



Ivo Karlovic 2018 Champion



CALGARY  
**NATIONAL  
BANK**  
CHALLENGER

February 24 - March 1, 2020

Partnership Opportunities

[www.calgary.nationalbankchallenger.com](http://www.calgary.nationalbankchallenger.com)



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## PROFESSIONAL TENNIS IS COMING BACK TO CALGARY

The ATP Stars of Tomorrow are coming back to Calgary for the 2nd edition of the Calgary National Bank Challenger from February 24th to March 1st, 2020. Hosted at the state-of-the-art, world-class OSTEN & VICTOR Alberta Tennis Centre, the 2018 tournament saw former World #12 and Wimbledon quarterfinalist, Ivo Karlovic (Croatia) win the inaugural event, becoming the oldest player to win an ATP Tour Challenger Event.

The Calgary National Bank Challenger is the largest and most prestigious indoor tennis tournament in Canada and features over \$80,000 US in prize money. It is also the largest professional tennis tournament to ever be held in the Province of Alberta. We look forward to exploring the possibility of your partnership.

**DANNY DA COSTA**

*Tournament Director*





JORDAN THOMPSON (AUS)  
2018 CALGARY NATIONAL BANK  
FINALIST. CURRENTLY #67 ON  
THE ATP WORLD RANKING.

## EVENT DETAILS

The event takes place on February 24th - March 1st, 2020 at the OSTEN & VICTOR Alberta Tennis Centre, in Calgary, AB. It features many of the best up-and-coming and established professional players on the planet.

Past players include: Ivo Karlovic (Former World #12 and Grand Slam quarterfinalist), Tommy Robredo (Former World #5 and Grand Slam quarterfinalist) and emerging world talents Casper Ruud, Jordan Thompson and Brayden Schnur of Canada among others.

Over 80 players from 25 countries will attend the event in 2020.

The Calgary National Bank Challenger provides its partners and sponsors with unique opportunities to reach an upscale, affluent audience through significant exposure opportunities via print and digital advertising, broadcast media and on-site signage and displays.

# 2018 HIGHLIGHTS

**140,000**

*world-wide online audience on the  
ATP live streaming website.*

**150+**

*volunteers participated in the  
areas completing over 2,700  
hours of service.*

**6,500**

*tickets sold.*

**300+**

*students attended the Kids  
Day Event.*

- Significant marketing and advertising initiative
- Engagement and promotion of the event to over 300,000 people through live professional sporting events (CFL and NHL games), print, radio, television and social media advertisements
- Affiliation with some of the most recognizable companies and brands in the world



86%

*of overall tickets sold.*

98%

*of corporate boxes sold (59 out of 60).*

# COMMUNITY INVOLVEMENT

The inaugural Calgary National Bank Challenger served as a key event in the Calgary sporting community. A number of community events were conducted including:

- Free Family Tennis Weekend with free admission, opportunities to play tennis and other sports
- Kids Day which saw over 350 Calgarian school children participate in clinics and attend the event
- University Challenge between U of Calgary and U of Alberta, Men's Tennis Teams
- Kids Pro-Am Event where ATP stars Daniel Nestor, Ivo Karlovic, Tommy Robredo and Steven Diez played with many of Alberta's top junior players

The Calgary National Bank also supports Calgary's under served community through its two charitable partners:

## **Kidsport Calgary:**

This charitable organization supports children in order to remove financial barriers that prevent them from playing organized sport. In 2018, the Challenger raised funds to support the participation of sport for a number of Calgary youth. In addition, a portion of all tickets sold on KIDSPORT Day went to support the KIDSPORT Calgary charity.



## **Friends of Ron Ghitter Tennis Fund for Kids:**

Launched during the Calgary National Bank Challenger. The Fund raises money to support tennis development initiatives for both underserved youth and aspiring Alberta athletes. Since the launch of the fund in October 2018, the fund has raised \$70,000 to support tennis development.

