



CALGARY
NATIONAL
BANK
CHALLENGER

2022 Final Report

OSTEN & VICTOR Alberta Tennis Centre would like to thank and acknowledge our partners for their ongoing support of our organization, and for their support of the Calgary National Bank Challenger held November 6 – November 13, 2022, at the OSTEN & VICTOR Alberta Tennis Centre in Calgary, AB, Canada.





Executive Summary

The Calgary National Bank Challenger returned for its 3rd edition following the cancellation of the 2021 event due to the covid pandemic. This year's event took place November 6 to 13, 2022 at the OSTEN & VICTOR Alberta Tennis Centre.

The Calgary National Bank Challenger presents a fantastic opportunity to showcase the sport of tennis to the corporate community and to new and potential players. It also provides opportunities for the development of athletes, coaches, officials and volunteers. Opportunities also extend for professional development for staff and most importantly the event showcases Alberta and Canada's ability to host world-class international events.

A facility expansion was completed in advance of the Challenger allowing for a "unfunded" Women's ITF Pro Circuit event to take place alongside the Men's event. The addition of the combined Men's & Women's event ensured that the Calgary National Bank Challenger was one of the largest tennis events in Canada and the only combined indoor tennis pro event in Canada. The event benefitted from increased media exposure, fan interest, corporate and community support, which resulted in a week-long sell out of the event.

Feedback from all the participants, coaches, officials, and ATP World Tour staff indicated that the 2022 Calgary National Bank Challenger was one of the best ATP Challenger / ITF Pro Circuit Events in the world. Feedback from our spectators and partners indicated that the event is one of the best sporting events in Alberta.

This year's event was headlined by 2013 Wimbledon Singles Finalist Sabine Lisicki and Canadian Tennis Star Vasek Pospisil. A total of 96 players from 36 different countries on 6 continents participated in the event, with a total of 31 Canadians participating including a record 4 players from Alberta: Cleeve Harper (Calgary), Alexia Jacobs (Calgary), Mia Krupes (Edmonton) and Martyna Ostrzygalo (Edmonton).

The singles champions were: Robin Montgomery (USA) and Dominik Koepfer (Germany). The doubles champions were Maximilian Neuchrist (Austria) / Michail Pervolarakis (Greece) and Catherine Harrison (USA) / Sabrina Santamaria (USA). There was a total of 42 officials participating in this year's event including a total of 14 from Alberta and 5 officials from international countries.

The Calgary National Bank Challenger also offered several promotional and cultural experiences for our fans. A 11-day mall promotion at Calgary's Core Shopping Centre engaged over 20,000 Calgarians, with 600 free tickets given to people who tried the mall tennis promotion. The event partnered with Rogers Communications to give away an additional 1,500 free tickets to junior tennis players / youth in Calgary as part Rogers Community Day (free tennis event). The event also celebrated tennis excellence in Alberta with 4 Albertans winning Tennis Canada awards. The event concluded with a musical jazz performance featuring Juno nominated musician Al Murihead.

2022 KEY SUCCESS MEASURES/HIGHLIGHTS:

- Introduction of a Women's Professional Event
- Largest Indoor Professional Tennis Tournament in Canada (4th largest); only combined indoor event in Canada
- 9-day tournament sold out with 12,307 attendees (1,367 per day average).
- 72 corporate boxes sold (sold-out)
- Over 60,000 viewers online (ATP world Tour live-stream)
- Over 1,500 people attended the Rogers Community Day (free event)
- Over 50 million impressions (reach) for the event
- Engaged over 22,000 people during the Core Shopping Centre Mall promotion (11 days)
- 268 volunteers and ball crew members contributing 5,168 volunteer hours
- Event generated between \$6 to \$8 million dollars in economic impact for the City of Calgary and Alberta
- Only tennis event in Canada to offer equal prize for both Men & Women
- Calgary Flames activation on HNIC with 17,383 people in attendance to promote the event/tennis
- 4 Alberta Players competed in the event (3 of the 4 won at least one match) and achieving world rankings
- Sponsor Renewal over 95% (year-over-year)
- Corporate Box Holder Renewal over 90% (year-over-year)
- **92%** of all event partners based in Alberta based in Alberta

