



CALGARY
**NATIONAL
BANK**
CHALLENGER

calgary.nationalbankchallenger.com



NOVEMBER 6 - 13, 2022

Alberta Tennis Centre

CASPER RUUD



2018 Semi-Finalist

Career High: #8 in the world

2022 CALGARY NATIONAL BANK CHALLENGER

TENNIS EVENT


COMBINED MEN'S & WOMEN'S PROFESSIONAL EVENT

PARTNERSHIP OPPORTUNITIES



A close-up photograph of tennis player Arthur Rinderknech. He has a determined and intense expression, with his teeth bared and eyes focused. He is wearing a blue Lacoste polo shirt with white trim and a green crocodile logo on the chest. His right arm is raised, with a clenched fist, and he is wearing a blue wristband with a crocodile logo. The background is a plain, light-colored wall.

2020 SINGLES CHAMPION

ARTHUR RINDERKNECH 
2020 Singles Champion
Career High #48 in the world

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EVENT DETAILS

The ATP and WTA Stars of tomorrow are coming to Calgary! The 3rd edition of the Calgary National Bank Challenger will take place at the OSTEN & VICTOR Alberta Tennis Centre from **November 6 to 13, 2022**. The Calgary National Bank Challenger is the largest professional men's & women's combined indoor tennis tournament in Canada. In 2022, we will host our inaugural International Tennis Federation (ITF) Women's Pro Circuit Event featuring many of the best up-and-coming female players in the world.

In two years, the Calgary National Bank Challenger has quickly emerged as one of the best ATP Challenger events in the world and one of Alberta's premier sporting events. Our 2020 event was a week-long sold-out event and featured 46 event partners, with over 100 Alberta based companies participating.

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 display.

This world class event is a must attend event, featuring many of the best up-and-coming and established stars on the ATP, ITF and WTA World Tours.

For more information on the event visit: www.calgary.nationalbankchallenger.com

PAST EVENT ALUMNI:

- Ivo Karlovic - 2018 Champion, Former Top 12
- Jordan Thompson - 2018 Finalist, Former Top 50
- Casper Ruud - 2018 Semi-Finalist, Current Top 10
- Tommy Robredo - Former Top 5
- Vasek Pospisil - Former Top 25 and Canadian Davis Cup Star
- Arthur Rinderknech - 2020 Champion, Current Top 50
- Maxime Cressy - 2020 Finalist, Current Top 70
- 2021 Canadian Davis Cup Stars: Brayden Schnurr & Steven Diez

EVENT DATES: Men's & Women's Event

- November 6 & 7, 2022 - Qualification
- **November 7 - 13, 2022 - Main Draw**

LOCATION:

OSTEN & VICTOR Alberta Tennis Centre
295, 90th Avenue SE, Calgary, AB, T2J 0A1

SEATING CAPACITY:

1,500 per session/day

PRIZE MONEY:

\$61,088 USD - ATP Challenger 80

\$25,000 USD - ITF Women's Pro Circuit 25K Event



VASEK POSPISIL 

2020 Calgary National Bank Challenger Participant
Career High: #25 in the world



2020 EVENT HIGHLIGHTS

MEDIA REACH

55+ million impressions
digital, tv, radio, print campaigns

worldwide coverage

PAID ATTENDANCE

8,602 tickets sold
(34% increase over 2018)

week long sold out event!

LIVE STREAMED EVENT

103,608 viewers worldwide
822,096 minutes streamed
65 total matches streamed

livestreamed globally

EVENT PARTNERS

46 event partners

72 corporate box partners
(100% sold out)

FAN ENGAGEMENT

MALL PROMOTION

24,000 attendees (12-days)

INDIGENOUS CULTURE PRESENTATION

1,250 attendees (1-day)

COMMUNITY OPEN HOUSE

600 people (1-day)

ECONOMIC IMPACT

event generates between:
\$3.0 - 5.0 million dollars
to local & provincial economies

- Calgary National Bank Challenger is the largest indoor professional tennis tournament in Canada
- Significant marketing, branding and advertising opportunities and coverage
- Affiliation with some of the most recognizable companies and brands in the world
- Over 200 volunteers contributing 2,634 hours of volunteer service
- Players who have played our event have gone on to reach top 10 in the world.