# COMMITTED AND PAST PARTNERS

The Calgary National Bank Challenger is affiliated with some of the most recognizable companies and brands in North America. Some of our committed and past event partners include:

## Title Partner



## Funding Partners

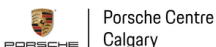


## Platinum Partners



Audi  
Glenmore

HOLT RENFREW



## Media Partners



## Other Partners







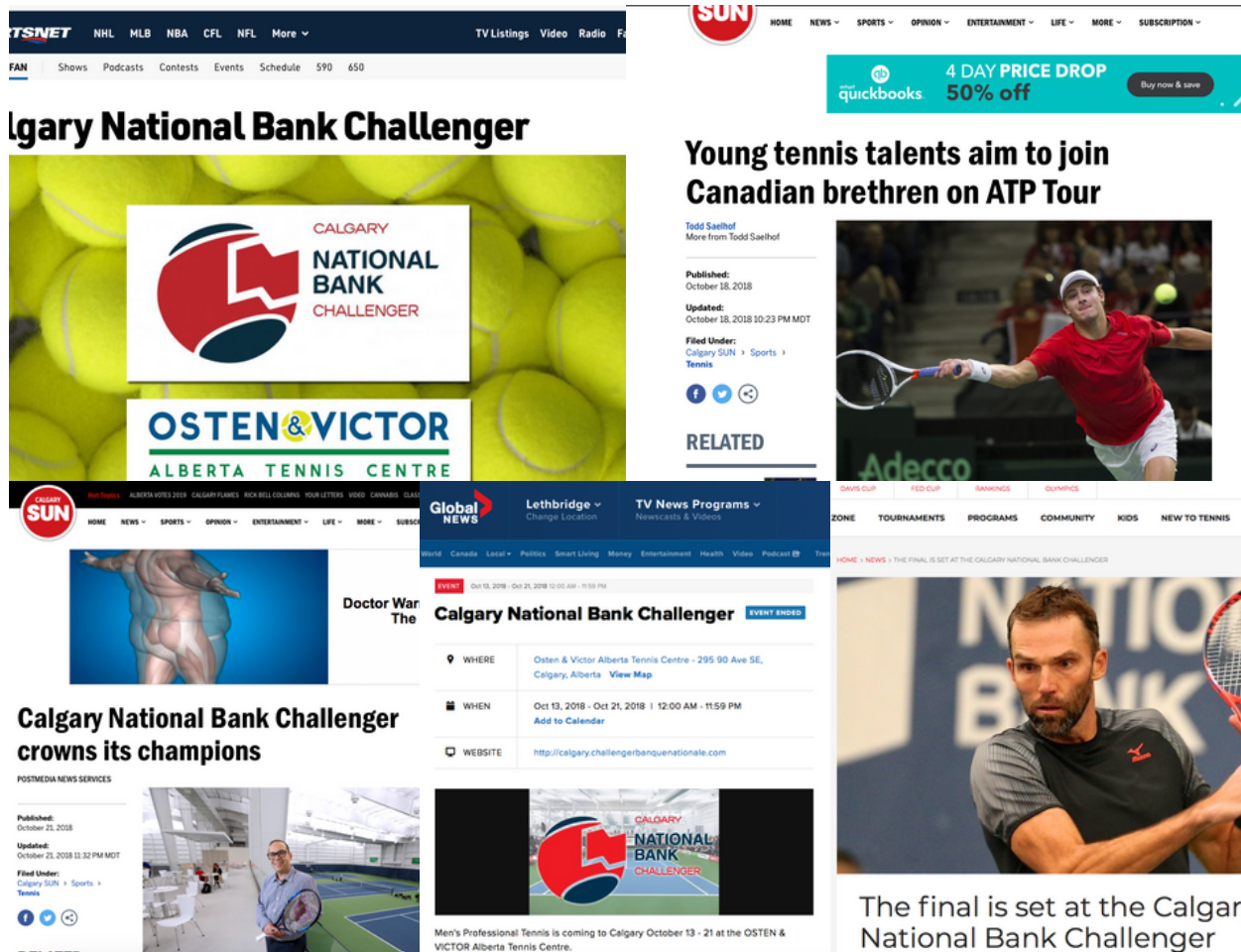
CASPER RUUD(NOR)  
2018 CALGARY NATIONAL BANK  
CHALLENGER SEMIFINALIST,  
FORMER WORLD #1 JUNIOR AND  
CURRENTLY #94 IN THE WORLD ON  
THE ATP RANKING.

# MARKETING, MEDIA PARTNERS & COVERAGE

The Calgary National Bank Challenger will deliver a comprehensive marketing and promotions plan with the goal to drive attendance and brand awareness for our event partners.

