



# INTRODUCTION & **OVERVIEW**





## A Pioneer In Women's Tennis





### Celebrating 50 Years of...

Career defining moments for women professional tennis players



#### Premier Women's Event

Largest women's only professional tennis event in North America



#### **Historic Milestones**

Three-time WTA 500 Tournament of the Year ('22, '23, '24)





# **Setting The Standard**







1973

# First National Broadcast

Pioneered women's tennis television coverage



1980s

#### **Prize Money Milestones**

First women's event to reach \$100,000 & \$1,000,000 in prize money



2026

### **Equal Pay**

First women's event to match ATP 500 Prize Money



### The Time Is Now



"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

"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

# **World-Class Competition**





#### Jessica Pegula

WTA World #4
Career-first clay title in 2025





#### Qinwan Zheng

WTA World #6
Career-first Charleston Open



# Madison Keys WTA World #8

2025 AO Champion & 2019 Champion





#### **Amanda Anisimova**

WTA World #7 2025 Wimbledon Finalist





#### **Emma Navarro**

WTA World #11
First COCO Quarter Final





#### **Player Field Stats**

12 Top 20 Players

**5 Past Champions** 

**3 Grand Slam Champions** 

# Credit One Charleston Open

CHEDIT ON THE STORY OF THE STOR

**Global Audience** 



25M

+9.4%

**Linear TV** 

11.7M

+5.7%

**Digital Streaming** 

13.3M

+12.8%



**Net Sponsorship Value** 

\$130M

+81.9%

**Brand Exposure** 

4,600 hrs



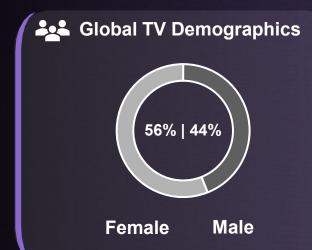
**Linear Broadcast Hours** 

2,856

+29.2%

**Markets Worldwide** 

174hrs





#### **Top 5 Markets Worldwide**

- North America 7M
- China 1.2M
- Italy 900K
- Romania 600K
- Serbia 500K

# Credit One Charleston Open



**United States Audience** 

Total Audience

7 M

+.8%

Linear TV 5.1 M

Digital Streaming

1.9M

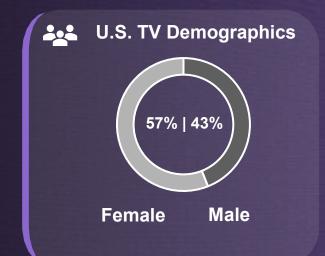
+23.4%



+206.9%

Brand Exposure
444hrs

Linear Broadcast Hours
271hrs



# **Event Demographics**



# Total Attendance 98,000+ Fans



of our fans are female





of our fans are male





of our fans are between 25-





of our fans have at least one child





of our fans hold at least a bachelor's degree





of our fans have a household income greater than \$75K



Data Provided by Ticketmaster A Hallmark of Women's Tennis Since 197

# **Event Demographics**





#### Top 5 Markets

- Charleston, SC
- Charlotte, NC
- 3. Atlanta, GA
- New York, NY
- Raleigh, NC

#### **Ticket holders from SC**



### Food & Beverage Highlights

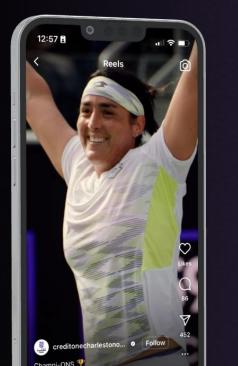
32%

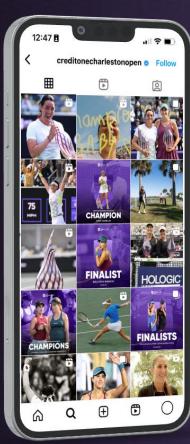
Total Revenue 19%

**Total Spend** Per Person

# Social Media Engagement











Total Impressions (All Platforms)



266,065

Total Engagement (All Platforms)



