



# INTRODUCTION & OVERVIEW



2024 Credit One Charleston Open Champion Danielle Collins



# 1 THE EVENT

Credit One Charleston Open

# 2 THE VENUE

Credit One Stadium

# 3 THE OPPORTUNITY

A Fully Integrated Sponsorship





## 2022 & 2023 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

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.

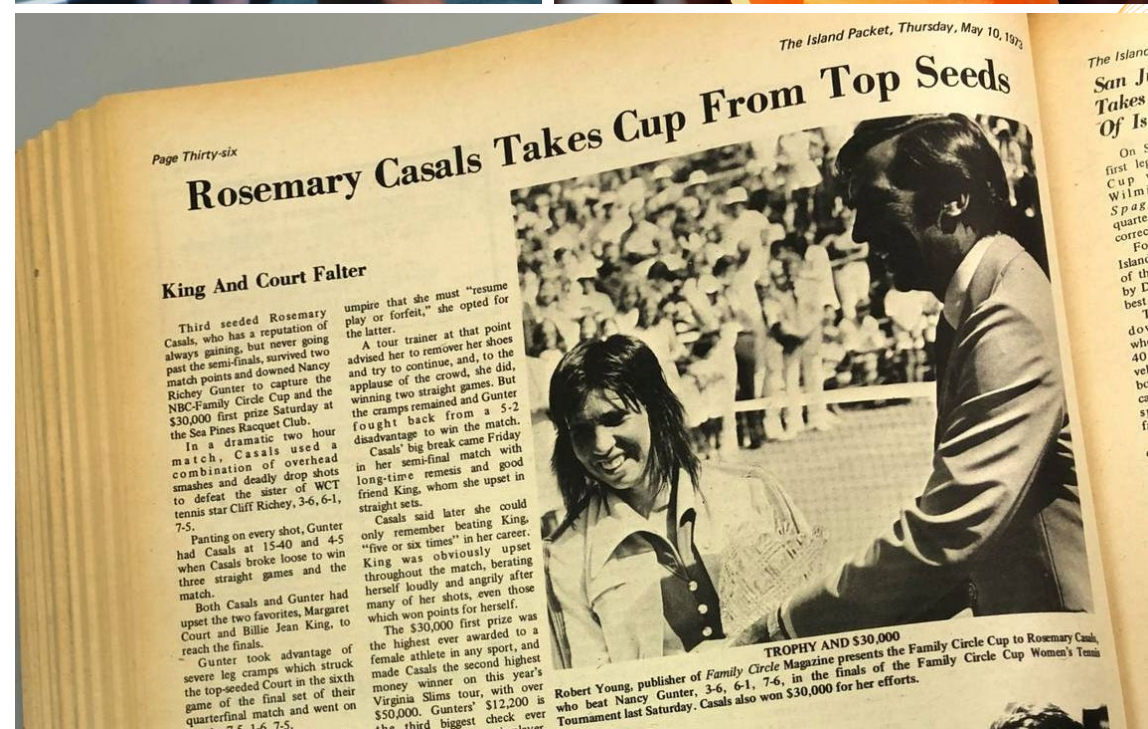
Since its inception in 1973, the Charleston Open has been much more than just a tennis tournament. It's been a trendsetter, a catalyst for change in women's sports, and a milestone maker, **proudly standing as:**