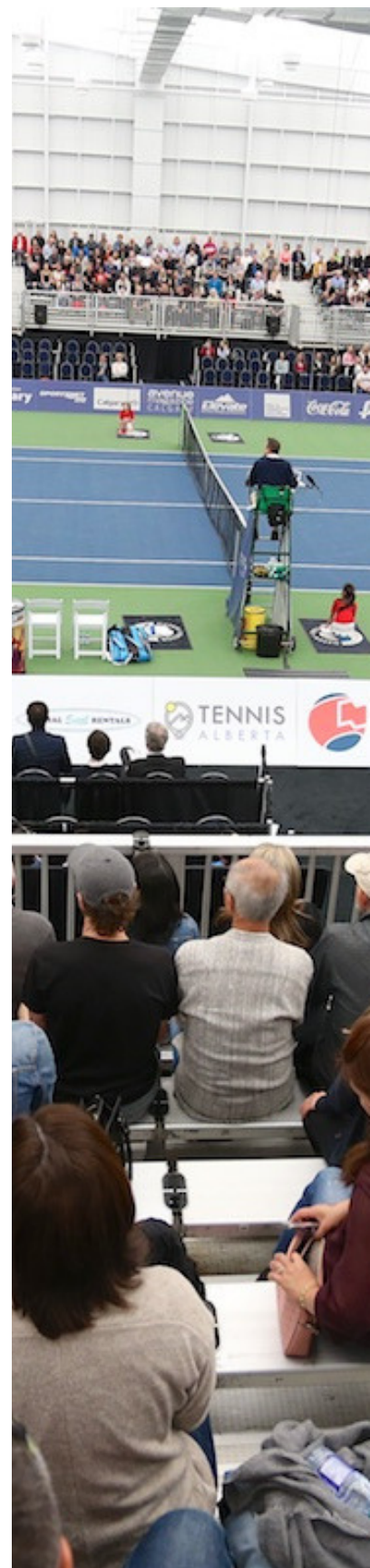
- Social media integration through Facebook, Twitter and Instagram
- TV and radio interviews, online, magazine and other event listings
- Partner name recognition on tournament website and on-site signage
- Partner logo and link on partners page on website
- Daily media coverage, news-releases and recaps sent out worldwide
- Brand awareness and camera visible signage opportunities on live-stream courts
- The Calgary National Bank Challenger is live-streamed on the ATP website <http://www.atpworldtour.com>
- Integration into OSTEN & VICTOR Alberta Tennis Centre membership, programs and facility advertisements, newsletters and advertising mechanisms with more than 2,000 subscribers
- Official Challenger Website
- Advertisements in official program and daily handouts
- Printed event program
- Posters/signage around Calgary and Alberta tennis clubs
- Onsite sampling opportunities for up to 7,500 participant and up to 10,000 off-site sampling opportunities

The OSTEN & VICTOR Alberta Tennis Centre has built excellent relationships with local and regional media outlets since its inception and our communications team will work diligently on building a strong media plan for the event.



# TOURNAMENT SCHEDULE

DATE	TENNIS SCHEDULE	HOSPITALITY PROVIDER
Monday Feb 24, 2020	Men's Singles Qualifying & Main Draw - 1st Round	Food Service provided by the Concorde Group
Tuesday Feb 25, 2020	Men's Singles - 1st & 2nd Round Men's Doubles - 1st Round	Food Service provided by the Concorde Group
Wednesday Feb 26, 2020	Men's Singles - 2nd Round & 3rd Round Men's Doubles - 1st Round	Food Service provided by the Concorde Group
Thursday Feb 27, 2020	Men's Singles - 3rd Round Men's Doubles - Quarter Finals	Food Service provided by the Concorde Group
Friday Feb 28, 2020	Quarter Finals - Men's Singles Semi Finals - Men's Doubles	Food Service provided by the Concorde Group
Saturday Feb 29, 2020	Semi Finals - Men's Singles Final - Men's Doubles	Food Service provided by the Concorde Group
Sunday March 1, 2020	Final - Men's Singles	Food Service provided by the Concorde Group







# BE VISIBLE: PARTNER BENEFITS

## ON-SITE BRAND BUILDING:

- Naming rights
- Variety of camera visible signage opportunities, venue signage and secondary court spectator opportunities
- Centre court promotions
- Custom activation opportunities
- Retail Booth – A great way to engage fans with your brand