Tournament Results



Women's Singles Champion:
Robin Montgomery (USA)

Women's Singles Finalist:
Urszula Radwańska (Poland)



Men's Doubles Champions:
Maximilian Neuchrist (Austria)
&
Michail Pervolarakis (Greece)



Women's Doubles Champions:
Catherine Harrison (USA)
&
Sabrina Santamaria (USA)



Men's Singles Champion:
Dominik Koepfer (Germany)

Men's Singles Finalist:
Aleksandar Vukic (Australia)

This year's competition saw a main draw event with 32 singles main draw players, 24 players in singles qualifying and 16 team (32 player) doubles draw (per gender).

The Men's singles final featured two establish tennis stars Dominik Koepfer (Germany) and Aleksander Vukic (Australia). Koepfer won the final 62, 64. A total of 6 Canadians participated in the main draw including 3 members of Canada's Davis Cup Winning Team (Vasek Pospisil, Gabriel Diallo, Alexis Galarneau). The three Canadians all reached the quarterfinals with Diallo reaching the semi-finals. Alberta's lone male representative Cleeve Harper reached the Rd 16 in singles and quarterfinals of doubles.

The Women's singles final featured WTA rising star, 20-year-old, Robin Montgomery (USA) and established star Urszula Radwanska (Poland). Montgomery won 76(5) 75. A total of 9 Canadians competed in the women's singles main draw, including 3 Alberta players (Alexia Jacobs, Mia Krupes, Martyna Ostrzygalo). Krupes and Ostrzygalo reached the Rd 16 in singles.

For full tournament results visit: [Women's Results](#) [Men's Results](#)



Ticket Sales & Spectators

The 2022 Calgary National Bank Challenger enjoyed a week-long sold-out event with over **10,751** spectators attending the event, representing a **20%** increase from the inaugural event. Tickets were sold on our online ticketing platform Showpass, our tournament website and at the door during the event.

DAILY ATTENDANCE

SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	TOTAL
1556 FREE DAY	1801	1480	1234	1200	1256	1280	1300	1200	12,307 (10,751) EVENT

NOTE: daily attendance is based on tickets sold and/or given away.

YEAR OVER YEAR STATISTICS

	2018	2020	2022	Notes
Tournament Attendees (tickets)	6,365	8,602	10,751	2,149 increase or 20% increase year over year
Corporate Boxes	98% total sold (60 available)	100% total sold (72 available)	100% total sold (72 available)	100% sold out

2022 KEY SUCCESS MEASURES:

- 20% increase in ticket sales in 2022
- Corporate Boxes Sold out for 2x consecutive year
- 8 sold-out sessions (Centre court capacity is 900); overall capacity is 1,200
- Attendees from all over Canada including some international attendees as well



Volunteers & Ball Crew



The team from the OSTEN & VICTOR Alberta Tennis Centre, led by Tournament Director, Danny Da Costa, built a strong organizing committee supported by **182** volunteers and **86** Ball Crew members. A total of **3,782** volunteer hours was performed during the event, while a total of **1376** ball crew volunteer hours were performed.

Volunteers performed duties such as: Will Call; Ushers; Access Control; Transportation and Airport Greeters; Anti-Doping Chaperones; Player Services (players lounge); Media (social media); Volunteer & Officials Services (volunteer & officials lounge); Photography.

2022 KEY SUCCESS MEASURES:

- 268 volunteers and ball crew members in 2020; up 24% from 2020 (203 volunteers in 2020)
- 3,782 volunteer hours performed during the event
- 1,376 ball crew volunteer hours performed during the event
- Additional contracted positions were filled in janitorial / temporary workers
- Daily snacks and meals provided to volunteers and ball crew members
- Volunteer and ball crew party held post event was well attended with over 175 attendees
- Volunteer and ball crew feedback was very positive



The Calgary National Bank Challenger provides an excellent opportunity to further the development of officials in the province. The Calgary National Bank Challenger benefitted from a strong Canadian contingent of officials. A total of **42** officials were involved including **13** from Alberta.

