



CreditOne
**Charleston
Open**



WTA
500

2023



1 THE EVENT

Credit One Charleston Open

2 THE VENUE

Credit One Stadium

3 THE OPPORTUNITY

A Fully Integrated Sponsorship





2022 TOURNAMENT OF THE YEAR

“

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*





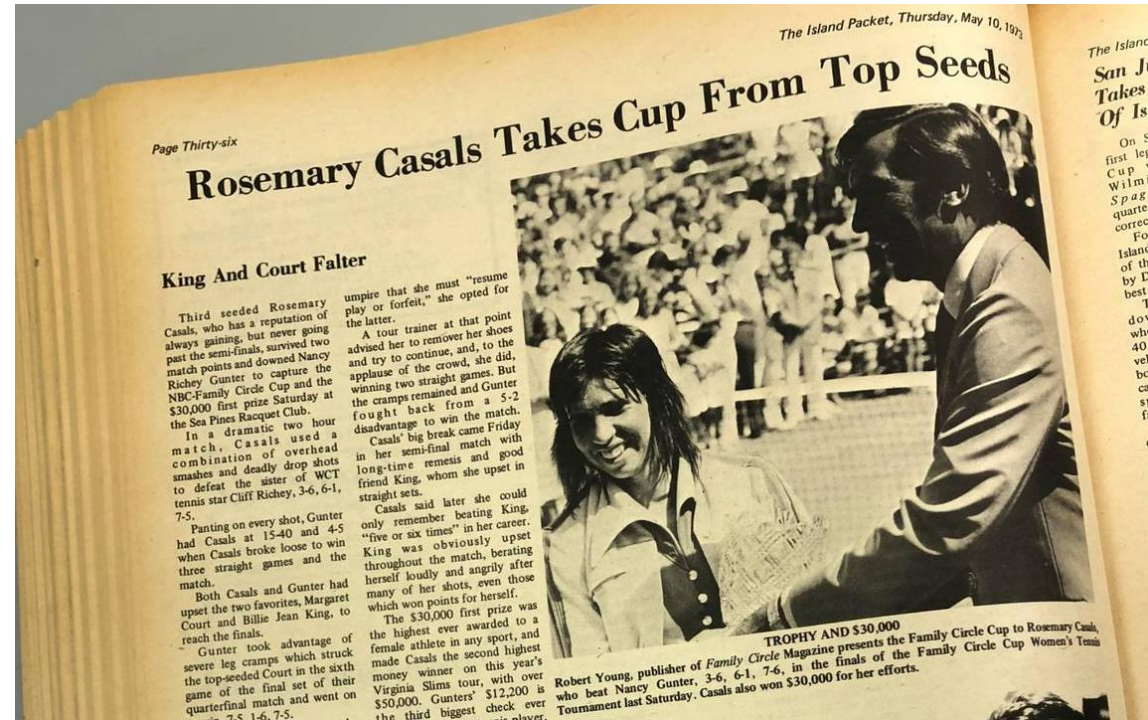
A pioneer in
women's tennis.