## BY JOINING OUR TEAM YOU CAN:

- Develop a strong association with respected corporate sponsors
- Network with Canadian dignitaries and officials during the Calgary National Bank Challenger
- Be part of the corporate partnership group, a once in a lifetime opportunity to be behind the scenes at the tournament, awards presentations and mingle with some of the best male players on the planet
- Experience a feeling of pride in knowing that you are a critical part in hosting the largest indoor tennis event held in the Province of Alberta and Canada

**7,500**

*On-site sampling opportunities*

**10,000**

*Off-site sampling opportunities*





## BE VISIBLE: PARTNER BENEFITS

### GLOBAL EVENT:

- Worldwide audience on the ATP World Tour website (live-stream)
- Part of the International ATP Tour Series Event

### LOCAL SCENE:

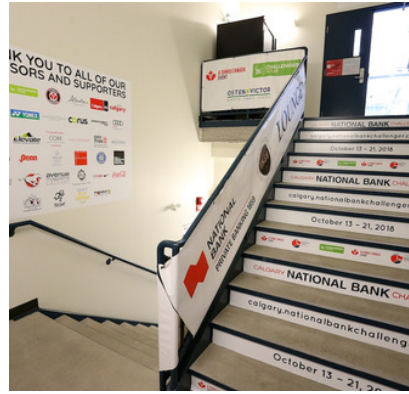
- Calgary is the 4th largest tennis market in Canada having hosted ITF Men's Futures events (\$15,000 - \$25,000 USD), ITF Seniors and Juniors Events, as well as Davis Cup World Group matches over the past 10 - 15 years
- Tennis attracts spectators and players across all ages and demographics
- Tennis enthusiasts have among the highest household income in Canada
- Alberta Tennis Centre was recognized by Tennis Canada as Canada's best tennis facility in 2017

