



WTA 500

INTRODUCTION & OVERVIEW



THE EVENT

Credit One Charleston Open



WTA 500

THREE TIME
TOURNAMENT
OF THE YEAR
2022 | 2023 | 2024



“

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.

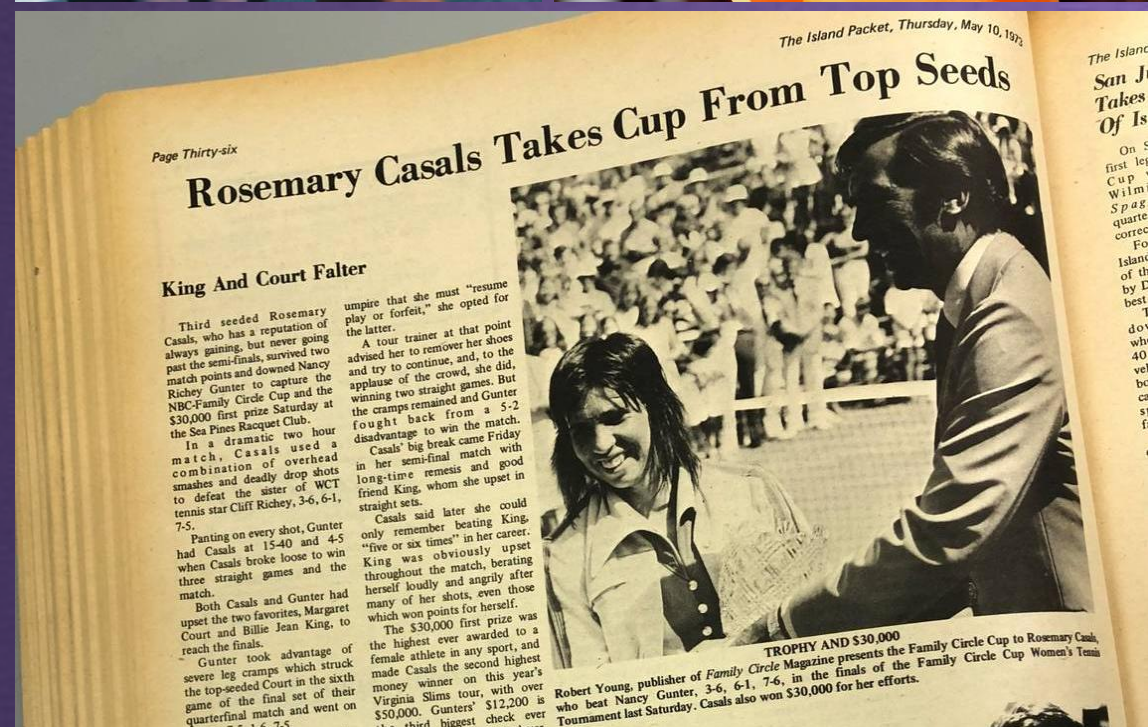
Since its inception in 1973, the Charleston Open has been much more than just a tennis tournament. It's been a trendsetter, a catalyst for change in women's sports, and a milestone maker, proudly standing as:



The first women's only tennis event to be broadcast nationally.



The first women's only tennis event to reach \$100,000 and \$1,000,000 in prize money.



The Time Is Now



"At the Credit One Charleston Open, we believe in fostering an environment where all athletes are recognized and rewarded for their talent and dedication."

"Providing equal prize money in 2026 is a significant step toward creating a more inclusive and equitable future for tennis. We are proud to take this action as part of our ongoing commitment to support fairness in sports and lead by example for the next generation."

Ben Navarro, Credit One Charleston Open Tournament Owner



The first women's only professional tennis event to provide equal pay in comparison to the men's ATP 500.