The event will feature some of the world's best up-and-coming and established men's and women's tennis players in the world (players ranked from 50 - 250).



2020 Calgary National Bank Challenger

Celebration of Indigenous Culture

1,250 attendees

THE VENUE



The Calgary National Bank Challenger takes place at the OSTEN & VICTOR Alberta Tennis Centre (ATC). The ATC is a world-class state-of-the-art, fully accessible tennis centre utilizing the best tennis court and lighting technology in the world.

The ATC has been built to national and international specifications and regularly hosts provincial, national and international competitions.

The Centre was awarded Tennis Canada's Facility of the Year Award in 2017, in the Centre's first full-year of operation.

The Calgary National Bank Challenger venue includes:

- 2 match courts including a 1,000 seat Centre Court
- 72-Corporate Boxes
- VIP Hospitality Lounge
- Beer Gardens
- Concession Stands
- Trade Show / Fan Zone



COMMUNITY INVOLVEMENT

The Calgary National Bank Challenger partners with and organizes a number of community activities and activations before and during the event. Some of our community activities include:

CORE SHOPPING CENTRE MALL PROMOTION:

12-day mall promotion at the Core Shopping Centre in downtown Calgary. The mall promotion includes 'try' tennis promotion, sponsor activations and promotes ticket sales.

PRO-AM & CLINICS:

The Calgary National Bank Challenger organizes clinics for adult and junior players featuring Former World #1 Doubles Player Daniel Nestor and other ATP Stars.

- Daniel Nestor Doubles Clinics
- Pro-Am Tennis Event

COMMUNITY OPEN HOUSE:

The Calgary National Bank Challenger Community Open House includes a free family tennis weekend with free event admission, opportunities to learn and try tennis as well as showcases other activities, local businesses and sponsors activations.

SPECIAL EVENTS:

The Calgary National Bank Challenger also organizes a number of special events:

- University Challenge between U of Alberta vs. U of Calgary Men's tennis teams
- Tennis Day in Alberta which honours Alberta Tennis Community volunteers, club leaders and coaches
- Fundraising events with our charitable partners: Kidsport Calgary & Friends of Ron Gitter Fund for Kids

EVENT ACCESSIBILITY & ACCESS:

The Calgary National Bank Challenger makes available hundreds of tickets to under-represented groups throughout the City/Province. They include: new immigrants, women and children and seniors

CULTURAL COMPONENT:

Each Calgary National Bank Challenger event includes a cultural component, that showcases our community and province. Past events include:

- Celebration of Indigenous Culture with Tsuu'tina Nation - Pow Wow
- School of Rock Concert - Youth Concert
- Calgary Police and RCMP Ceremonial Team



OUR EVENT 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 2020 event partners include:

Title Partner



Presenting Partner

currently available

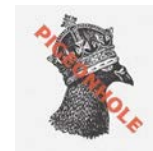
Funding Partners



Media Partners



Food & Beverage Partners



Platinum Partners



Audi
Glenmore



Porsche Centre Calgary



Ticketing Partner



TOURNAMENT SCHEDULE

The Calgary National Bank Challenger is an 8-day event. Qualifying matches begin on the first Sunday of the event with the main draw beginning on Monday. The Singles Final takes place on Sunday November 13, 2022.

The Calgary National Bank Challenger also partners with the Concorde Group to bring some of Canada's top restaurants to the event. Each evening session includes 1 - 2 matches and a catered dinner in our VIP Hospitality Lounge. Complimentary food and drinks are provided to our box holders and event corporate partners.

The Calgary National Bank Challenger also organizes a number of in-event activities including clinics, promotions and entertainment.

