



A COMBINED MEN'S & WOMEN'S PROFESSIONAL TENNIS EVENT

NOV 5 - 12, 2023

PARTNERSHIP OPPORTUNITIES

Alberta Tennis Centre

ROBIN MONTGOMERY

2022 Singles Champ
Ranking #187



www.calgary.nationalbankchallenger.com



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2022 WINNERS



2022 MEN'S SINGLES CHAMPION

Dominik Koepfer



2022 WOMEN'S SINGLES CHAMPION

Robin Montgomery



2022 MEN'S DOUBLES CHAMPIONS

Maximilian Neuchrist & Michail Pervolarakis



2022 WOMEN'S DOUBLES CHAMPIONS

Catherine Harrison & Sabrina Santamaria

PAST EVENT ALUMNI:

- Casper Ruud (Norway) - Current Top 5 singles player and two-time Grand Slam Singles Finalist
- Sabine Lisicki (Germany) - Former 2012 Wimbledon Singles Finalist
- Vasek Pospisil (Canada) - Career High #25 singles player and Davis Cup Champion Canada
- Ivo Karlovic (Croatia) - 2018 Champion, Former #12 singles player
- Urszula Radwańska (Poland) - Former Top 30 singles player

2022 MEDIA

Reach & Impressions

50 M

Digital, Print & Radio
Impressions

925 K

Streamed
Minutes

10.7 K

In Person
Attendees

100%

Sold Out
Event

Demographics Audience

Gender



50%
Women



50%
Male

Age



15-24

25-35

36-45

Interests

- Healthy, active lifestyle
- Family oriented
- University Educated with careers in engineering, finance, law and management
- Community oriented
- Diverse backgrounds
- Dedicated, focused, able to overcome obstacles, rises to the occasion

Location

- Located in Calgary & Area
- Streaming Viewership: 19% Canadian / 81% International

CHALLENGER DATA

MAJOR MEDIA PARTNERS



- 100% Sold Out
- Average ticket value \$105
- Economic Impact: \$3.2 million in 2022
- 200 media outlets
- # of Volunteers: 268
- # of hours: 5,158
- 92% of event partners based/offices in Alberta

BellMedia

SPORTSNET
960
THE FAN

CORUS.

PATTISON
OUTDOOR ADVERTISING

brookline
PUBLIC RELATIONS

OUTFRONT
media

POSTMEDIA

ROGERS

EVENT DETAILS

The ATP and WTA Stars of tomorrow are coming to Calgary! The 4th edition of the Calgary National Bank Challenger will take place at the OSTEN & VICTOR Alberta Tennis Centre from November 5 to 12, 2023.

The Calgary National Bank Challenger is the largest professional men's & women's combined indoor tennis tournament in Canada. In 2022, our International Tennis Federation (ITF) Women's World Tennis Tour Event was held and featured many of the best up-and-coming female players in the world. The event became the only combined tennis event in Canada to offer equal prize money.

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 2022 event was a week-long sold-out event with 10,751 spectators taking in the action, and featured 52 event partners, with over 120 Alberta based companies participating. The event is live-streamed globally to an international audience with over 925,000 minutes of coverage.

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.

EVENT DATES: Men's & Women's Event

- November 5 & 6, 2023 - Qualification
- November 6 - 12, 2023 - 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

\$60,000+H USD - ITF Women's Pro Circuit 60K
Event



VASEK POSPISIL 

2022 Calgary National Bank Challenger Participant
Career High: #25 in the world

EVENT PARTNERS

The Calgary National Bank Challenger is affiliated with some of the most recognizable companies and brands in North America. Our 2022 event partners included:



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, non-profit 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:

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



COMMUNITY

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:

2022 MALL PROMOTION:

At the Core Shopping Centre in downtown Calgary, we held a 12-day mall promotion that included 'try' tennis, sponsor activations and ticket sales.

PRO-AM & SPONSOR CLINICS:

Clinics for adult and junior players featuring Former World #1 Doubles Player Daniel Nestor and other ATP Stars during the tournament.