Television & Digital Streaming



25M
Total Audience
+9.4%

\$130M
Net Sponsorship Value
+81.9%

4,594HRS
Total Brand Exposure

11.7M
Linear TV Audience
+5.7%

13.3M
Digital Streaming Audience
+12.8%

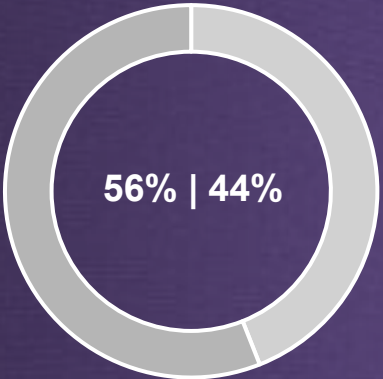
2,856
Linear TV Broadcast Hours
+29.2

174
Number of Markets

U.S remains top market by Total Audience

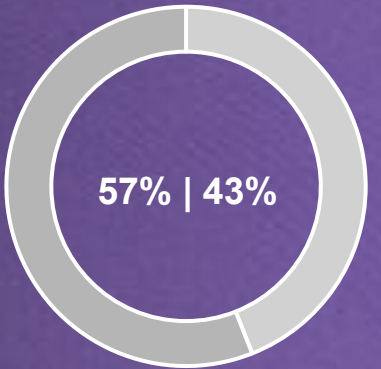
- 5.1M viewers by Linear TV
- 1.9M viewers by Digital Streaming