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



26.8M

Total Audience

+18.2%

\$72.8M

Net Sponsorship Value

7,244HRS

Total Brand Exposure

+0.2%

14.2M

Linear TV Audience

+4.3%

12.6M

Digital Streaming Audience

+39.1%

3,985

Linear TV Broadcast Hours

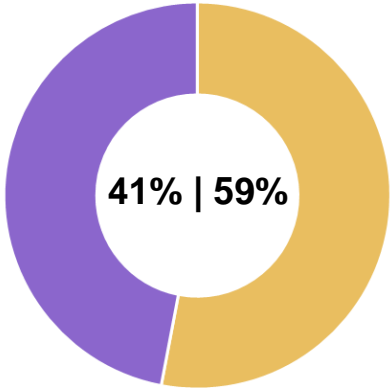
+2.3%

145

Number of Markets

+7.6%

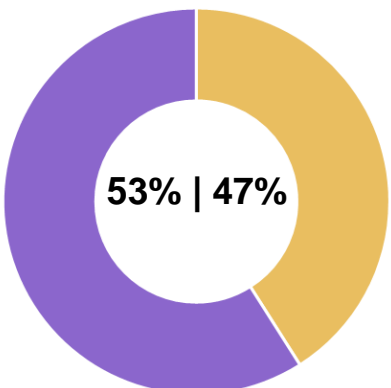
Global TV Demographics



Female

Male

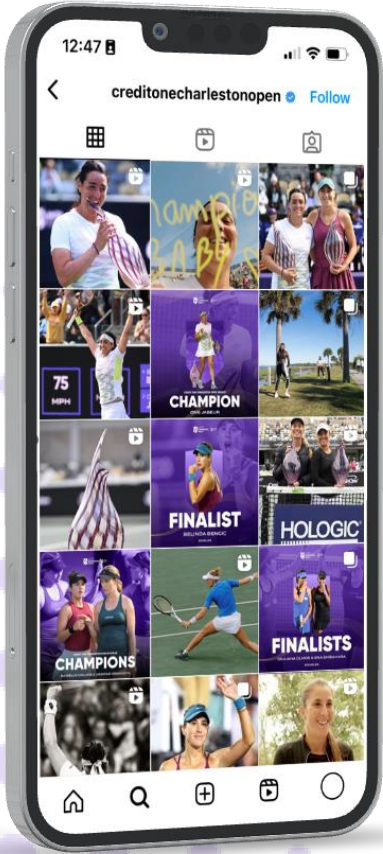
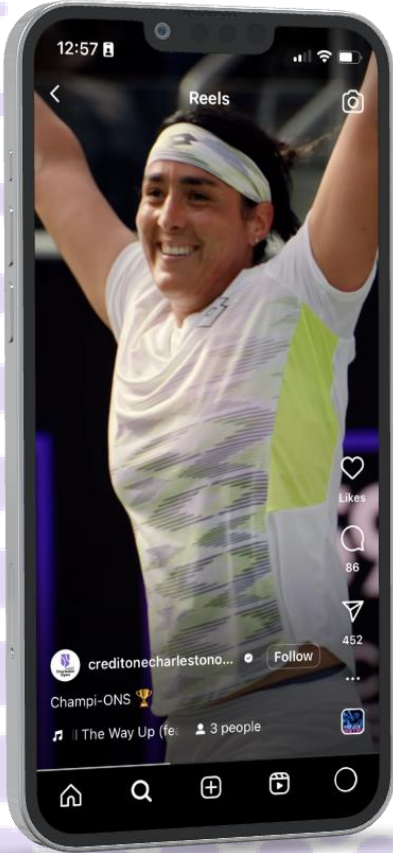
United States TV Demographics



Female

Male

Social Media Engagement



6,498,206

Total Impressions
(All Platforms)

+18%



375,078

Total Engagement
(All Platforms)

+75%



2,884

Total Video Views
(All Platforms)

