

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 North America** 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	Gross Advertising Value	Net Sponsorship Value
22.7M	\$540.7M	\$192.5M

Linear TV Audience	Digital Streaming Audience*	Linear TV Broadcast Hours	Number of Markets
13.6M	9.1M	3,894	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

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

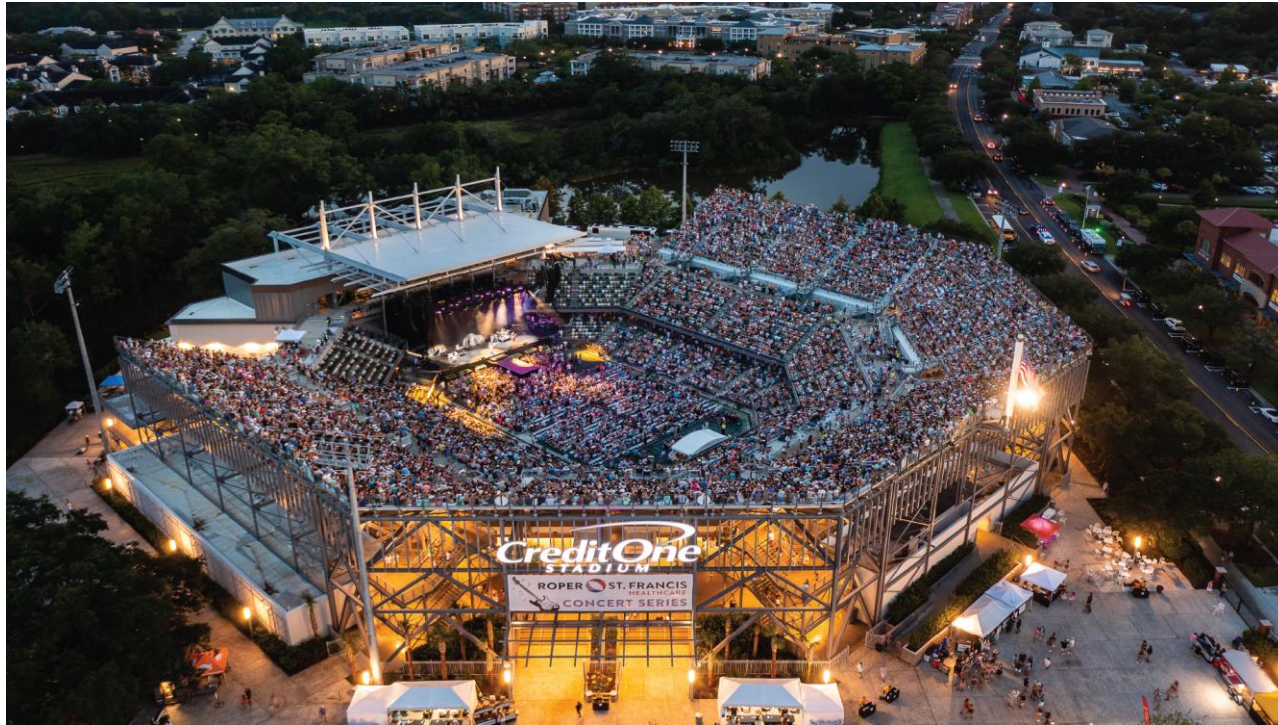
*Represents field as of March 15, 2022



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



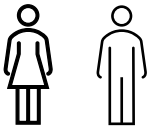
9,000+ Fans

Average attendance per concert during Concert Series



51%

of our fans
are female



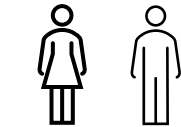