Global TV Demographics



Female Male

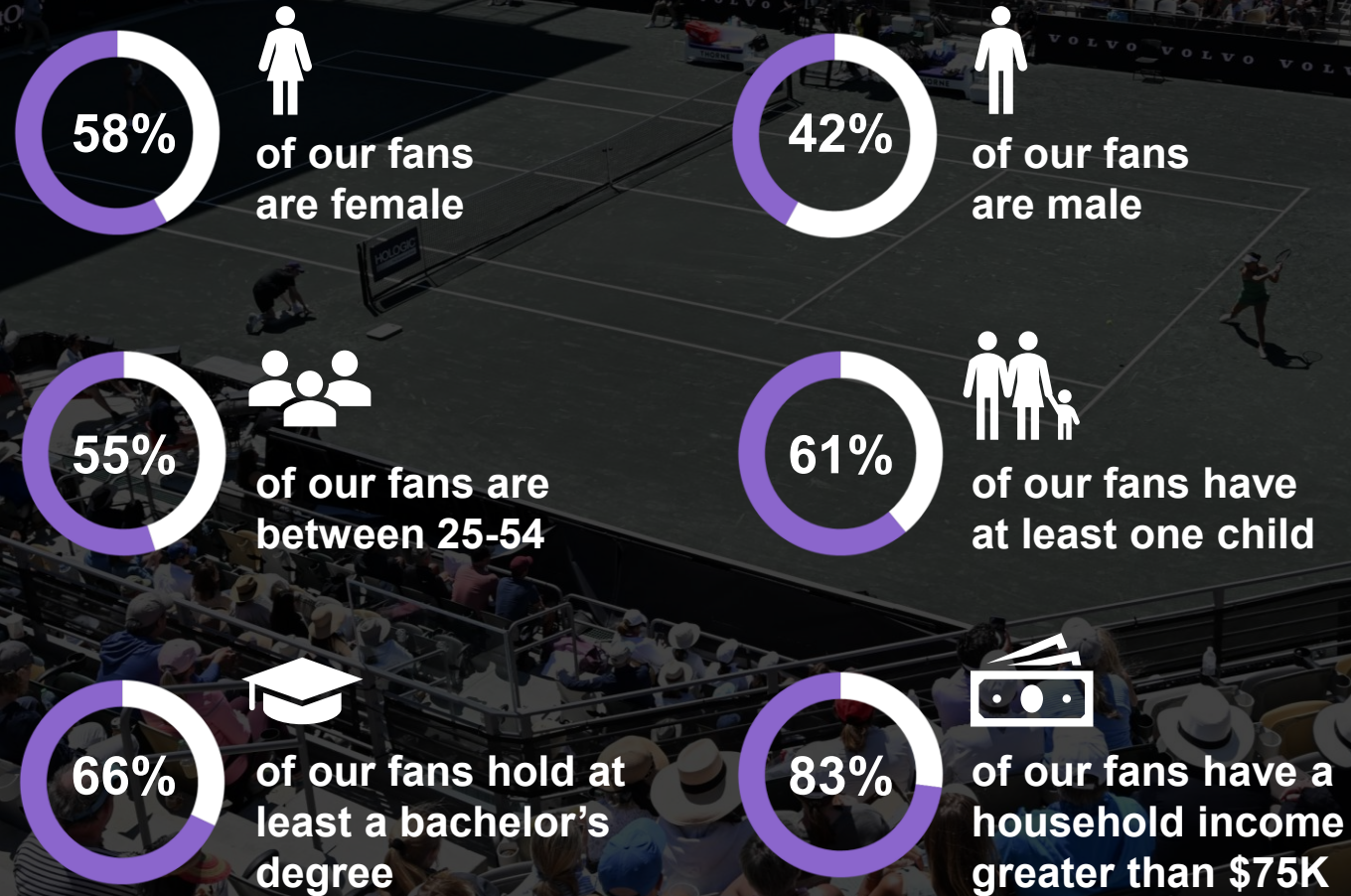
United States TV Demographics



Female Male

Attendance Demographics

98,000+ Fans
Across 9 days of tennis



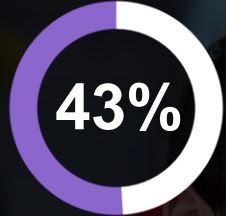
Data Provided by Ticketmaster



Event Metrics

Top 5 Markets

1. Charleston, SC
2. Charlotte, NC
3. Atlanta, GA
4. New York, NY
5. Raleigh, NC



**Ticket holders
from SC**

Food & Beverage

32%

**Total
Revenue**

19%

**Total Spend
Per Person**