OFFICIALS BY PROVINCE & COUNTRY:

BC	AB	SK	MB	ON	QC	INT
11	13	2	2	6	3	5

2022 KEY SUCCESS MEASURES:

- 13 Alberta trained officials involved in 2022
- 1 official (Greg Wearmouth) in leadership position
- Officiating clinics took place in 2022 to train AB officials

KEY OFFICIATING PERSONNEL:

- Greg Wearmouth (CAN) – Alberta (Chief of Officials)
- Ute Buffotot – Tournament Referee
- William Coffey (CAN) – ATP Supervisor
- Joel Brobecker (CAN) – ITF Supervisor



Event Sponsors & Live Streaming

In hosting The Calgary National Bank Challenger, the event organizers have created significant value, promotional opportunities and economic impact for the City of Calgary and Province of Alberta.

Of the 52 event companies who partnered with the event in 2022, 42 have offices or are based in Alberta. The 2022 edition saw 18 new event partners & supporters. In addition to the event partners, an additional 72 local companies and individuals partnered with the event to purchase corporate boxes to support the operations of the event.

THANK YOU TO ALL OF OUR SPONSORS & SUPPORTERS



ATP & ITF LIVE STREAMING

The Official ATP streaming provider, IMG Arena / Live Sports and ITF streaming provider Crionet was used to broadcast all the Calgary National Bank Challenger tournament matches worldwide **128 total** on the www.atptour.com and www.itftennis.com websites.

In addition, the event was live-streamed on the tournament website and at the tournament venue. Additional televisions displayed in the venue, showed streaming coverage happening on National Bank Centre Court, Grandstand Court, Court 7 & 8.

The Calgary National Bank Challenger organizing committee also introduced world leading on-court presentation technology (LED scoreboards, Radar Guns, ATP Graphics) with the addition of IMG Arena. IMG Arena provides on-court presentation to the leading tennis tournaments in the world: Wimbledon, Davis Cup, Rogers Cup, and BNP Paribas Open.



KEY 2022 SUCCESS MEASURES:

- Total views: 60,951 viewers worldwide (ATP)
- Total duration (minutes): 577,509 minutes streamed (ATP)
- Average watch time per viewer: 0:12:51 minutes
- Over 95% Sponsor Renewal
- Over 90% Corporate Box Holder Renewal

NOTE: ITF Data was not disclosed at the time of writing this report.



Media Coverage & Promotion

The Calgary National Bank Challenger benefitted from daily coverage from its various media partners. The coverage has brought never seen exposure to the sport of tennis in Calgary.

The Challenger partnered with major media partners:

- **Bell Media** (television, radio, social media and digital campaign)
- **Rogers Communications & Sportsnet 960** (radio campaign, live-on-location, interviews)
- **Corus Entertainment** (television and radio campaigns, interviews)
- **Pattison Outdoor Signs** (Outdoor signage – major intersections throughout city, airport and bus signage, digital campaign)
- **Post Media** (print, digital, online)
- **Outfront Media** (Outdoor signage – major intersections throughout city, digital campaign)
- **Brookline PR** (media event support)

KEY 2022 SUCCESS MEASURES:

- Marketing Campaign included over 50 million impressions / reach
- 2 new media partners: Post Media (Calgary Sun & Herald) & Outfront Media
- **Digital Platform:** Pattison & Outfront Media Campaigns generated 38 million impressions
- **Radio & TV:** Bell Media & Rogers Media Campaign generated over 8 million impressions
- **Print:** Advertising generated over 3.1 million impressions
- Media Coverage in over 200 media outlets across Canada & international
- Coverage from over 7 media outlets (worldwide coverage)
- Onsite Activation – Calgary Flames Hockey game (17,783 attendance)
- Mall Tennis Activation– Core Shopping Centre (22,000)

MARKETING & ADVERTISING PLAN

The Calgary National Bank Challenger has developed a comprehensive marketing and advertising plan with our media partners. They include:

VENDOR	IMPRESSIONS
Rogers Sportsnet 960	1.0 million impressions (5 weeks)
Pattison	31.0 million impressions Digital, Transit, Airport, Billboard
Corus Entertainment	4.0 million impressions TV, Digital, Radio, Mobile
Bell Media	4.0 million impressions TV, Digital, Radio, Mobile
Pattison – Transit	2.25 million impressions Transit (buses advert).
Outfront Media	4.8 million impressions Digital, Billboard
Post Media (Calgary Herald/Sun)	3.1 million impressions Print & Digital coverage
TOTAL	50 million impressions





2022 MALL PROMOTION

The Calgary National Bank Challenger organizers held a 11-day tournament activation at one of Calgary's largest shopping centres. The Core Shopping Centre mall promotion was held daily over the lunch time period to promote the event, sell/win tickets and served as a sponsor activation.

2022 KEY SUCCESS MEASURES

- 11 days ~ 2,000 people per day = 22,000 people engaged
- Opportunities to promote the event, to try tennis and buy/win tickets
- Various sponsor activations were held
- Player announcement and media event to announce player field





Opening Ceremonies



The Calgary National Bank Challenger honoured our Canadian Military and Canadian Veterans as part of our official opening ceremonies held on November 7, 2022. Members of Royal Canadian Legion Centennial Branch Honor Guard were present to conduct the commemorative ceremony as part of Remembrance Week. The Calgary National Bank Challenger and the OSTEN & VICTOR Alberta Tennis Centre provided a \$1,300 donation to support our Canadian Veterans.

2022 KEY SUCCESS MEASURES:

- \$1,300 donation was made to the Honour Guard and Royal Canadian Legion
- 50 Tickets were provided to the Royal Canadian Legion and Military Families in Calgary

Calgary Flames Promotion



The Calgary National Bank Challenger partnered with the Calgary Flames to promote the Challenger event on Saturday November 5 game between the Calgary Flames and New Jersey Devils. Canadian Tennis Star Vasek Pospisil and Former Wimbledon Singles Finalist Sabine Lisicki took part in the activation. Lisicki and Pospisil were interviewed on-ice during the first intermission and hit autograph tennis balls into the crowd. The game was televised nationally on Hockey Night in Canada. The attendance was 17, 386.

As part of the activation, the Calgary Flames provided complimentary tickets / box access to the Calgary National Bank Challenger for 14 players, coaches and staff. The Challenger also exchanged tickets to the Challenger event for Calgary Flames players, alumni and staff.

2022 KEY SUCCESS MEASURES:

- Several players, coaches and officials attended NHL games during the challenger thanks to preferred pricing provided by the NHL team.
- On-ice activation with 17, 386 people in attendance to promote the Challenger Tennis Event.



Bubble Ribbon Cutting Ceremony



On Saturday November 5, 2022, the OSTEN & VICTOR Alberta Tennis Centre along with Tennis Canada and Rogers Communications officially unveiled its Covered Court Project with an official ribbon cutting ceremony. The ceremony also marked the opening of the Calgary National Bank Challenger as part of Rogers Community Day, with over 1,500 free tickets provided to the community. Attendance included representatives of the City of Calgary, Rogers Communications, Tennis Canada, Parks Foundation of Calgary and the OSTEN & VICTOR Alberta Tennis Centre. Calgary's Mayor Hon. Jyoti Gondek also participated at the event.

2022 KEY SUCCESS MEASURES:

- Free Tennis Day on November 5th, an opportunity to watch tennis practice and meet professional tennis players
- 1,500 tickets were provided to the community to attend Rogers Community Day
- Live on-location with Rogers Sportsnet 960
- Extensive Media coverage on the Ribbon Cutting Event including stories and articles from over 200 media outlets across Canada ([see example here](#))

Nestor/Budimac Doubles Clinics



12x Grand Slam Champion and Olympic Gold Medalist, Daniel Nestor conducted some doubles clinics during the Finals weekend. Forty (40) Albertans participated in the clinics, with players coming from various clubs in the province. New this year was the inclusion of Uros Budimac, a published author of Mine Women's Doubles Book. Uros, a leading tennis coach in Canada and partnered up with Daniel and Alberta Tennis Centre coaches to deliver the training content. Each participant received 2-hour doubles clinic, VIP Ticket with Hospitality, an autographed Tennis Ball, signed by Daniel Nestor and meet and a signed copy of Mine Doubles Book, signed by Uros Budimac. Additional sponsor clinics were also held for adult and youth players as well.