+67%



126 Posts → 1,904,701 Impressions



316 Posts → 1,976,620 Impressions



307 Posts → 2,616,705 Impressions

2023 Player Field

6

Past Champions

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

4

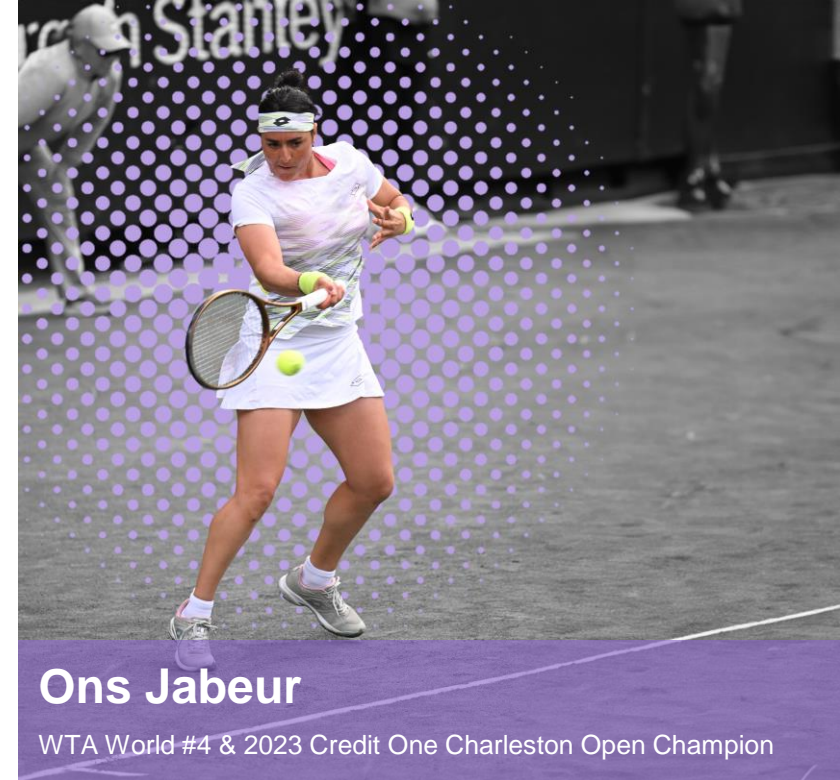
Grand Slam Champions

Aryna Sabalenka, Sophia Kenin, Sloane Stephens, & Jelena Ostapenko

4

Top Ten Ranked Players

Ons Jabeur, Jessica Pegula, Daria Kasatkina, & Belinda Bencic



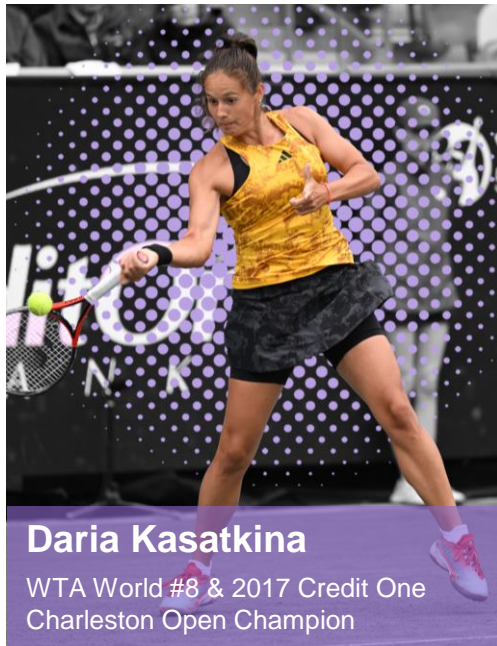
Ons Jabeur

WTA World #4 & 2023 Credit One Charleston Open Champion



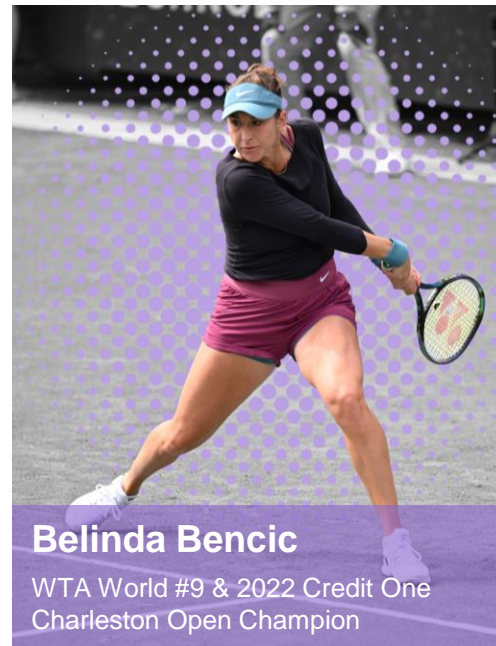
Jessica Pegula

WTA World #3



Daria Kasatkina

WTA World #8 & 2017 Credit One Charleston Open Champion



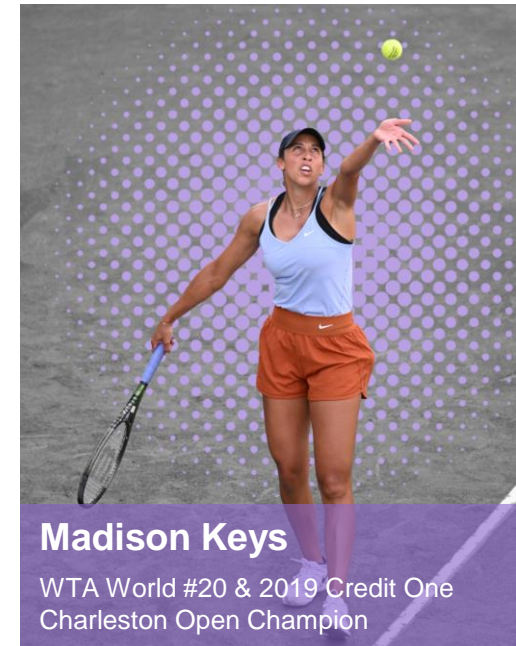
Belinda Bencic

WTA World #9 & 2022 Credit One Charleston Open Champion



Veronika Kudermetova

WTA World #11 & 2021 Credit One Charleston Open Champion

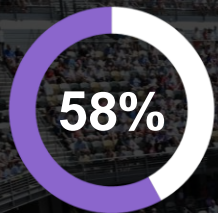


Madison Keys

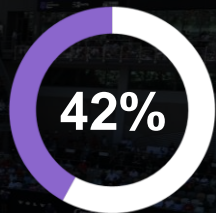
WTA World #20 & 2019 Credit One Charleston Open Champion