**FEATURING  
PLAYERS  
RANKED 50 - 250**  
*on the world*

# ON-SITE SIGNAGE & PROMOTION



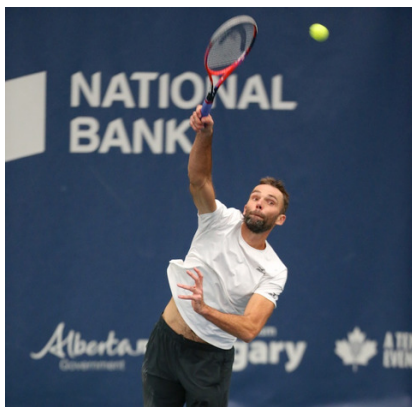
Sidewall Banners on Centre Court



Stairway leading VIP Lounge



VIP Hospitality Lounge



Centre Court Back Walls



Media Back Drop



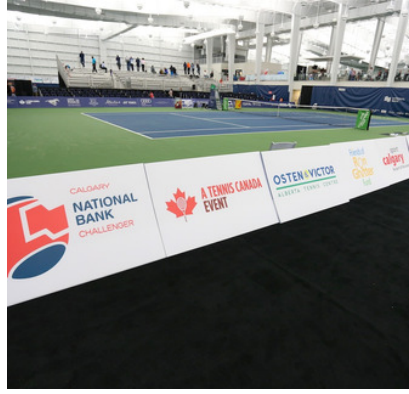
Official Car Signage



# ON-SITE SIGNAGE & PROMOTION



VIP access to Hospitality Lounge



Sidewall Banners on Central Court



Official Tournament Poster



Pop-up Banners



Sidewall Banners on Grandstand Court



On-site Branding Visibility



# PARTNERSHIP OPPORTUNITIES





# PRESENTING PARTNER- \$ 50,000

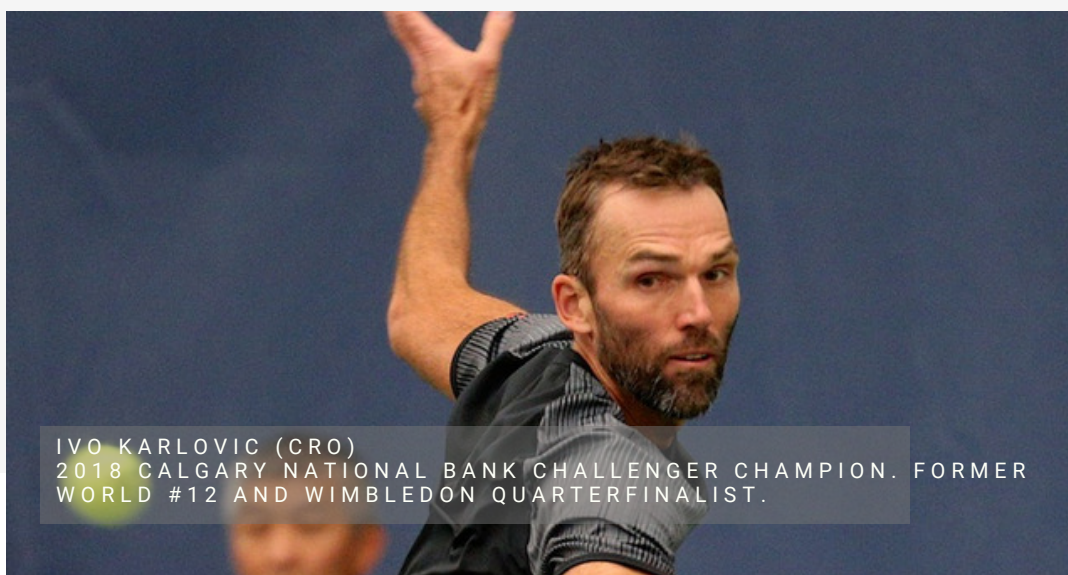
## What You Get

Your Partnership is exclusive and your company would be the Official Presenter of the Calgary National Bank Challenger. Your brand will be associated with all things related to the Calgary National Bank Challenger and will appear on all official communications and promotional materials and events.

- Your company presents Calgary National Bank Challenger 2020 (category exclusivity)
- Naming rights to the VIP Hospitality Lounge
- Company's logo will be joined to the Calgary National Bank Challenger logo
- Company's logo will be prominently displayed in the Tournament Venue on both Centre Court and Grandstand Court
- Two banners with presenting partner on each end of the Centre and Grandstand court back walls (4 banners)
- 2 sidewall banners on Centre Court (3 feet x 5 feet)
- 1 sidewall banner on Grandstand Court (2 x 3 feet)
- Company's logo on media back drop
- Logo and name visibility in stairwells leading into the VIP Lounge
- Company's logo will be prominently displayed on the Official tournament poster
- Company's name will be mentioned on all radio/print/television ads
- Company's logo will appear on all tickets, VIP access passes and parking passes
- Company's logo and link will appear on the event website (approximately 50,000 viewers)
- Company's logo and integration will appear on social media sites (Twitter, Instagram and Facebook)
- Company's logo will appear on all newspaper ads
- Company's logo will rotate on internal televisions in the tournament venue
- Company's name will be recognized in daily PA announcements and on internal televisions in tournament venue
- A speaking opportunity during opening ceremonies
- Onsite sampling opportunities for up to 7,500 spectators
- Offsite sampling opportunities for up to 10,000 participants
- An opportunity to display and participate in pre-event promotional opportunities
- An opportunity to display up to 4 pop-up banners in tournament venue
- One (1) full page colour advertisement in the official tournament program (inside back cover)
- An opportunity to receive 1 promotional booth space (8' x 8')
- Right to use event intellectual property for marketing purposes in association with the event including access to images, videos and downloads etc.

# PRESENTING PARTNER - \$ 50,000 Hospitality & Tickets

- 2 premium boxes with 8 transferrable passes per day for all sessions of the event including VIP access to the Hospitality Lounge for each guest (includes 7 catered meals, daily snacks and premium beverages)
- 42 single day tickets (6 per day) general admission
- 8 VIP parking passes in a designated parking lot located near the tournament venue
- 8 official tournament programs
- 4 annual memberships to the OSTEN & VICTOR Alberta Tennis Centre
- 10 guest passes to the OSTEN & VICTOR Alberta Tennis Centre



IVO KARLOVIC (CRO)  
2018 CALGARY NATIONAL BANK CHALLENGER CHAMPION. FORMER  
WORLD #12 AND WIMBLEDON QUARTERFINALIST.