2022 KEY SUCCESS MEASURES:

- Daniel Nestor / Uros Budimac Doubles Clinic was a sold-out event
- 8 Alberta Tennis Centre coaches were involved in the Doubles Clinics, gaining valuable experience from Daniel Nestor
- Fan Experience and Feedback was exceptional. Participants indicating that this was a once-a-lifetime opportunity to learn from the best doubles player of all-time and the event provided exceptional value.
- **58% of all participants were Female** (42% male)
- Mine Doubles Book is focused on Women's club level doubles play



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Daniel Nestor



HONORARY TOURNAMENT DIRECTOR:

Canadian Tennis Star, Daniel Nestor returned to the Calgary National Bank Challenger in his role as Honourary Tournament Director.

Nestor also conducted a sponsor clinic for title sponsor National Bank and conducted 2 doubles clinics with Alberta Tennis Centre staff for Calgary and Edmonton area players. Nestor also provided mentoring advise and support to Alberta Coaches and Canadian Players.

Off the court, Nestor conducted several media interviews to promote the Alberta Tennis Centre and Calgary National Bank Challenger.

Nestor a Former World #1 Doubles Player, also presented the Doubles Champion Trophies during the event.



Tennis Canada Excellence Awards



DANNY DA COSTA
Distinguished Service Award

Calgary, AB



NICK COUTTS
Tennis Canada TPA Club Professional
Excellence Award

Calgary, AB



RON GHITTER
Canadian Tennis Hall of Fame
Builder Category

Calgary, AB



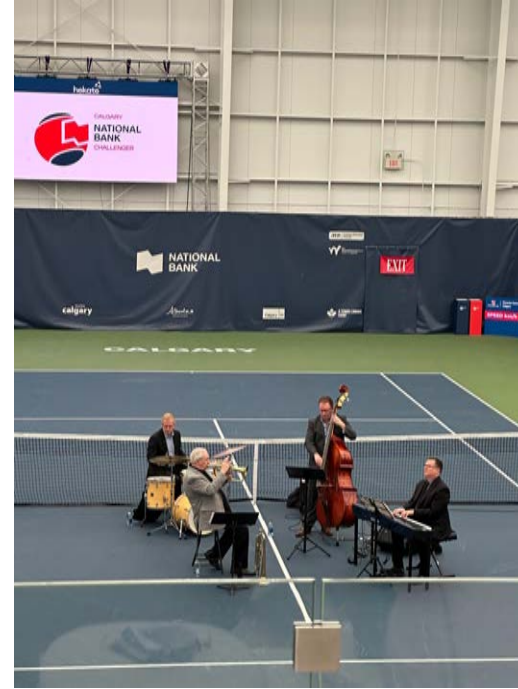
PATRICK THOMAS
Distinguished Service Award

Calgary, AB

Tennis Canada honored 4 Albertans who have made significant contributions to the game of tennis in the province and across Canada. Awards were presented by Michael Downey, President & CEO of Tennis Canada and Robert Bettauer, Chair of Canadian Tennis Hall of Fame. The Winners were:

- **Danny Da Costa, CEO of the OSTEN & VICTOR Alberta Tennis Centre** - Da Costa was presented Tennis Canada's Distinguished Service Award in recognition of his work growing the game of tennis in Alberta and across Canada. Da Costa has led the Alberta Tennis Centre from inception and through his work, the ATC is recognized as one of Canada's premier tennis facilities.
- **Nick Coutts, Tennis Director of the OSTEN & VICTOR Alberta Tennis Centre** – Coutts was presented Tennis Canada's TPA Club Professional Excellence Award. The award is given to Canada's best club professional. Under his leadership, Coutts has developed one of Canada's best and biggest tennis programs. He also oversees 17 full-time tennis professionals and a team of 27.
- **Ron Ghitter, Chair, OSTEN & VICTOR Alberta Tennis Centre** – Ghitter was inducted into Canadian Tennis Hall of Fame as a builder. Ghitter was instrumental in the establishment of the OSTEN & VICTOR Alberta Tennis Centre. He also served on the Board of Tennis Canada.
- **Patrick Thomas, Member of the OSTEN & VICTOR Alberta Tennis Centre** – Thomas was presented with Tennis Canada's Distinguished Service Award in recognition for his work growing the game of tennis in Alberta. A community volunteer, Thomas has been instrumental in developing the University of Calgary Dinos Tennis Programs as well as various fundraising initiatives.