Social Media Engagement

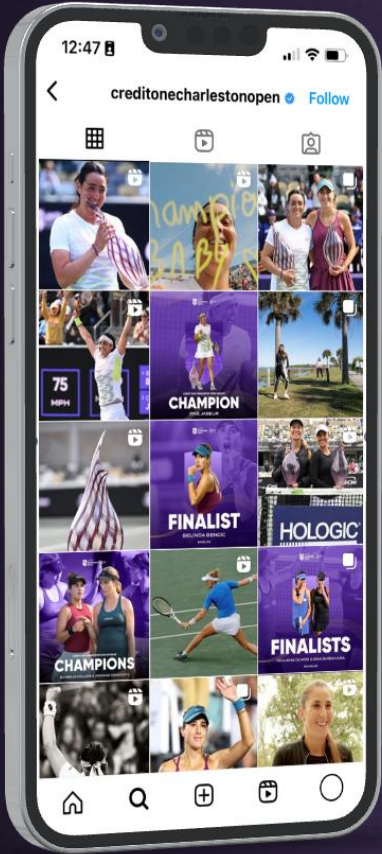
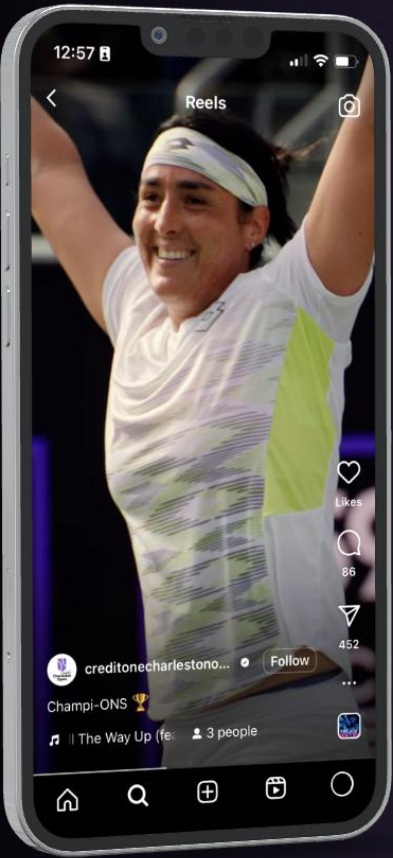


8,628,108

Total Impressions
(All Platforms)

266,065

Total Engagement
(All Platforms)



220 Posts → 618,828 Impressions



135 Posts → 1,518,254 Impressions



395 Posts → 6,491,026 Impressions

2025 Player Field



12 Top Ten Ranked Players

5 Past Champions

Daria Kasatkina, Veronika Kudermetova, Madison Keys, Danielle Collins, & Belinda Bencic