49%

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

CreditOne
STADIUM



- 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

CharlestonTennis^{LLC}



We Are An Integrated Solution



**Branding/Exposure
Positioning**

Marketing/Advertising

Digital/Social Media

Traditional Media

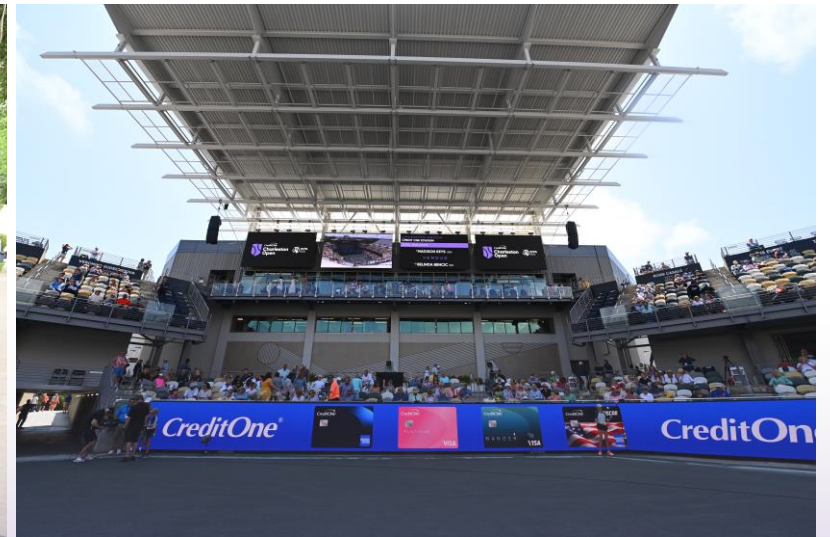
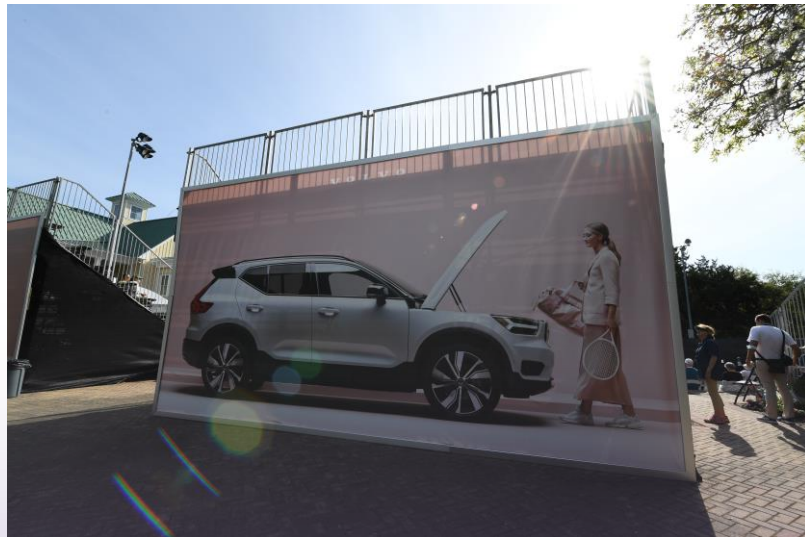
**Event Marketing/
Promotion**

**Hospitality/Access/
Opportunities**

Branding/Exposure/Positioning

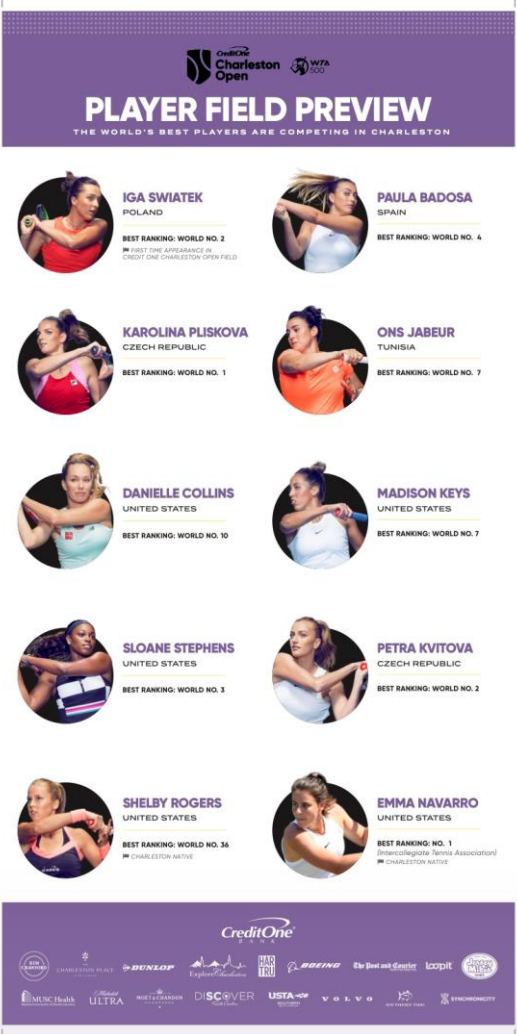


Comprehensive and innovative signage packages in-stadium and across Event grounds as well as opportunity for exclusive sponsor/brand integration within various area of stadium.