Fan Experience



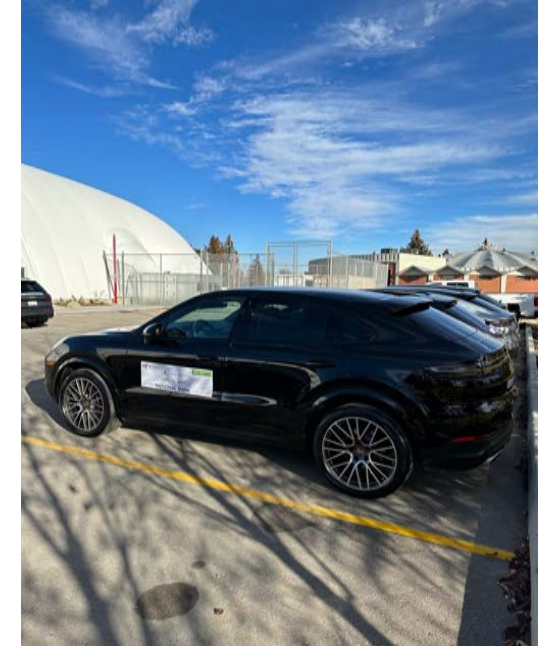
The Calgary National Bank Challenger hosted numerous opportunities to engage fans at the Challenger Event. Opportunities included a sponsor trade show, autograph signings and sponsor activations. The event also offered a jazz performance (concert) prior to the tournament final.

2022 KEY SUCCESS MEASURES:

- The Calgary National Bank Challenger Fan Zone contain a trade show area with sponsor activations taking place
- Yonex Canada Booth provided opportunities to sell Yonex Products and fans had a chance to win a limited-edition Naomi Osaka (autographed racquet)
- Vasek Pospisil conducted an autograph signing in the Hekate Booth.
- Hekate also provide sampling opportunities during the event
- National Bank Activation – fans attending the Finals were given a complimentary National Bank Bag
- Jazz Performance (concert) was held prior to the start of the finals featuring Juno nominated musician Al Muirhead and members of the Calgary music community



Player Experience



The Calgary National Bank Challenger provided a world-class experience for all players, coaches, officials and tournament staff. The consensus feedback was that the 2022 edition of the Calgary National Bank Challenger was one of the best challenger and ITF events in the world.

2022 KEY SUCCESS MEASURES:

- All competitors, officials and event staff received complimentary breakfast and a gourmet prepared lunch each day. Over 1,200 meals were prepared for players, coaches & officials
- All competitors receive complimentary airport pickup & drop-offs as well as transportation from the hotel to the tournament venue
- Hotel accommodations were provided to all players at the official tournament hotel with nearly 700 room nights utilized
- A player party was organized for all players, coaches, officials and tournament staff
- A player lounge with medical services was complimentary provided, stringing services, laundry, arcade and video games was also provided
- Complimentary drinks and snacks were provided
- Gym facilities and lots of practice courts were also provided to the players

Recommendations for 2023

- Introduce VIP Sky Lounge on Centre Court; premium viewing and hospitality area
- Facility Upgrades: New Lights & Court Resurfacing
- Introduce Hospitality (Hotel/Housing) for Female players to align with Men's obligations
- Reconfigure secondary court layouts (Courts 6 & 8) will become match courts with seating on Court 7.
- Secure presenting partner
- Develop improved in-event marketing initiatives for sponsors (i.e., giveaways, improving vendor alley)
- Investigate the possibility of creating two sessions (day & night)
- As the event continues to grow, the organization must consider adding more operational support for the event
- Investigate more charitable support (partners) for the event
- Continue to refine fan experience