COMMUNITY OPEN HOUSE:

The 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:

Each year, the Calgary National Bank Challenger organizes a number of special events, past events have included:

- U of Alberta vs. U of Calgary Men's tennis teams challenge
- 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 Ghitter Fund for Kids

EVENT ACCESSIBILITY & ACCESS:

Hundreds of tickets are made available to under-represented groups throughout the City/Province. They include: new immigrants, women and children and seniors

LIVE ENTERTAINMENT

Each year, live entertainment is provided to attendees. Past examples include:

- Jazz Concert
- Rock Concert
- Tsuu'tina Nation Pow Wow



EVENT 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 12, 2023.

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

DATE	TENNIS SCHEDULE
Sunday Nov 5, 2023	Men's ATP & Women's ITF Qualifying
Monday Nov 6, 2023	1st Round Coverage ATP/ITF events
Tuesday Nov 7, 2023	1st Round Coverage ATP/ITF events
Wednesday Nov 8, 2023	2nd Round Coverage ATP/ITF events
Thursday Nov 9, 2023	2nd Round Coverage ATP/ITF events
Friday Nov 10, 2023	Quarter Finals ATP/ITF event & Semi Finals ATP/ITF Doubles event
Saturday Nov 11, 2023	Semi Finals ATP/ITF Singles event & Doubles Final ATP/ITF event
Sunday Nov 12, 2023	ATP & ITF Singles Final events



VIP HOSPITALITY



CONCORDE ENTERTAINMENT GROUP

Watch high level men's and women's tennis matches the right way! The Calgary National Bank Challenger partners with the Concorde Group to bring some of Canada's top restaurants to the event. Each evening session includes a complimentary catered dinner in our Rogers VIP Hospitality Lounge.



BE VISIBLE

Partner Opportunities

- Worldwide livestream coverage on www.atptworldtour.com & www.itftennis.com
- Brand awareness & camera-visible signage opportunities on livestream courts
- Daily media coverage, worldwide news releases & recaps
- TV & radio interviews, digital, online, bus advertising & magazine listings
- Logo listing on the Official Challenger website as a partner with link
- Integration into the Alberta Tennis Centre membership, programs, facility advertisements, & newsletters with +7,000 subscribers
- On-site signage
- Advertisements in the official printed event program & daily handouts
- Onsite sampling opportunities for up to 10,000 spectators and 20,000 off-site sampling opportunities
- In-event & pre-event promotion and activations: centre court, trade show area and mall presentation
- Venue & court spectator signage opportunities
- Scoreboard and VIP lounge advertisements
- Naming Rights
- Social media integration

THE LOCAL SCENE



- Calgary is the 4th largest market in Canada
- Alberta Tennis Centre services over 35,000 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
- Due to the popularity of the Alberta Tennis Centre, the facility expanded in 2022 and is scheduled for a further future expansion

THE NATIONAL SCENE



- Tennis is one of the fastest growing sports in Canada with 6.5 Million Cdns. playing last year
- Tennis is a top 3 sport among new Canadians
- Players live on average by 9.7 years longer
- Tennis is accessible and affordable to everyone

THE GLOBAL SCENE



- International ATP Challenger Tour and ITF Women's Pro Circuit Event featuring male & female players ranked 50 - 250 in the world
- International media coverage
- Affiliation with National and International Brands