Attendance Demographics

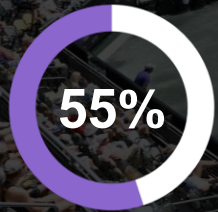
85,000+ Fans
Across 9 days of tennis



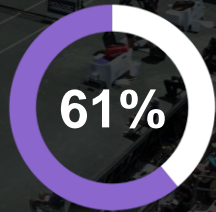
of our fans
are female



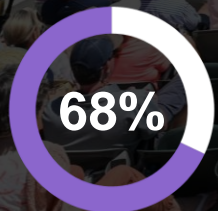
of our fans
are male



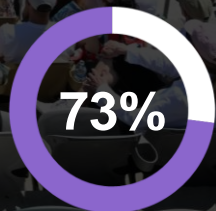
of our fans are
between 25-54



of our fans have
at least one child



of our fans hold at
least a bachelor's
degree



of our fans'
household income
is greater than \$75K

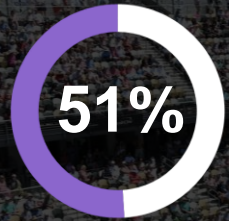
Data Provided by Ticketmaster



Ticketing

15% 
Total Revenue

85,000
Total Attendance

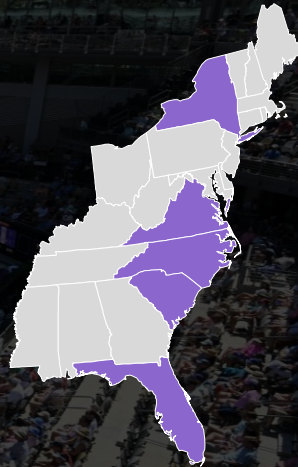


Ticket holders
from SC

Data Provided by Ticketmaster

Top 5 States

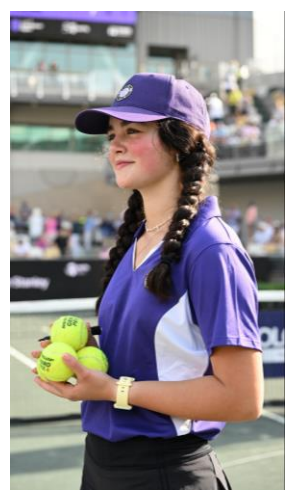
1. South Carolina
2. North Carolina
3. Florida
4. Virginia
5. New York



Food & Beverage

30% 
Total
Revenue

15% 
Total POS
Locations



New Brand Partnerships

Junior Match Score

JESPERICA vs PEGULA	6 7
RAULAC vs BADOJA	3 6



Junior Match Score

JESPERICA vs PEGULA	6 7
RAULAC vs BADOJA	3 6



Morgan Stanley



MOTOROLA



TEQUILA
PATRÓN



27% 
Increase over 2022

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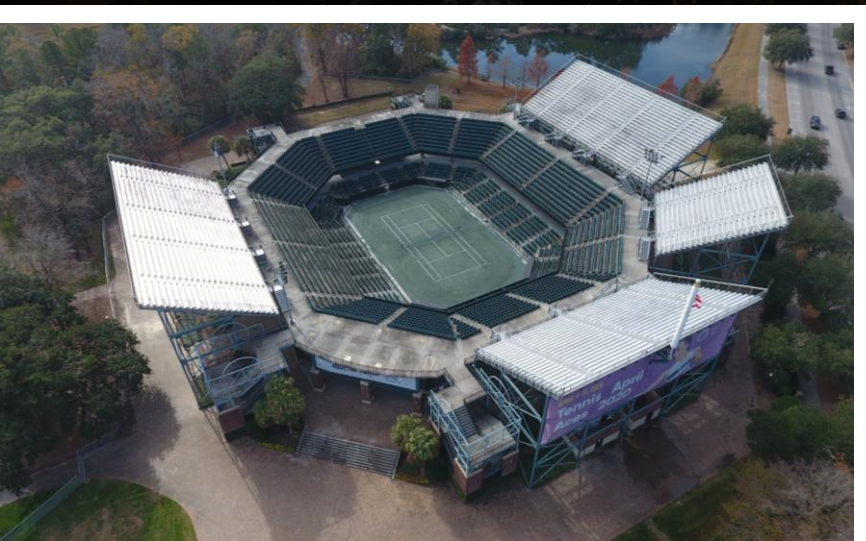
A Fully Integrated Sponsorship