**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



22.8M  
Total Audience

\$71.5M  
Net Sponsorship Value

5,216HRS  
Total Brand Exposure

11.1M  
Linear TV Audience

11.7M  
Digital Streaming Audience

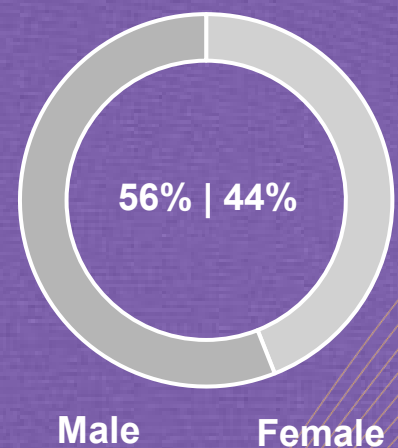
2,218  
Linear TV Broadcast Hours

163  
Number of Markets

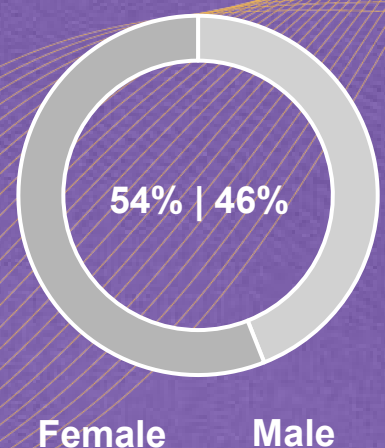
## U.S remains top market by Linear TV Audience

- 5.3M viewers in 2024
- +21% over 2023 (4.3M viewers)
- +100% over 2022 (2.6M viewers)

Global TV Demographics



United States TV Demographics



# Attendance Demographics

**90,000+ Fans**  
Across 9 days of tennis

56%



of our fans  
are female

44%



of our fans  
are male

55%



of our fans are  
between 25-54

61%



of our fans have  
at least one child

60%



of our fans hold at  
least a bachelor's  
degree

73%



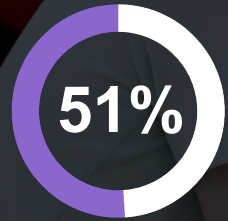
of our fans'  
household income  
is greater than \$75K

Data Provided by Ticketmaster



# Ticketing

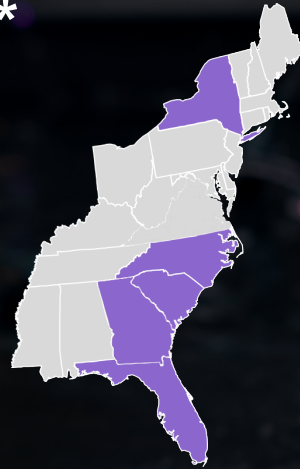
18%   
Total Revenue



Ticket holders  
from SC\*

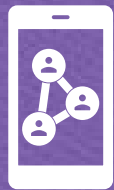
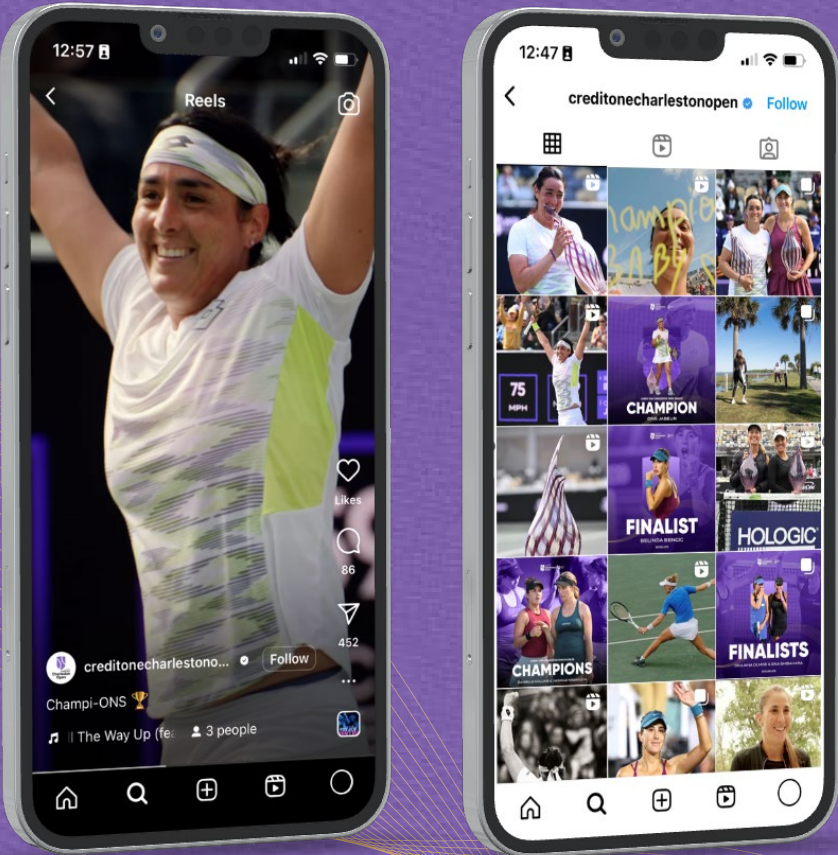
## Top 5 States\*