Marketing/Advertising

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



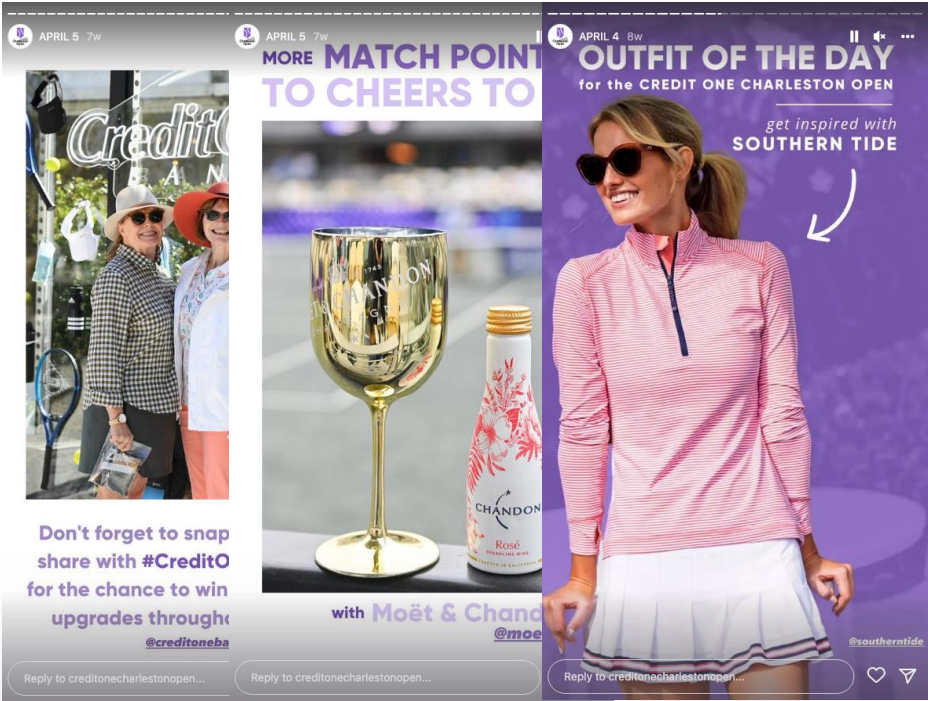
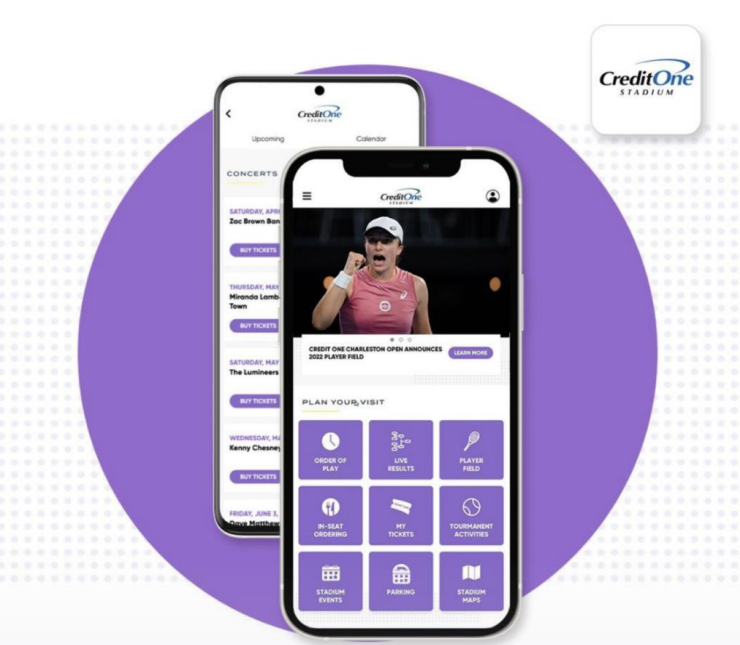
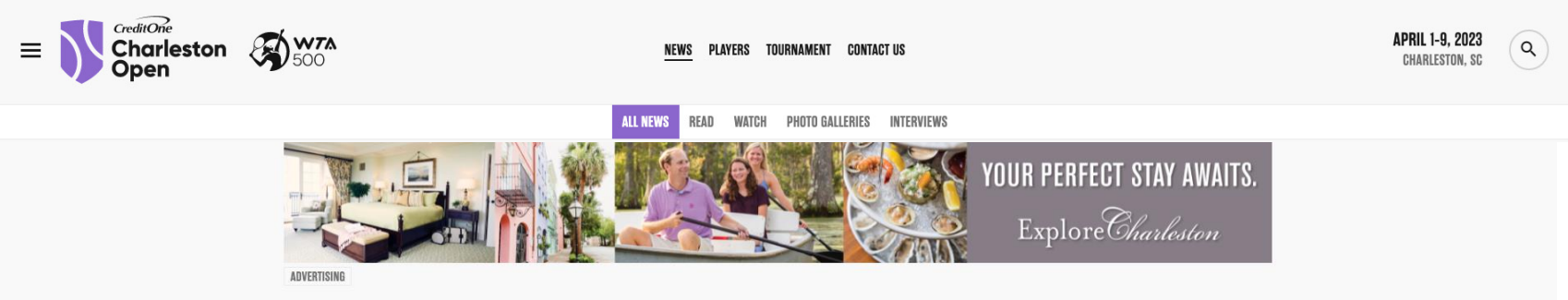
BROWSE THE CREDIT ONE CHARLESTON FAN GUIDE