DATE

Sunday November 6, 2022
Monday November 7, 2022
Tuesday November 8, 2022
Wednesday November 9, 2022
Thursday November 10, 2022
Friday November 11, 2022
Saturday November 12, 2022
Sunday November 13, 2022

TENNIS SCHEDULE

Singles Qualification
Singles Qualification Final Round & RD 32 Singles Main Draw
RD 32 Singles Main Draw and RD 16 Doubles Main Draw
RD 16 Singles Main Draw and RD 16 Doubles Main Draw
RD 16 Singles Main Draw and RD 8 Doubles Main Draw
Quarter-Finals Singles Main Draw and Semi-Finals Doubles
Semi-Finals Singles Main Draw and Doubles Finals
Singles Final

FEATURE RESTAURANT - VIP LOUNGE

n/a
MAJOR TOM
MODEL MILK
LULU BAR
BRIDGETTE BAR
RICARDO'S HIDEAWAY
SURFY SURFY
PIGEONHOLE



BE VISIBLE:

Marketing, Media Partners & Coverage

The Calgary National Bank Challenger will deliver a comprehensive marketing and promotions plan with to drive attendance and brand awareness of our event partners. The event has built excellent relationships with local, regional and national media outlets and has delivered an exceptional media plan:

- Social media integration through Facebook, Twitter and Instagram
- TV and radio interviews, online, magazine and other event listings
- Partner name recognition through tournament website and on-site signage
- Partner logo with link on partners page on website
- Daily media coverage, news releases and recaps sent out worldwide
- Brand awareness and camera-visible signage opportunities on livestream courts
- Worldwide livestream coverage on www.atptworldtour.com and www.itftennis.com
- Integration into Alberta Tennis Centre membership, programs, facility advertisements, and newsletters with more than 7,000 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 10,000 spectators and 20,000 off-site sampling opportunities
- In-event and pre-event promotion and activations: centre court, trade show area and mall presentation
- Venue signage, and secondary court spectator opportunities
- Scoreboard and VIP lounge advertisements
- Naming Rights



KEY SUCCESS MEASURES:

- 55 million + media impressions (1,000% increase over year 1)
- Digital, TV, print, social and radio advertisements
- Worldwide coverage
- 65 matches livestreamed worldwide
- 103,608 viewers worldwide
- 822,000 minutes of coverage
- 39% increase in event partners over year 1
- 38 partners are Alberta-based or have offices in Alberta

BE VISIBLE:

Partner Benefits



GLOBAL EVENT

- International ATP Challenger Tour and ITF Women's Pro Circuit Event featuring male & female players ranked 50 - 250 in the world
- Worldwide audience on the ATP World Tour and International Tennis Federation website (livestreamed)
- International media coverage
- Affiliation with National and International Brands



THE NATIONAL SCENE

- Tennis is one of the fastest growing sports in Canada with 6.5 Million Canadians playing last year
- Tennis is a top 3 sport among new Canadians
- Tennis players live longer on average by 9.7 years
- Tennis is accessible and affordable to everyone
- Canadian tennis stars are among the most recognizable athletes in the world: Bianca Andreescu, Leylah Fernandez, Eugenie Bouchard, Milos Raonic, Vasek Pospisil, Denis Shapovalov and Felix Auger-Aliassime



THE LOCAL SCENE

- Calgary is the 4th largest market in Canada
- Alberta Tennis Centre services over 30,000 Albertans each year
- Alberta Tennis Centre has been recognized by Tennis Canada as Canada's best tennis facility in 2017
- Since 2016, Calgary has become one of the fastest growing markets for tennis in Canada
- Alberta Tennis Centre is expanding its facility in 2022 due to its popularity and the growth of tennis



DEMOGRAPHIC PROFILE OF OUR ATTENDEE

- Gender balanced, attracts spectators across all ages and demographics
- Young, affluent, highly educated professionals, families
- Tennis enthusiasts and event attendees have among the highest household incomes in Canada
- Over 63% of Albertans have post secondary education
- High proportion of our attendees work in a professional career: engineering, finance, law and management



PARTNERSHIP OPPORTUNITIES



PRESENTING PARTNER

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.