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



\*Data Provided by Ticketmaster

# Social Media Engagement



9,686,210

Total Impressions  
(All Platforms)

+18%



818,801

Total Engagement  
(All Platforms)

+75%



158 Posts → 110,561 Impressions



295 Posts → 1,334,801 Impressions



337 Posts → 6,784,192 Impressions

# 2024 Player Field

5

## Past Champions

Daria Kasatkina, Veronika Kudermetova, Madison Keys, Sloane Stephens, & Ons Jabeur

4

## Grand Slam Champions

Sophia Kenin, Sloane Stephens, Caroline Wozniacki & Victoria Azarenka

3

## Top Ten Ranked Players

Ons Jabeur, Jessica Pegula, Maria Sakkari



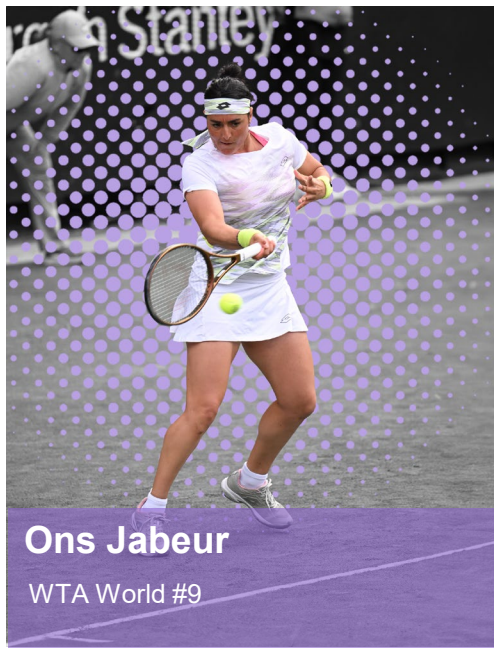
**Danielle Collins**

WTA World #11 & 2024 Credit One Charleston Open Champion



**Jessica Pegula**

WTA World #5



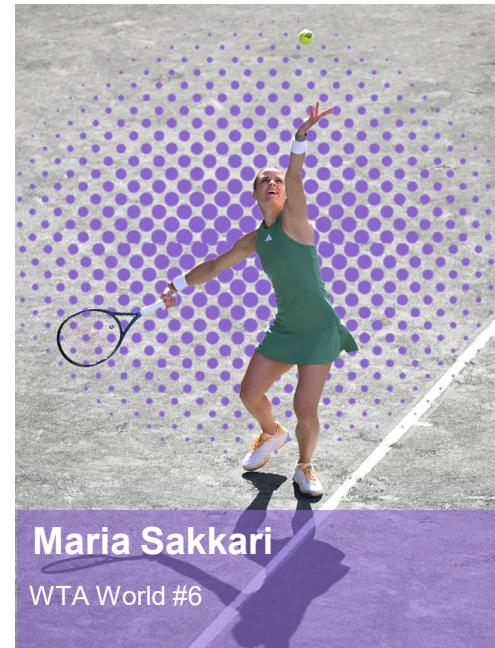
**Ons Jabeur**

WTA World #9



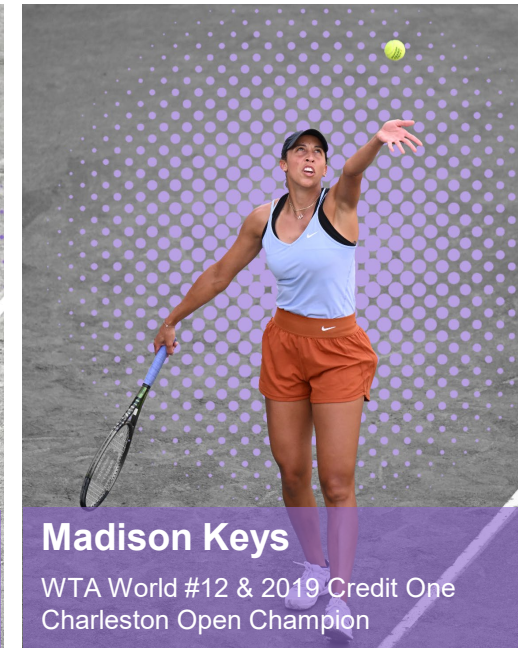
**Daria Kasatkina**

WTA World #13 & 2017 Credit One Charleston Open Champion



**Maria Sakkari**

WTA World #6



**Madison Keys**

WTA World #12 & 2019 Credit One Charleston Open Champion

# Partnerships\*



VOLVO



Explore Charleston



FIFTH THIRD BANK



THORNE

DISCOVER  
South Carolina

HAR-TRU

HOLOGIC®



The Post and Courier



# 27%

## Increase in new brand partnerships since 2022

\*2024 partners