# PLATINUM PARTNER - \$ 25,000

## What You Get

- Company's logo will be prominently displayed in the Tournament Venue on both Centre Court and Grandstand Court
- 2 sidewall banners on Centre Court (3 feet x 5 feet)
- 1 sidewall banner on Grandstand Court (2 x 3 feet)
- Logo and name visibility in stairwells leading into the VIP Lounge
- Company's logo will be prominently displayed on the Official tournament poster
- Company's logo and link will appear on the event website (approximately 50,000 viewers)
- Company's logo and integration will appear on social media sites (Twitter, Instagram and Facebook)
- Company's logo will rotate on internal televisions in the tournament venue
- Onsite sampling opportunities for up to 7,500 spectators
- Offsite sampling opportunities for up to 10,000 participants
- An opportunity to display and participate in pre-event promotional opportunities
- An opportunity to display up to 2 pop-up banners in tournament venue
- One (1) full page colour advertisement in the official tournament program (inside back cover)
- Right to use event intellectual property for marketing purposes in association with the tournament including access to images, videos and downloads etc.
- An opportunity to receive 1 promotional booth space (8' x 8')
- Opportunity to be a feature partner on one day during the tournament (Friday-Sunday)
- One naming opportunity:
  - Practice Court
  - Activity Court
  - Official Car
  - Clothing Provider
- In conjunction with the mall promotion (naming rights to temporary court)

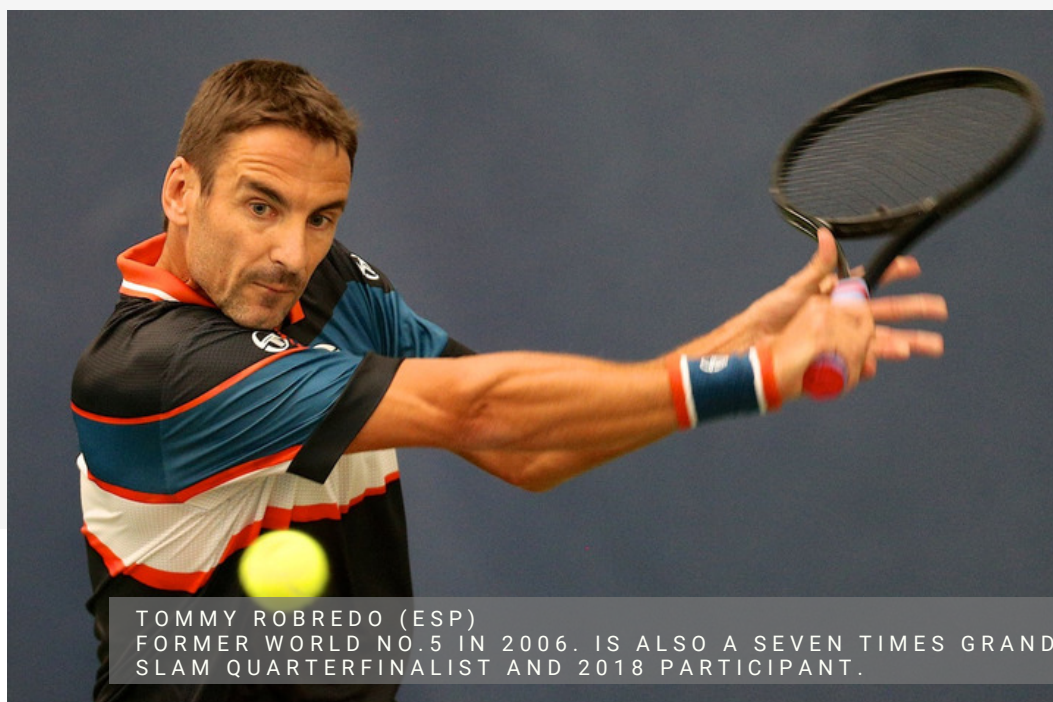




# PLATINUM PARTNER - \$ 25,000

## Hospitality & Tickets

- 1 premium box with 4 transferrable passes per day for all sessions of the event including VIP access to the Hospitality Lounge for each guest (includes 7 catered meals, daily snacks and premium beverages)
- 28 single day tickets (4 per day) – general admission
- 4 VIP parking passes in a designated parking lot located near the tournament venue
- 4 official tournament programs
- 2 annual memberships to OSTEN & VICTOR Alberta Tennis Centre
- 6 guest passes to the OSTEN & VICTOR Alberta Tennis Centre



# GOLD PARTNER - \$ 10,000

## What You Get

- 1 sidewall banner on Centre Court (3 feet x 5 feet)
- 1 sidewall banner on Grandstand Court (2 x 3 feet)
- Logo and name visibility in stairwells leading into the VIP Lounge
- Company's logo will be prominently displayed on the Official tournament poster
- Company's logo and link will appear on the event website (approximately 50,000 viewers)
- Company's logo and integration will appear on social media sites (Twitter, Instagram and Facebook)
- Company's logo will rotate on internal televisions in the tournament venue
- Onsite sampling opportunities for up to 7,500 spectators
- Offsite sampling opportunities for up to 10,000 participants
- An opportunity to display and participate in pre-event promotional opportunities
- An opportunity to display 1 pop-up banner in tournament venue
- One (1) full page colour advertisement in the official tournament program
- Right to use event intellectual property for marketing purposes in association with the tournament including access to images, videos and downloads etc.
- An opportunity to be a feature partner on one day during the tournament (Monday – Thursday)