WHAT YOU GET

- Your company presents the Calgary National Bank Challenger (category exclusivity)
- Naming rights to the Grandstand Court, Mall Presentation or VIP Hospitality Lounge (subject to availability)
- Company's logo will be joined to the Calgary National Bank Challenger logo
- Company's logo will be prominently displayed at the tournament venue on both Centre Court and Grandstand Court
- Company's logo will be displayed on the Centre Court & Grandstand back wall (2-locations per court)
- 2 sidewall banners on Centre Court (3' x 5' feet)
- 1 sidewall banner on Grandstand Court (2' x 3' feet)
- Company's logo on the media back drop
- Logo and name visibility in stairwell leading into VIP Hospitality Lounge
- Company's logo will be prominently displayed on the tournament poster, on all tickets, VIP access passes and parking passes
- Company's logo and link will appear on the event website and ATP Tour and ITF websites
- Company's name and logo will be displayed/mentioned on all digital/radio/print/television/newspaper
- Company's logo will appear on social media sites (Twitter, Instagram and Facebook)
- Company's logo will rotate on internal televisions and scoreboard in the tournament venue
- Company's name will be recognized in daily PA announcements and prior to each event session player introduction
- Speaking opportunity during the opening ceremonies
- Onsite and offsite sampling opportunities
- Opportunity to display and participate in pre-event promotional opportunities
- Opportunity to display up to 4 pop-up banners in the tournament venue
- 1 full page colour advertisement in the official tournament program (inside back cover)
- An opportunity to receive 1 promotional booth space (8' x 8')
- Opportunity to host an onsite sponsor activation during the semi-final or final day (subject to availability)
- Right to use event intellectual property for marketing purposes in association with the event, including:
 - access to images, videos and downloads, etc.

HOSPITALITY & TICKETS

- 2 premium corporate boxes with 8 transferrable passes per day for all sessions of the event including VIP access to the Hospitality Lounge for each guest (includes complimentary 7-catered meals, daily snacks and beverages)
- 42 single day tickets (6-per day) general admission
- 8 VIP parking passes in a designated parking lot located near the tournament venue
- 4 annual memberships to the OSTEN & VICTOR Alberta Tennis Centre
- 10 guest passes to the OSTEN & VICTOR Alberta Tennis Centre
- 4 passes to the Calgary National Bank Challenger Sponsor Clinic featuring Former World #1 Doubles Player Daniel Nestor

Presenting Partnership valued at: \$50,000

1 available

PLATINUM PARTNER

WHAT YOU GET

- Company's logo will be prominently displayed at the tournament venue on both Centre Court and Grandstand Court
- 2 sidewall banners on Centre Court (3' x 5' feet)
- 1 sidewall banner on Grandstand Court (2' x 3' feet)
- Logo and name visibility in stairwell leading into VIP Hospitality Lounge
- Company's logo will be prominently displayed on the tournament poster
- Company's logo and link will appear on the event website
- Company's logo will appear on social media sites (Twitter, Instagram and Facebook)
- Company's logo will rotate on internal televisions and scoreboard in the tournament venue
- Onsite and offsite sampling opportunities
- Opportunity to display and participate in pre-event promotional opportunities
- Opportunity to display up to 2 pop-up banners in the tournament venue
- 1 full page colour advertisement in the official tournament program
- Opportunity to host an onsite sponsor activation or be a featured partner (Monday - Friday) (subject to availability)
- Right to use event intellectual property for marketing purposes in association with the event, including:
 - access to images, videos and downloads, etc.
- One naming opportunity: **subject to availability**
 - practice court, activity court, official car, clothing provider, mall presentation, sky lounge, scoreboard or speed gun (2-locations)

HOSPITALITY & TICKETS

- 1 premium corporate box with 4 transferrable passes per day for all sessions of the event including VIP access to the Hospitality Lounge for each guest (includes complimentary 7-catered meals, daily snacks and 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 the OSTEN & VICTOR Alberta Tennis Centre
- 6 guest passes to the OSTEN & VICTOR Alberta Tennis Centre
- 2 passes to the Calgary National Bank Challenger sponsor clinic featuring former World #1 Doubles Player Daniel Nestor

