1. THE EVENT
Credit One Charleston Open

2. THE VENUE
Credit One Stadium

3. THE OPPORTUNITY
A Fully Integrated Sponsorship
The Charleston team have been in the truest sense of the word transformational for all commercial and community partners associated with the Credit One Charleston Open.

Charleston should serve as the template – the gold standard for tournaments of all sizes and stripes as to what can be achieved and what must be required to elevate the sport.

– Ken Solomon, President of the Tennis Channel
A pioneer in women’s tennis.
A Pioneer in Women’s Tennis

The Credit One Charleston Open has grown into the largest women's only professional tennis event in North America, standing as a beacon of empowerment, opportunity, and fierce competition. As both a premier destination and a launchpad for WTA's rising stars, it has firmly cemented itself as a hallmark of women’s tennis.

Since its inception in 1973, the Charleston Open has been much more than just a tennis tournament. It’s been a trendsetter, a catalyst for change in women’s sports, and a milestone maker, proudly standing as:

The first women’s only tennis event broadcasted nationally

The first women’s only tennis event to reach $100,000 and $1,000,000 in prize money
Television & Digital Streaming

**Total Audience**: 26.8M  
+18.2%

**Net Sponsorship Value**: $72.8M

**Total Brand Exposure**: 7,244HRS  
+0.2%

**Linear TV Audience**: 14.2M  
+4.3%

**Digital Streaming Audience**: 12.6M  
+39.1%

**Linear TV Broadcast Hours**: 3,985  
+2.3%

**Number of Markets**: 145  
+7.6%

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**Global TV Demographics**

Female: 41%  
Male: 59%

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**United States TV Demographics**

Female: 53%  
Male: 47%
Social Media Engagement

- **Total Impressions (All Platforms):** 6,498,206 (+18%)
- **Total Video Views (All Platforms):** 2,884 (+67%)
- **Total Engagement (All Platforms):** 375,078 (+75%)

126 Posts → 1,904,701 Impressions
316 Posts → 1,976,620 Impressions
307 Posts → 2,616,705 Impressions

Source: YouGovSport Global Broadcast Performance Report 2023
2023 Player Field

6 Past Champions
Daria Kasatkina, Belinda Bencic, Veronika Kudermetova, Madison Keys, Sloane Stephens, & Sabine Lisicki

4 Grand Slam Champions
Aryna Sabalenka, Sophia Kenin, Sloane Stephens, & Jelena Ostapenko

4 Top Ten Ranked Players
Ons Jabeur, Jessica Pegula, Daria Kasatkina, & Belinda Bencic
Attendance Demographics

85,000+ Fans
Across 9 days of tennis

- 58% of our fans are female
- 42% of our fans are male
- 55% of our fans are between 25-54
- 61% of our fans have at least one child
- 68% of our fans hold at least a bachelor’s degree
- 73% of our fans’ household income is greater than $75K

Data Provided by Ticketmaster
Ticketing

15% Total Revenue
85,000 Total Attendance

Top 5 States
1. South Carolina
2. North Carolina
3. Florida
4. Virginia
5. New York

Data Provided by Ticketmaster

Food & Beverage

30% Total Revenue
15% Total POS Locations

30%
85,000
51% Ticket holders from SC
New Brand Partnerships

Increase over 2022 27%

- DXC Technology
- Morgan Stanley
- Motorola
- Grey Goose
- Patrón
- Vodka

[Image of tennis court with a crowd watching a match]
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The Renovation

April 2022 marked a historic moment as we proudly unveiled the newly renovated Credit One Stadium. The project has turned what was once an aging structure into a state-of-the-art, standard-setting venue.

- Seating capacity expanded from 7,500 to 11,000
- Added 16 permanent suites
- 75,000 ft² multi-use stage house with a 200-person VIP Club, F&B operations, player services, and broadcast + stadium production
The Club
Player Areas
2022 Pollstar Top 100 Stadiums

No. 1 - Allegiant Stadium, Las Vegas, NV
No. 8 - Wembley Stadium, London, UK
No. 22 - Mercedes-Benz Stadium, Atlanta, GA
No. 42 - Etihad Stadium, Manchester, UK
No. 58 - Credit One Stadium, Charleston, SC
No. 63 - State Farm Stadium, Phoenix, AZ
No. 79 - Citi Field, New York, NY

Ranking based on concert ticket sales and gross revenue
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<table>
<thead>
<tr>
<th>Branding &amp; Exposure</th>
<th>Digital &amp; Social</th>
<th>Traditional Media</th>
<th>Hospitality Zones</th>
</tr>
</thead>
</table>

![Tennis Court](image1.jpg)

![Digital Ad](image2.jpg)

![Traditional Media](image3.jpg)

![Hospitality Zone](image4.jpg)
We can’t wait to see you

March 30 – April 7, 2024

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