1

# THE EVENT

Credit One Charleston Open

2

# THE VENUE

Credit One Stadium

3

# THE OPPORTUNITY

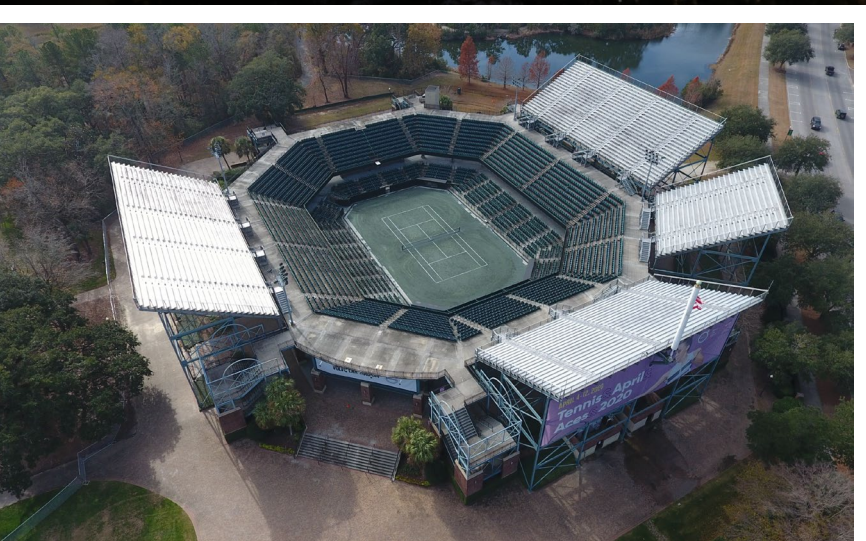
A Fully Integrated Sponsorship



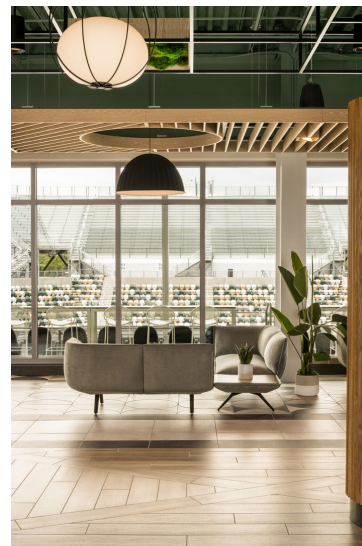
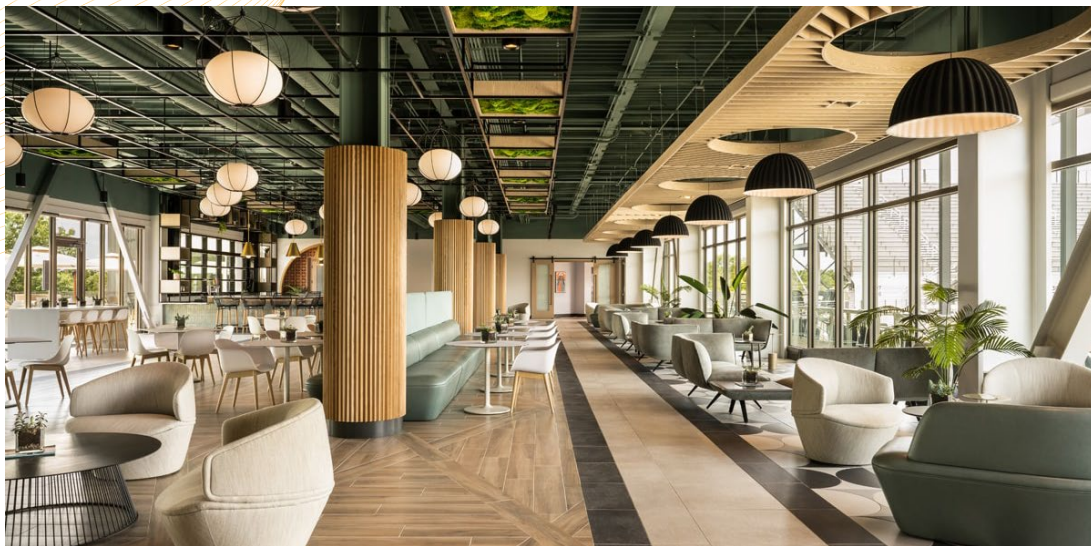
# The Renovation

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.

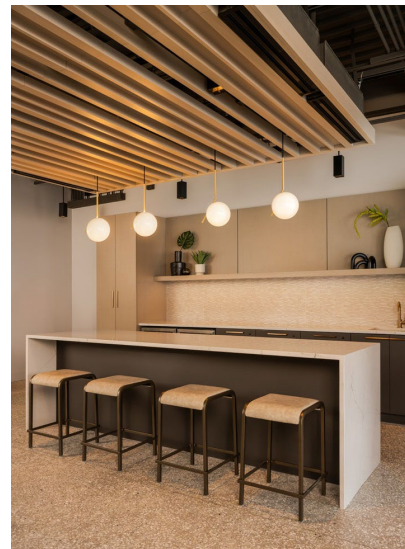
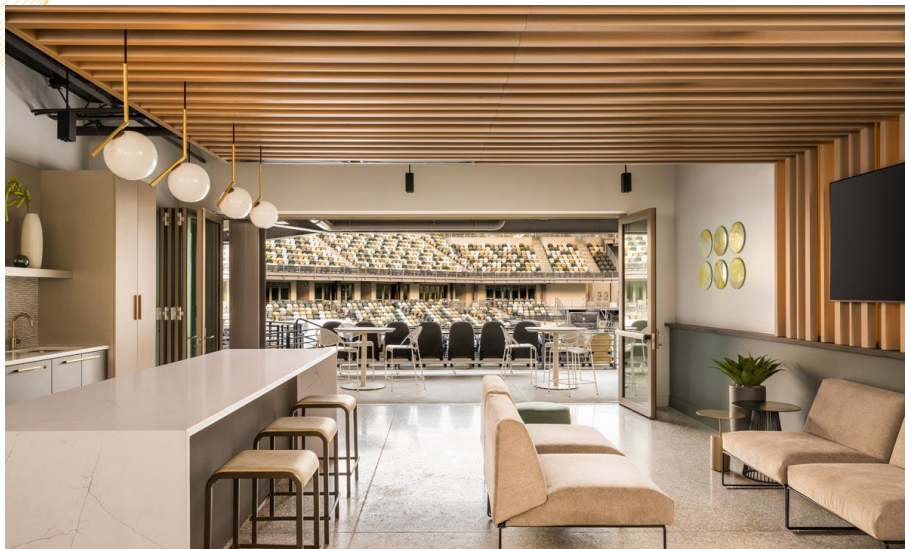
- Seating capacity expanded from 7,500 to 11,000
- Added 16 permanent suites
- 75,000 ft<sup>2</sup> multi-use stage house with a 200-person VIP Club, F&B operations, player services, and broadcast + stadium production