GOLD PARTNER

WHAT YOU GET

- Company's logo will be prominently displayed at the tournament venue on both Centre Court and Grandstand Court
- 1 sidewall banner on Centre Court (3' x 5' feet)
- 1 sidewall banner on Grandstand Court (2' x 3' feet)
- Logo and name visibility in stairwell leading into VIP Hospitality Lounge
- Company's logo will be prominently displayed on the tournament poster
- Company's logo and link will appear on the event website
- Company's logo will appear on social media sites (Twitter, Instagram and Facebook)
- Company's logo will rotate on internal televisions and scoreboard in the tournament venue
- Onsite and offsite sampling opportunities
- Opportunity to display and participate in pre-event promotional opportunities
- One (1) full page colour advertisement in the official tournament program
- Opportunity to host an onsite sponsor activation or be a featured partner (Qualifying Sunday - Friday) (subject to availability)
- Right to use event intellectual property for marketing purposes in association with the event, including:
 - access to images, videos and downloads, etc.
- One naming opportunity: **subject to availability**
 - practice court, activity court, community open house, scoreboard or speed gun (1-location)

HOSPITALITY & TICKETS

- 1 premium corporate box with 4 transferrable passes per day for all sessions of the event including VIP access to the Hospitality Lounge for each guest (includes complimentary 7-catered meals, daily snacks and 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

WHAT YOU GET

- Company's logo will be prominently displayed at the tournament venue on both Centre Court and Grandstand Court
- 1 sidewall banner on Centre Court (3' x 5' feet)
- 1 sidewall banner on Grandstand Court (2' x 3' feet)
- Logo and name visibility in stairwell leading into VIP Hospitality Lounge
- Company's logo will be prominently displayed on the tournament poster
- Company's logo and link will appear on the event website
- Company's logo will appear on social media sites (Twitter, Instagram and Facebook)
- Company's logo will rotate on internal televisions and scoreboard in the tournament venue
- Opportunity to display and participate in pre-event promotional opportunities
- 1/2 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 & 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 complimentary 7-catered meals, daily snacks and 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



Silver Partner valued at: \$7,500

BRONZE PARTNER

WHAT YOU GET

- Company's logo will be prominently displayed at the tournament venue on both Centre Court and Grandstand Court
- 1 sidewall banner on Centre Court (3' x 5' feet)
- 1 sidewall banner on Grandstand Court (2' x 3' feet)
- Logo and name visibility in stairwell leading into VIP Hospitality Lounge
- Company's logo will be prominently displayed on the tournament poster
- Company's logo and link will appear on the event website
- 1/2 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 & 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 complimentary 7-catered meals, daily snacks and beverages)
- 2 VIP parking passes in a designated parking lot located near the tournament venue
- 2 official tournament programs



MAXIME CRESSY 
2020 Singles Finalist
Career High #70

Bronze Partner valued at: \$5,000

OTHER PARTNER OPPORTUNITIES

CORPORATE BOX HOLDER: **\$4,150**

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 complimentary 7-catered meals, daily snacks and beverages)
- 4 VIP parking passes in a designated parking lot located near the tournament venue
- 4 official tournament programs
- Mention in the official tournament program and on-site signage
- \$1,000 charitable tax receipt

SUPPORTER PARTNER: **\$2,000**

WHAT YOU GET

- 1 premium box with 4 transferrable passes per day for all sessions of the event (no hospitality).
- 4 VIP parking passes in a designated parking lot located near the tournament venue
- 4 official tournament programs
- Mention in the official tournament program and on-site signage
- \$500 charitable tax receipt

PATRON PARTNER: **\$500**

WHAT YOU GET

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



ON-SITE SIGNAGE & PROMOTION



DIGITAL SIGNAGE
Calgary YYC Airport



VIP HOSPITALITY LOUNGE
Sponsor Lounge



EVENT PROMOTION
Labour Day Classic CFL Game



CORPORATE BOXES
Sidewall Branding



BACKWALL BRANDING
Centre Court



RETAIL AREA
Beer Garden



For more information contact:

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