PARTNER OPPORTUNITIES

FEATURES	PRESENTING	PLATINUM	GOLD	SILVER
NAMING RIGHTS	PRESENTING SPONSOR	CATEGORY ONLY	-	-
PARTNER BENEFITS ADVERTISING PRE-EVENT	100% VISIBILITY	100% VISIBILITY	50% VISIBILITY	-
ADVERTISING DURING EVENT	13 BANNERS	5 BANNERS	4 BANNERS	4 BANNERS
PROGRAM ADS	2 FULL PAGES	1 FULL PAGE	1 FULL PAGE	1/2 PAGE
ONSITE SIGNAGE	YES	YES	YES	YES
INTELLECTUAL PROPERTY RIGHTS	YES	YES	YES	YES
TICKETS	96	64	48	32
CORPERATE BOX	2	1	1	1
CATERED MEALS	7	7	7	7
VIP DINNERS	28	28	28	28
VIP PARKING PASSES	8	4	4	4
GUEST PASSES TO ATC	10	6	5	-
TENNIS CLINIC	4 SPOTS	4 SPOTS	-	-
ANNUAL MEMBERSHIPS	4	2	-	-
DANIEL NESTER DOUBLES CLINIC	4 SPOTS	-	-	-
365 PARTNERSHIP	YES	-	-	-

1 available

OTHER OPPORTUNITIES

CORPORATE BOX HOLDER: \$ 4,400

WHAT YOU GET

- 1 premium box with 4 transferrable passes per day for all sessions of the event including VIP access to the Rogers 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: \$ 2,200

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



SUPPLIER

TICKETS

- 32 general admission tickets (4-tickets per day) with VIP access to the Rogers Hospitality Lounge

CORPORATE BOX

- No corporate box provided

ADVERTISING

- 4 Sidewall banners (1 on each of the tournament match courts (Centre, Grandstand, Court 6, Court 8))

ON-SITE SIGNAGE

- Company's logo will be prominently displayed at the tournament venue including all match courts
- Logo and name visibility in stairwell (leading into Rogers Hospitality Lounge)
- Company logo will be prominently displayed on tournament poster
- Company logo and link will appear on event website and social media sites
- Company's logo will rotate on internal televisions and scoreboard in the tournament venue
- Opportunity to display and participate in pre-event promotional opportunities

OFFICIAL PROGRAM

- 1/2 page colour advertisement in the official tournament program

HOSPITALITY & TICKETS

- Rogers Hospitality Lounge includes complimentary 7-catered meals, daily snacks and beverages)
- 28 VIP Dinner vouchers (4-per night for 7-days) featuring Concorde Entertainment Group Restaurants
- 4 VIP Parking Passes in the tournament designated parking lot
- 4 Official tournament programs

OTHER

- Right to use event intellectual property for marketing purposes in association with the tournament



SIGNAGE & PROMOTIONS



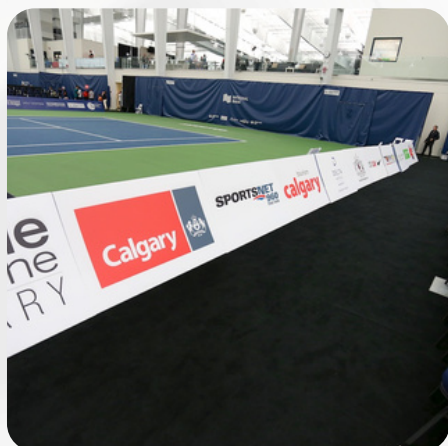
DIGITAL SIGNAGE
Calgary YYC Airport



VIP HOSPITALITY LOUNGE
Sponsor Lounge



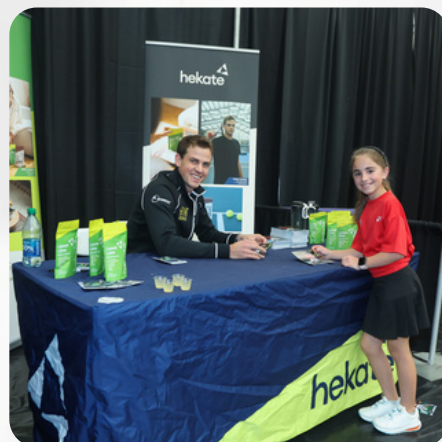
EVENT PROMOTION
On ice and puck drop at the
Calgary Flames Game



CORPORATE BOXES
Sidewall Branding



BACKWALL BRANDING
Centre Court



TRADE SHOW AREA
Booths

Additional branding examples area available upon request



For more information contact:

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www.albertatenniscentre.ca

www.calgary.nationalbankchallenger.com