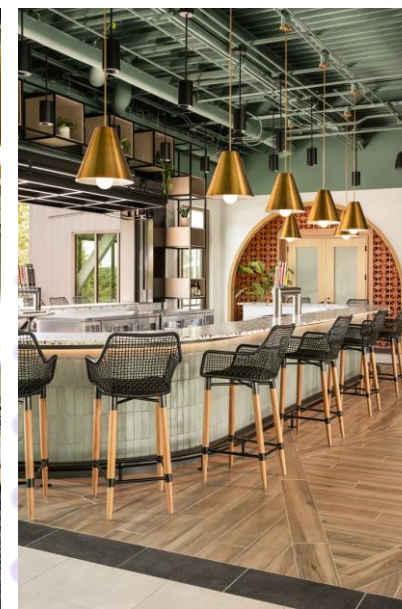
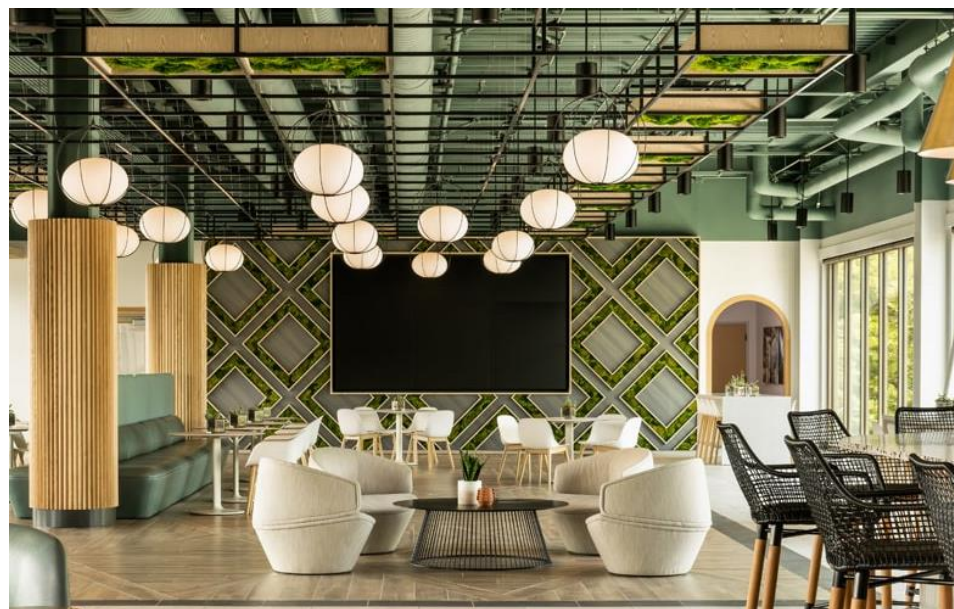
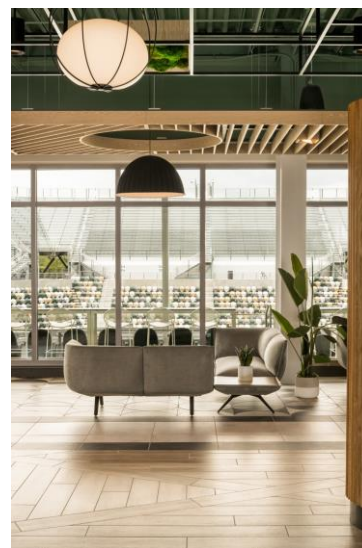
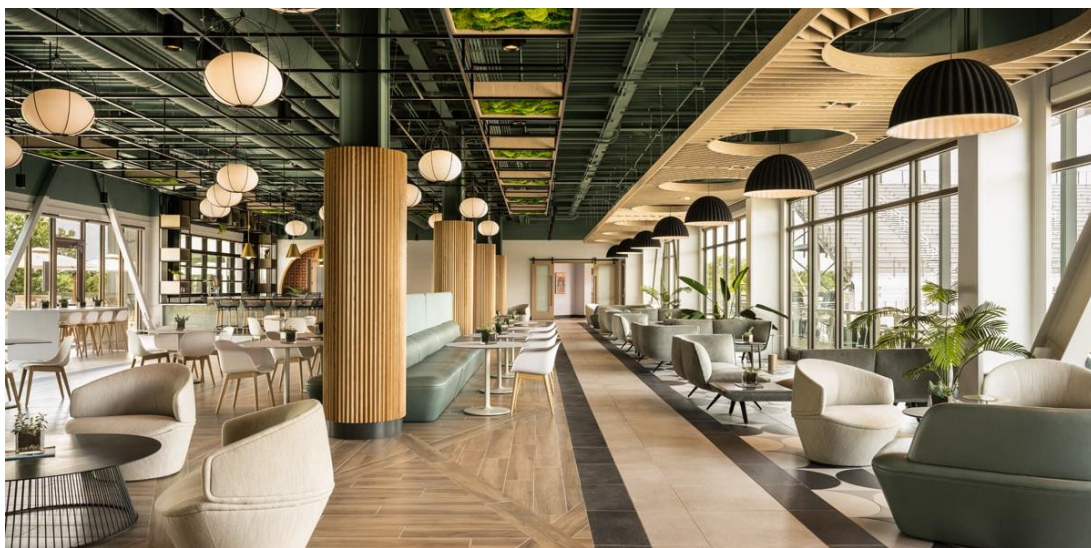
The Renovation

