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CREDIT ONE CHARLESTON OPEN ANNOUNCES TOURNAMENT PARTNERS FOR 2024 PROFESSIONAL WOMEN'S TENNIS EVENT

Two dozen national brands to sponsor the Hologic WTA Tour 500 tournament

CHARLESTON, S.C. – The Credit One Charleston Open, the largest women's-only tennis tournament in North America, has entered into partnership agreements with two dozen nationally-recognized companies, who will enhance the tournament experience for attendees and guests through their support and activations. The event, which is the Hologic WTA Tour clay season kick-off, will be contested March 30 - April 7, 2024 on Daniel Island in Charleston, South Carolina. New partners include Fifth Third Bank, Thorne and Viking Athletics.

Title sponsor Credit One Bank returns for a third tournament while also holding naming rights for the state-of-the-art Credit One Stadium. Returning partners at the Premier Level include Volvo Cars, DXC Technology, Motorola, HarTru, Discover South Carolina, Explore Charleston, and Hologic. In total, 24 brands have pledged their support of the Credit One Charleston Open, the 2022 and 2023 WTA 500 Tournament of the Year.

"We are deeply grateful for the commitments and investment our partners are making in women's tennis through their support of the Credit One Charleston Open," said Bob Moran, President of Beemok Sports & Entertainment. "Their dedication not only enriches our tournament but also advances the sport, creating more opportunities for our players and delivering an exceptional experience for fans. This collaborative effort – through long standing relationships and new ones this year – highlights the strength and appeal of women's tennis. Together, we are setting a new standard for excellence and engagement in the sport."

The Credit One Charleston Open annually welcomes 90,000 attendees and more than 100 world-class athletes to the Lowcountry. The 2024 preliminary main draw is highlighted by five Grand Slam champions, five Charleston champions and four top 10 players.

Title sponsor Credit One Bank has effectively used the Charleston Open platform to underscore its commitment to women's sports and professional tennis. Credit One Bank, one of the leading credit card issuers in the United States, became the title sponsor of Charleston's professional tennis tournament in 2021. This year, they have launched the Number One Fan program offering families the ultimate Charleston Open experience, indicating the bank's ongoing commitment to community engagement through unique sports experiences. Additionally, the Bank partners with the tournament to provide all juniors, 16 and under, and military members complimentary access to the tournament. They recently signed their first sponsored athlete, World No. 20, and Charleston local Emma Navarro.

Fifth Third Bank will support three Charleston women's-only tennis tournaments, including title sponsorships of two WTA 125 tournaments and a partnership with the Credit One Charleston Open. They will co-present Tennis In The City, the tournament's annual city-wide initiative to grow youth tennis and to provide affordable, quality tennis instruction to kids. The financial institution recently opened two branches in the Charleston-area, on James Island and in Mount Pleasant, and has plans to open another branch in North Charleston later this year. This is the Bank's first sponsorship of a professional women's sporting

event.

With its manufacturing facility headquartered in Summerville, SC, and an established relationship with American tennis player Madison Keys, Thorne has entered its first professional tennis tournament sponsorship by partnering with the Credit One Charleston Open. This collaboration emphasizes Thorne's commitment to optimizing wellness and performance, leveraging its local presence to enhance community engagement and support for professional athletes and their fans. The science-driven wellness company has four decades of experience producing high-quality, trusted health and wellness products, aligning with the tournament's and its athlete's daily commitment to excellence.

Viking Athletics has signed on to grow the tournament's on-site pickleball experience. They will promote the growing popularity of pickleball through instruction and competitions, showcasing the sport's appeal for players of all ages and skill levels.

Other notable partner activations include DXC Technology's 'Performance Driven Women in Leadership' coin toss series, highlighting women leaders and promoting gender equality in professional settings. The technology company will also host a daily talk show on-site featuring players and tournament ambassadors participating in interactive, culinary programming. Volvo Cars, with an assembly plant in South Carolina, will highlight its fully electric vehicles, the EX90 and EX30, giving attendees a first hand look at the safe, sustainable and cutting-edge technology of their new models. Volvo will also sponsor all autograph signings on-site for attendees.

Motorola will feature its newest Motorola Razr on-site with interactive 'Flip the Script' photo opportunities and the chance to win an experience with Sloane Stephens, plus signed items by the 2017 US Open champion. Other partners enriching the fan experience on-site include HarTru, Southern Tide, Dunlop, Gray Goose, Patron, Moët & Chandon and Kim Crawford. MUSC Health, the official healthcare partner, will provide medical services to players and attendees. The Michelob Ultra Club will feature Anheuser-Busch products alongside photo opportunities, games and lounge seating.

The nine-day Credit One Charleston Open showcases a singles draw of 48 players, a qualifying draw of 28 players and a doubles draw of 16 teams. The event traditionally hosts more than 90,000 attendees on Daniel Island. The tournament recently released its **Fan Hub**, which showcases special events, food and beverage options, partner activities and more happening throughout the nine-day tournament.

Charleston Tennis, LLC, which manages Credit One Stadium under a lease from the City of Charleston, renovated and modernized the 20-year-old facility in 2022. The city-owned venue underwent upgrades to enhance the stadium experience for patrons, performers, tennis players and event management, allowing the venue to attract world-class athletes and talent to Daniel Island.

The Credit One Charleston Open has been a pioneer in women's professional sports since 1973, paving the path for female tennis players to receive equal recognition, respect and pay in the sport. Originally held on Hilton Head Island, the event moved to Charleston in 2001 and is played on Daniel Island at the LTP Daniel Island tennis center, home to the Credit One Stadium.

Tickets can be purchased online at creditonecharlestonopen.com or by calling (843) 856-7900. For additional information, please email tickets@charlestontennisllc.com or visit creditonecharlestonopen.com.

About the Credit One Charleston Open:

The Credit One Charleston Open is North America's largest women's-only tennis tournament. The event, formerly known as the Volvo Car Open, moved to Charleston, S.C., in 2001 from Hilton Head Island, S.C., and celebrated its 50th year in 2022. In the same year, and for the first time in tournament history, the Credit One Charleston Open was also recognized as the WTA 500 event of the year. The Credit One Charleston Open traditionally welcomes more than 90,000 spectators each year. The tournament features a singles draw of 48 players, a qualifying draw of 24 players and a doubles draw of 16 players. In conjunction with Tennis Channel and WTA Media, the Credit One Charleston Open is showcased from the

first ball struck in main draw competition to the last ball played in finals, throughout the U.S. and 174 international partners. The tournament receives more than 100 hours of tennis coverage, broadcast live from Charleston across the globe to millions of fans. The tournament is operated by Charleston Tennis, LLC. For more information on the Credit One Charleston Open, visit creditonecharlestonopen.com, call (843) 856-7900, email info@charlestonecc.com, Facebook (Credit One Charleston Open), Twitter (@CharlestonOpen) or Instagram (@CreditOneCharlestonOpen).

About Credit One Bank:

Credit One Bank is one of the fastest-growing credit card issuers in the U.S. Founded in 1984 and headquartered in Las Vegas, Credit One Bank offers a full spectrum of credit card products including cash back and points-based cards as well as jumbo CDs. Credit One Bank is also the Official Credit Card of the Las Vegas Raiders, NASCAR, WWE, the Vegas Golden Knights, and Best Friends Animal Society. Learn more at CreditOneBank.com, on our [Newsroom](#), or on social media (@CreditOneBank) on Facebook, Instagram, Twitter, YouTube and LinkedIn.

Contact:

Arielle Alpino
Obviouslee Marketing
arielle@obviouslee.com

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