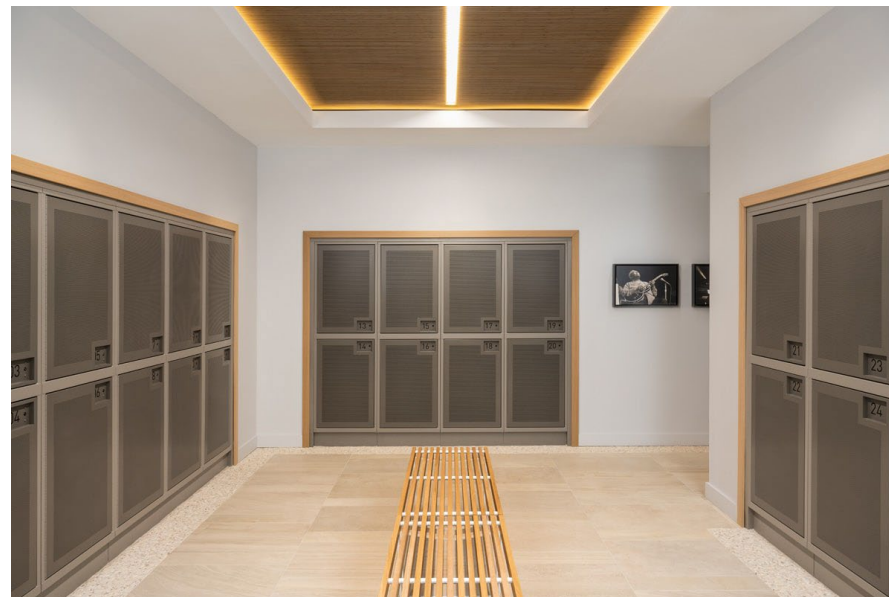
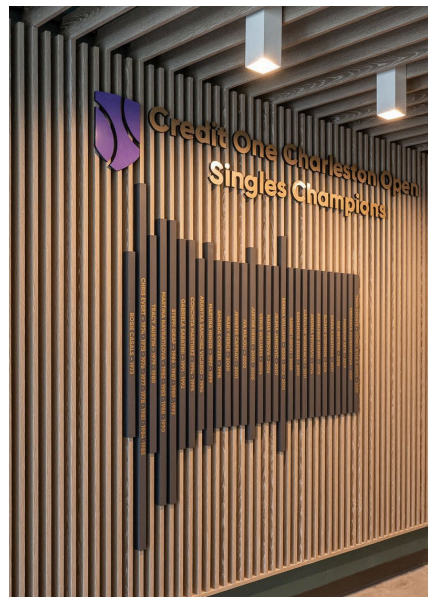
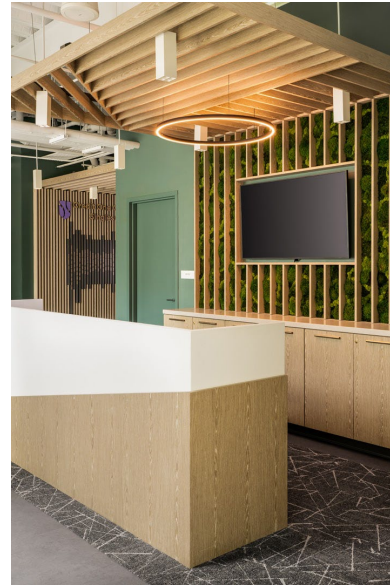
# The Club



# 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<sup>®</sup>  
STADIUM**

Phoenix, AZ

No. 79

 **CITIFIELD**

New York, NY

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A Fully Integrated Sponsorship

## Branding & Exposure

## Digital & Social

## Traditional Media

## Premium Hospitality



Experiential

Event Marketing

Promotion

Advertising



Danielle's  
Island



**We can't wait to see you**

**March 29 – April 6, 2025**

Christian Cingolani

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