## Hospitality and Tickets

- 1 premium box with 4 transferrable passes per day for all sessions of the event including VIP access to the Hospitality Lounge for each guest (includes 7 catered meals, daily snacks and premium beverages)
- 28 single day tickets (4 per day) – general admission
- 4 VIP parking passes in a designated parking lot located near the tournament venue
- 4 official tournament programs
- 5 guest passes to the OSTEN & VICTOR Alberta Tennis Centre



# SILVER PARTNER - \$ 7,500

## What You Get

- 1 sidewall banner on Centre Court (3 feet x 5 feet)
- 1 sidewall banner on Grandstand Court (2 x 3 feet)
- Logo and name visibility in stairwells leading into the VIP Lounge
- Company's logo will be prominently displayed on the Official tournament poster
- Company's logo and link will appear on the event website (approximately 50,000 viewers)
- Company's logo and integration will appear on social media sites (Twitter, Instagram and Facebook)
- Company's logo will rotate on internal televisions in the tournament venue
- One (1) half page colour advertisement in the official tournament program
- Right to use event intellectual property for marketing purposes in association with the tournament including access to images, videos and downloads etc.

## Hospitality and Tickets

- Reserved Bleacher Seating and VIP Access in the Hospitality Lounge with 4 transferrable passes per day for all sessions of the event including VIP access to the Hospitality Lounge for each guest (includes 7 catered meals, daily snacks and premium beverages)
- 14 single day tickets (2 per day) – general admission
- 4 VIP parking passes in a designated parking lot located near the tournament venue
- 4 official tournament programs



# BRONZE PARTNER - \$ 5,000

## What You Get

- 1 sidewall banner on Centre Court (3 feet x 5 feet)
- Thank you signage and pop-up signage
- Logo and name visibility in stairwells leading into the VIP Lounge
- Company's logo will be prominently displayed on the Official tournament poster
- Company's logo and link will appear on the event website (approximately 50,000 viewers)
- Company will have one (1) half page colour advertisement in the official tournament program
- Right to use event intellectual property for marketing purposes in association with the tournament including access to images, videos and downloads etc.

## Hospitality and Tickets

- Reserved Bleacher Seating and VIP Access in the Hospitality Lounge with 2 transferrable passes per day for all sessions of the event including VIP access to the Hospitality Lounge for each guest (includes 7 catered meals, daily snacks and premium beverages)
- 2 VIP parking passes in a designated parking lot located near the tournament venue
- 2 official tournament programs



STEVEN DIEZ (CAN)  
2018 PARTICIPANT.



## CORPORATE BOX HOLDER - \$3,650

### What You Get

- 1 premium box with 4 transferrable passes per day for all sessions of the event including VIP access to the Hospitality Lounge for each guest (includes 7 catered meals, daily snacks and premium beverages)
- 4 parking passes to a designated parking lot located near the tournament venue
- 4 official tournament programs
- Mention in official tournament program and on-site signage
- \$1,000 Charitable Tax Receipt

## PATRON PARTNER - \$500

### What You Get

- 2 weekly passes for all sessions with reserved seating (2 transferable tickets per day)
- 2 parking passes to a designated parking lot located near the tournament venue
- Mention in official tournament program and on-site signage
- \$250 Charitable Tax Receipt

## SUPPORTER PARTNER - \$1,600

### What You Get

- 1 premium box with 4 transferrable passes per day for all sessions of the event (4 seats)
- 4 parking passes to a designated parking lot located near the tournament venue
- 4 official tournament programs
- Mention in official tournament program and on-site signage
- \$500 Charitable Tax Receipt



THANK YOU  
FOR  
CONSIDERING  
THIS  
PARTNERSHIP  
OPPORTUNITY



ROBERT  
GALLOWAY (USA)  
AND NATHAN  
PASHA (USA) 2018  
DOUBLES CHAMPIONS

**TOURNAMENT CONTACT:**

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