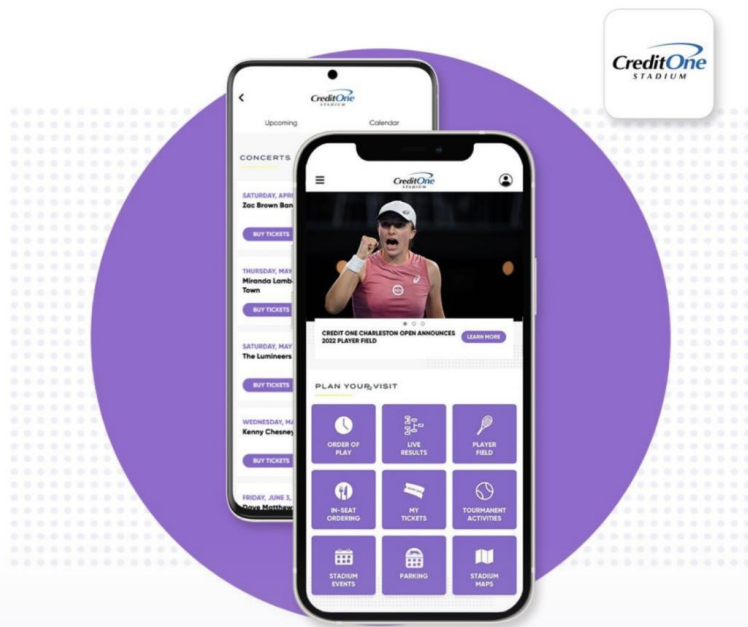
READ NOW



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.



Event Marketing/Promotion

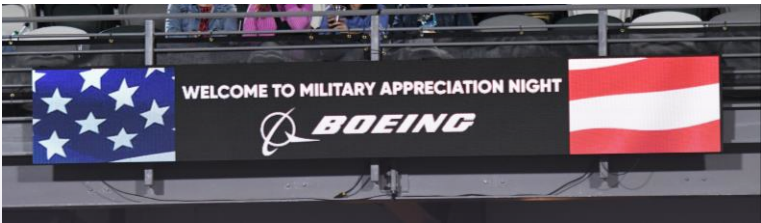


Opportunity for access to onsite activation space, customizable promotions and sponsorship of special events (i.e., player party, daily moments, etc.).

creditonecharlestonopen
Credit One Stadium



148 likes
creditonecharlestonopen On behalf of @boeing, we are proud to offer complimentary admission to active-duty, retired military and their families tonight at the Credit One #CharlestonOpen! Bring your military ID to Guest Services and receive up to 5 free tickets to our night session. 🇺🇸
View all 3 comments
April 7



Hospitality/Access



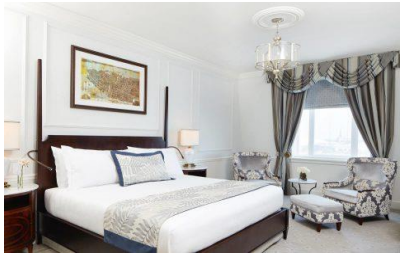
Hospitality assets include a two hundred (200) person VIP Club and sixteen (16) permanent suites located within stadium for both tennis and music events. Opportunities exist for VIP experiences.



Hospitality Opportunities



THE
CHARLESTON PLACE
HISTORIC DOWNTOWN



The Charleston Place offers access to:

- Accommodations
- Dining
- Spa & Wellness
- Meetings & Special Events
- Shopping Experiences