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



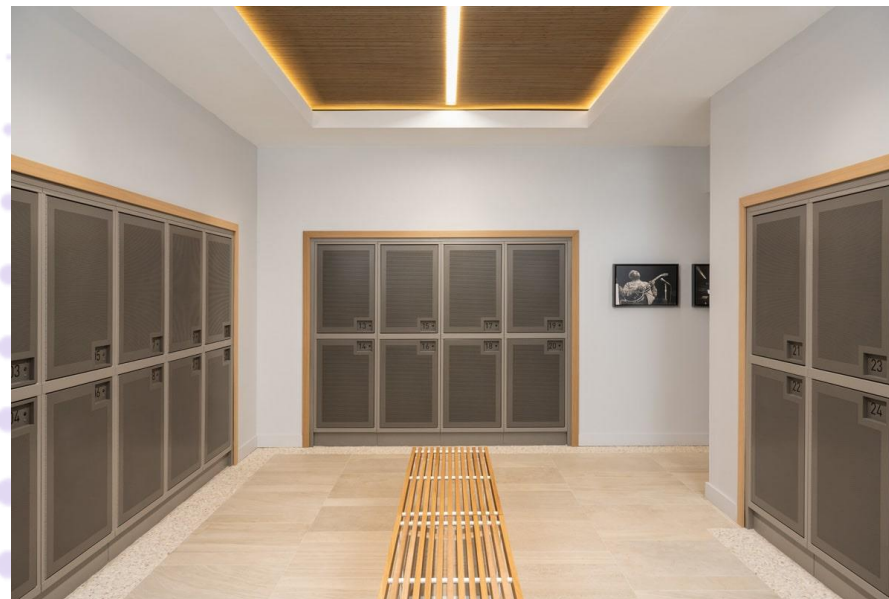
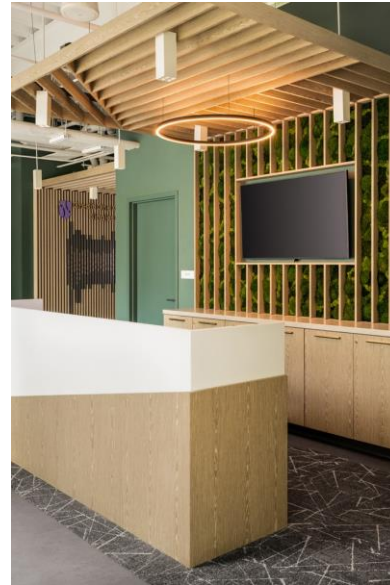
The Club



Suites



Player Areas



2022 Pollstar Top 100 Stadiums

No. 1

 **allegiant stadium**

Las Vegas, NV

No. 8

 **WEMBLEY**

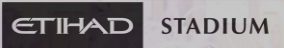
London, UK

No. 22

 **Mercedes-Benz
STADIUM**

Atlanta, GA

No. 42

 **ETIHAD STADIUM**

Manchester, UK

No. 58

 **CreditOne**
STADIUM

Charleston, SC

No. 63

 **State Farm**
STADIUM

Phoenix, AZ

No. 79

 **CITIFIELD**

New York, NY

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Branding & Exposure

Digital & Social

Traditional Media

Hospitality Zones



Experiential

Event Marketing

Promotion

Advertising





CreditOne
**Charleston
Open**



**WTA
500**

We can't wait to see you
March 30 – April 7, 2024

Christian Cingolani

Christian.Cingolani@charlestoneventsllc.com

704.929.1990