3 Grand Slam Champions

Sophia Kenin, Madison Keys & Jelena Ostapenko



Jessica Pegula

WTA World #3 & 2025 Credit One Charleston Open Champion



Madison Keys

WTA World #5, 2025 Australian Open Champion & 2019 Credit One Charleston Open Champion



Qinwan Zheng

WTA World #8



Daria Kasatkina

WTA World #14 & 2017 Credit One Charleston Open Champion



Emma Navarro

WTA World #11



Danielle Collins

WTA World #32 & 2024 Credit One Charleston Open

Current Partners



THE VENUE

Credit One Stadium

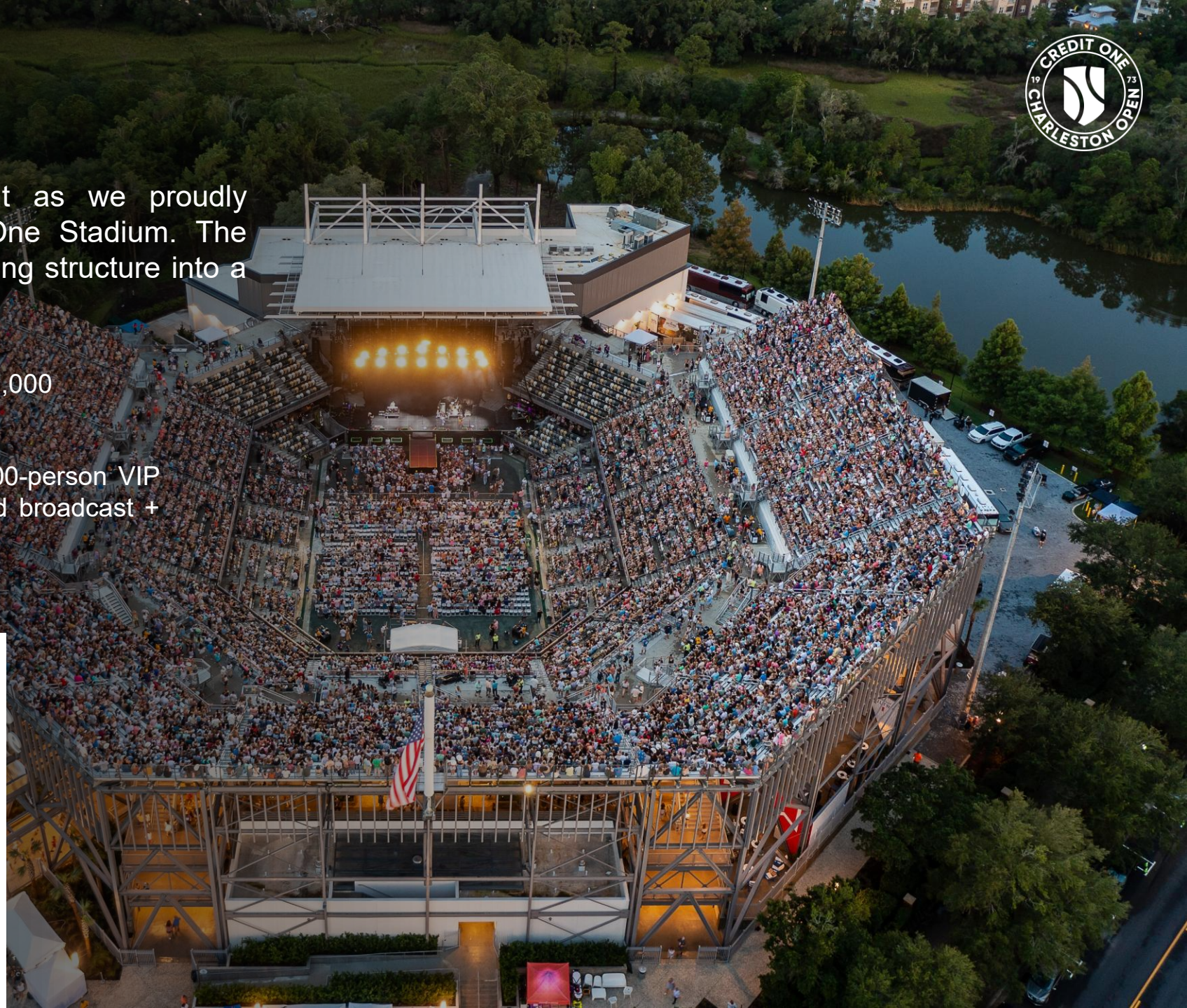
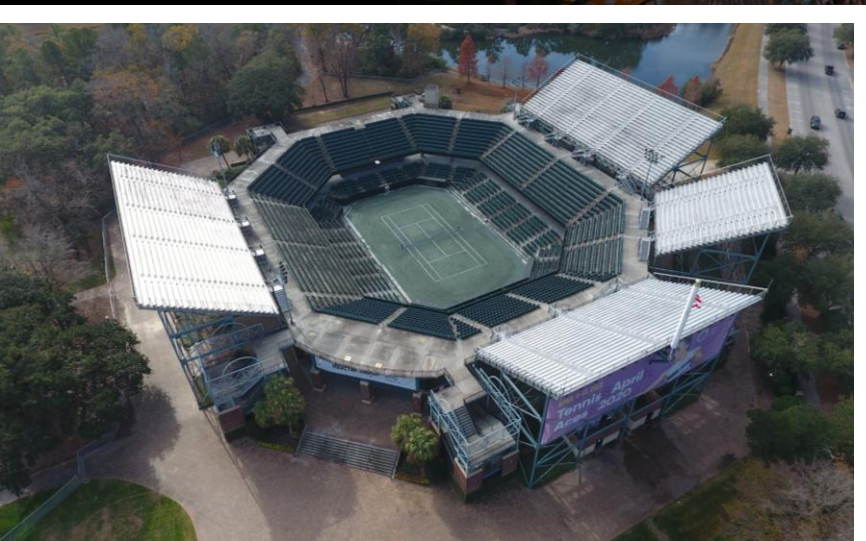