Summary

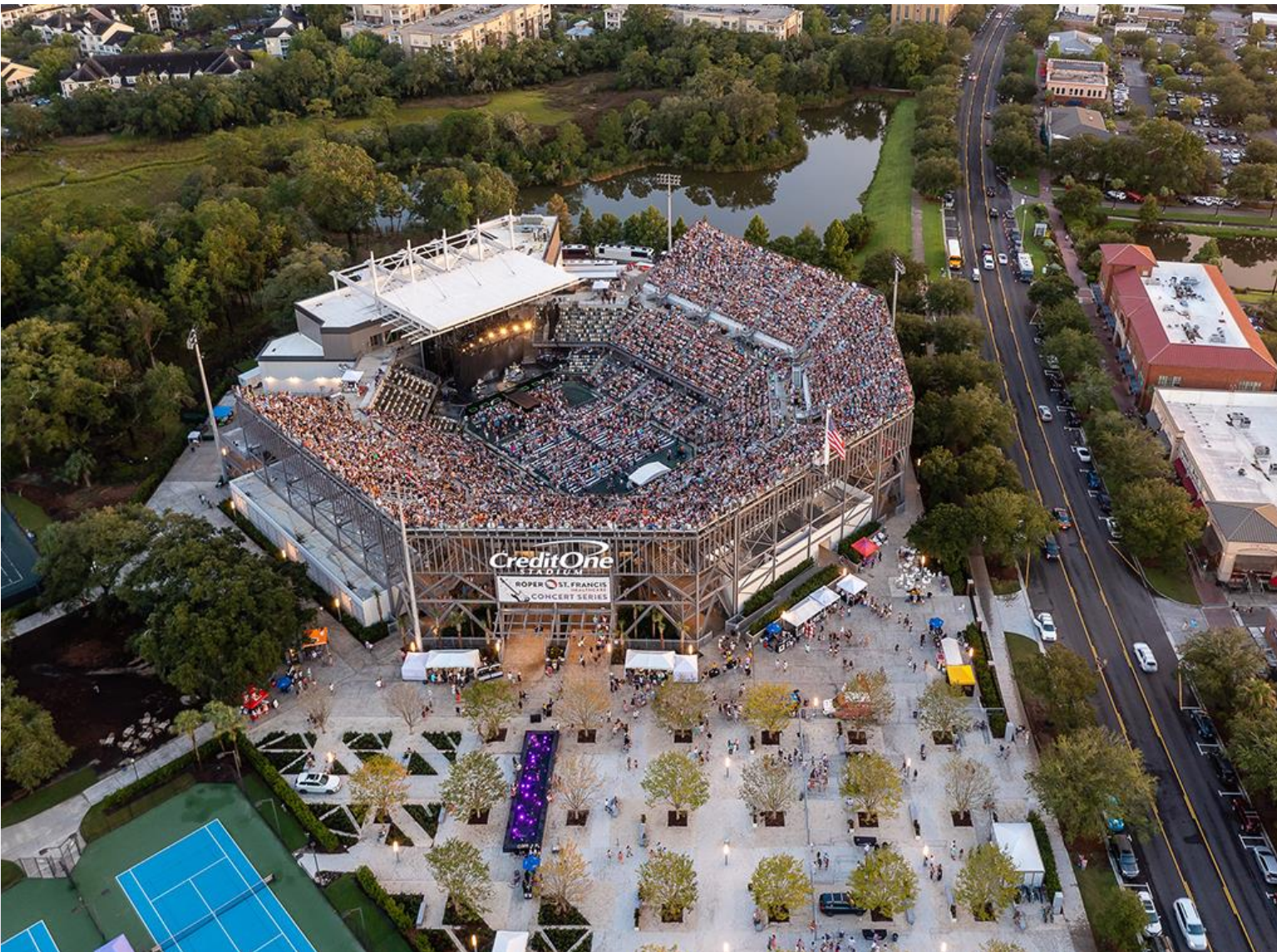


A dynamic, multi-dimensional sports and entertainment property that reaches a diverse and passionate audience

Access to a comprehensive, fully integrated portfolio of partnership assets

Alignment with a property known for being a pioneer and innovator

Thank you



Christian Cingolani

Christian.Cingolani@charlestontennisllc.com

704.929.1990

Creditonestadium.com