220 Posts → 618,828 Impressions



135 Posts  $\rightarrow$  1,518,254 Impressions



395 Posts  $\rightarrow$  6,491,026 Impressions

Data Provided by Sprout Social A Hallmark of Women's Tennis Since 1973

### **Current Partners**



















**THORNE** 



















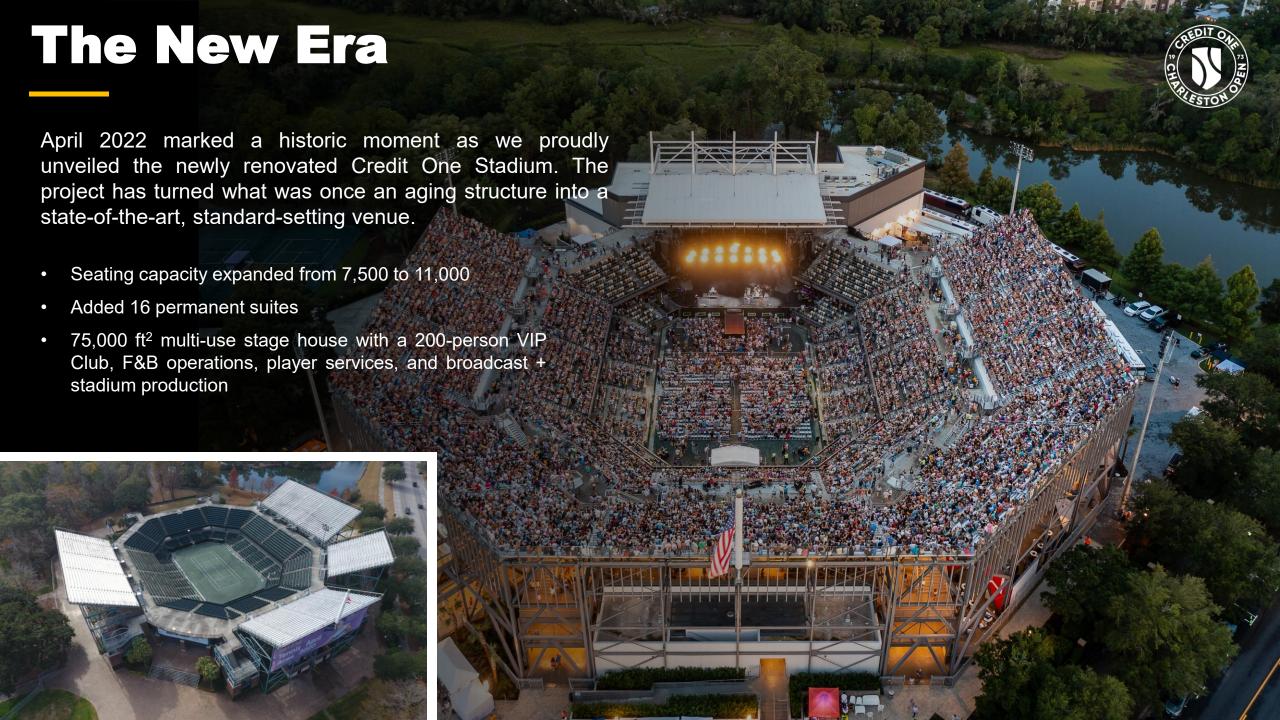




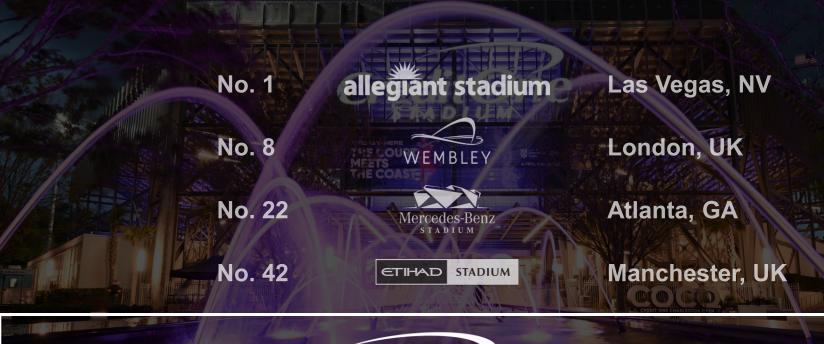


The Post and Courier





# Pollstar Top 100 Stadiums



No. 58 CreditOne Charleston, SC

No. 63



Phoenix, AZ

No. 79



New York, NY



# **Comprehensive Asset Portfolio**



Branding & Exposure

Traditional, Digital & Social Media

Premium Hospitality

**Experiential & Event Marketing** 

**Promotion** 

# **Branding & Exposure**





Credit One Charleston Open

# **Branding & Exposure**







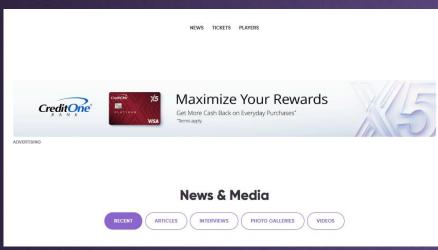




# **Media Platforms**









**Traditional** 

Digital

Social

# Premium Hospitality (The Club & Private Suites)













# **Experiential & Event Marketing**









# **Experiential And Event Marketing**











# Promotion