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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.

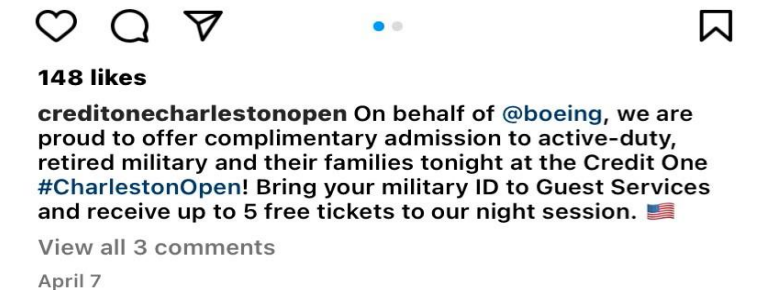
Examples include commercial units, onsite branded broadcast elements and on-screen graphics.



Event Marketing/Promotion



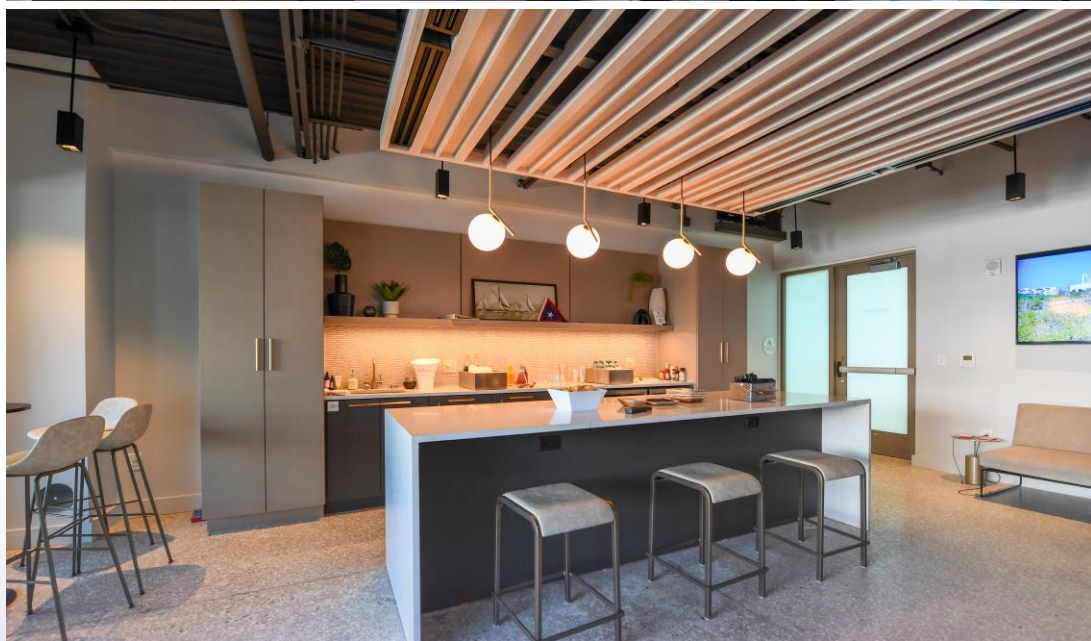
Opportunity for access to onsite activation space, customizable promotions and sponsorship of special events (i.e., player party, daily moments, etc.).



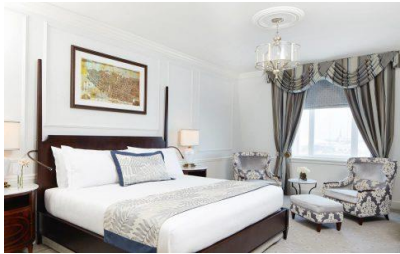
Hospitality/Access



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 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