A New Era



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



2022 Pollstar Top 100 Stadiums

No. 1

 **allegiant stadium**

Las Vegas, NV

No. 8

 **WEMBLEY**

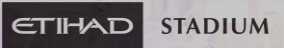
London, UK

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

THE OPPORTUNITY

A Fully Integrated Sponsorship



Comprehensive Asset Portfolio



**Branding &
Exposure**

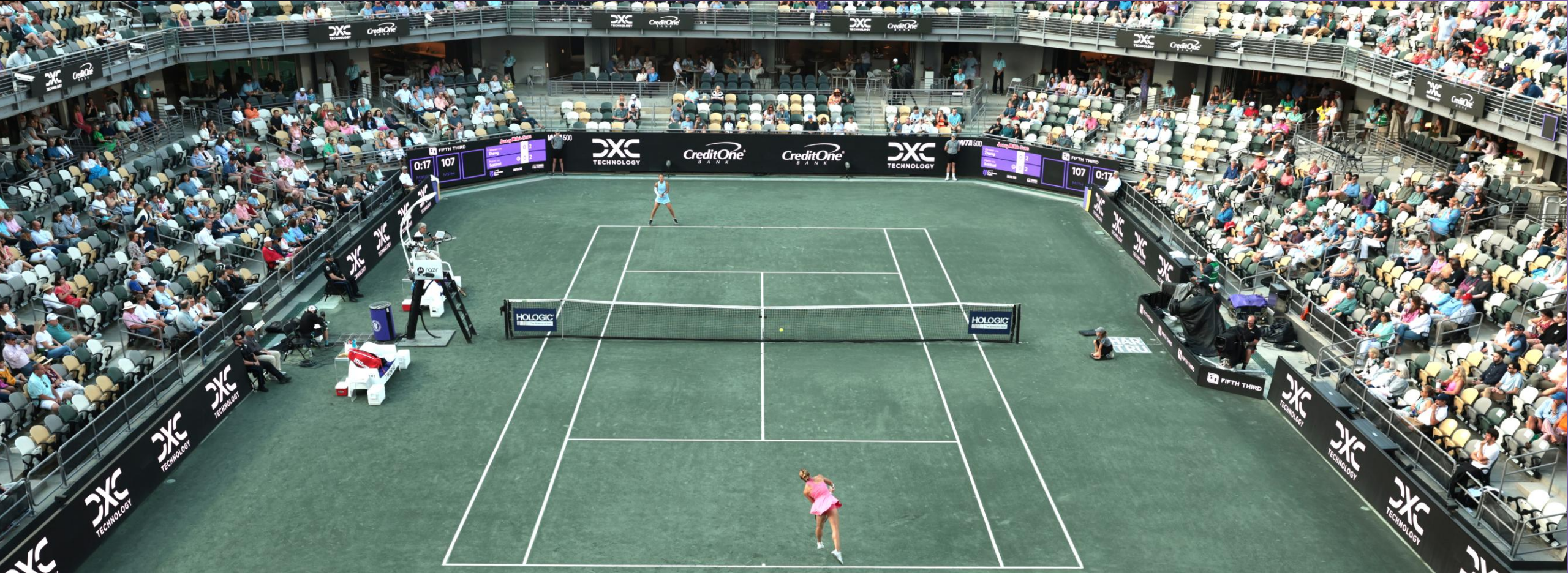
**Traditional, Digital &
Social Media**

**Premium
Hospitality**

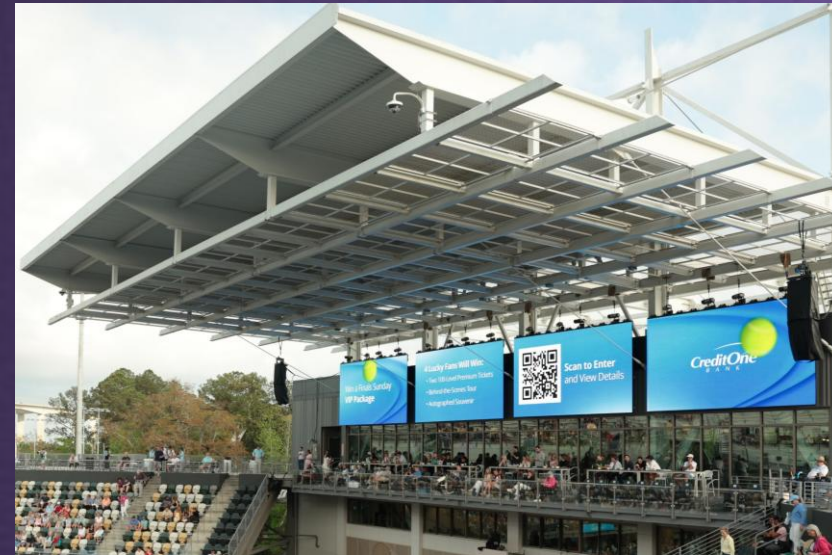
**Experiential &
Event Marketing**

Promotion

Branding & Exposure



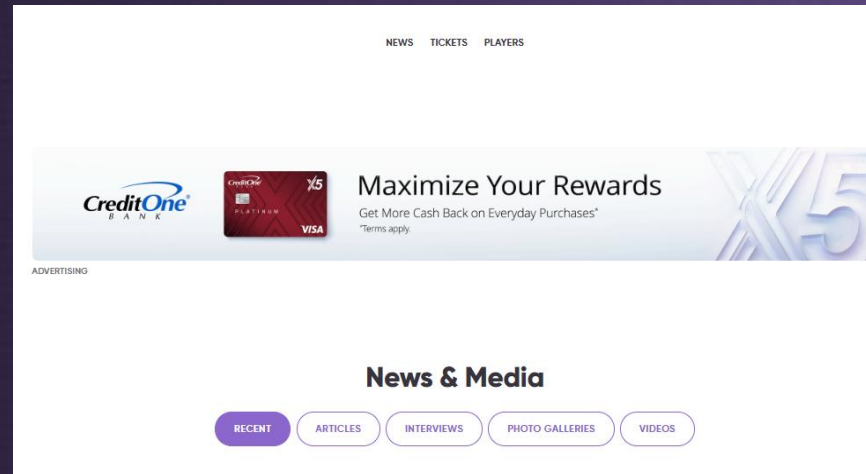
Branding & Exposure



Media Platforms



Traditional



Digital



Social

Premium Hospitality

The Club & Corporate Suites



Experiential & Event Marketing



Experiential & Event Marketing



Promotion





WTA 500

We can't wait to see you

March 28 – April 5, 2026

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