



CALGARY
**NATIONAL
BANK**
CHALLENGER

NATIONAL BANK CHALLENGER REPORT 2023





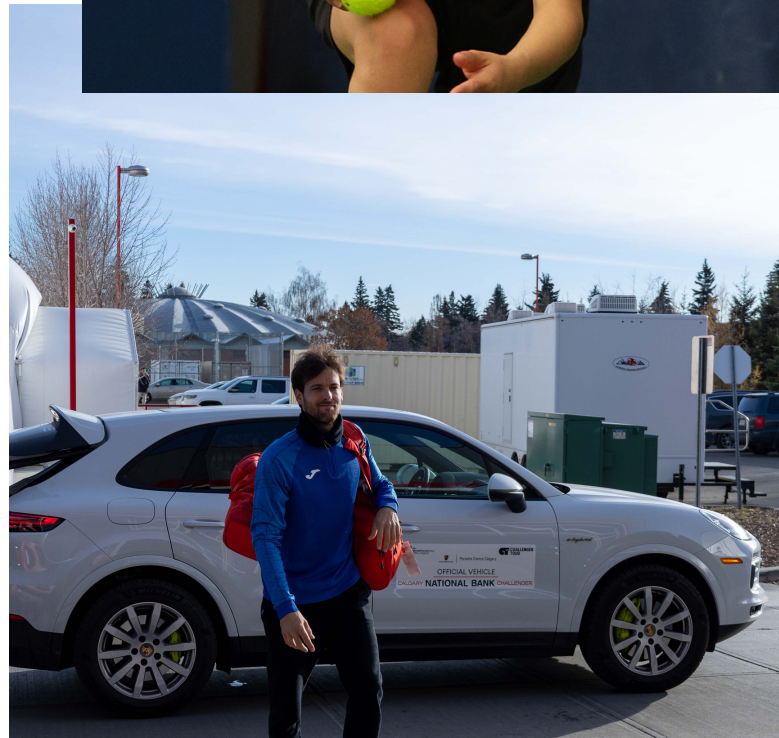
EXECUTIVE SUMMARY

The Calgary National Bank Challenger “Challenger” returned for its 4th edition. This year’s event took place November 5 to 12, 2023 at the OSTEN & VICTOR Alberta Tennis Centre “ATC”. Following the successful inaugural women’s event in 2022, the Challenger added paid hospitality for women competitors, becoming the first W60 International Event in Canada to do so.

The Challenger continues to present 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 ability of Alberta and Canada to host world-class international events.

2023 Calgary National Bank Challenger saw an **22%** increase in attendance over 2022 edition with **13,112** spectators taking in the action over a 9-day period. For the 3rd consecutive year, the Challenger sold out its corporate box and hospitality program, making it one of the best attended Challenger events in North America. The Challenger was also live-streamed worldwide on the ATP & ITF streaming platforms, with nearly 120,000 viewers and over 120 countries watching the coverage online, representing at **71%** increase in viewership, year-over-year.

Feedback from participants, coaches, officials, and ATP World Tour staff indicated that the 2023 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.





EXECUTIVE SUMMARY

This year's event was headlined by **7 former Top 50** ATP & WTA stars as well as many upcoming and rising stars. A total of 104 players from 26 different countries on 6 continents participated in the event, with a total of 25 Canadians participating including 4 players from Alberta: Alexia Jacobs (Calgary), Martyna Ostrzygalo (Edmonton), Emmett Potter (Calgary), Kaetan Mehta (Edmonton). Alexia Jacobs reached the Rd 16 in singles and Quarter-finals in Doubles, earning valuable WTA ranking points. The singles champions were Sabine Lisicki (Germany) and Liam Draxl (Canada). The doubles champions were Justin Boulais (Canada) / Juan Carlos Aguilar (Canada) and Eden Silva (Great Britain) / Sarah Beth Grey (Great Britain). There was a total of **55 officials** participating in this year's event which represents a **31% increase from 2022**, including a total of 9 from Alberta and 5 officials from international countries.

The Calgary National Bank Challenger also offered several promotional and cultural experiences for our fans. An 11-day mall promotion at Calgary's Core Shopping Centre engaged over 20,000 Calgarians, with 1,000 free tickets given to people who participated in the mall tennis promotion. The Challenger gave away an additional 1,500 tickets on the opening Community Weekend to schools, charitable organizations, youth, and senior groups as well as members of the tennis community. The Challenger also held various promotional activities during the event including musical performances, honouring Canada's Military Veterans as part of Remembrance Day Celebrations, KNIX Women's Day and Daniel Nestor Doubles Clinics. The event concluded with a musical jazz performance featuring Juno nominated musician Al Muirhead.

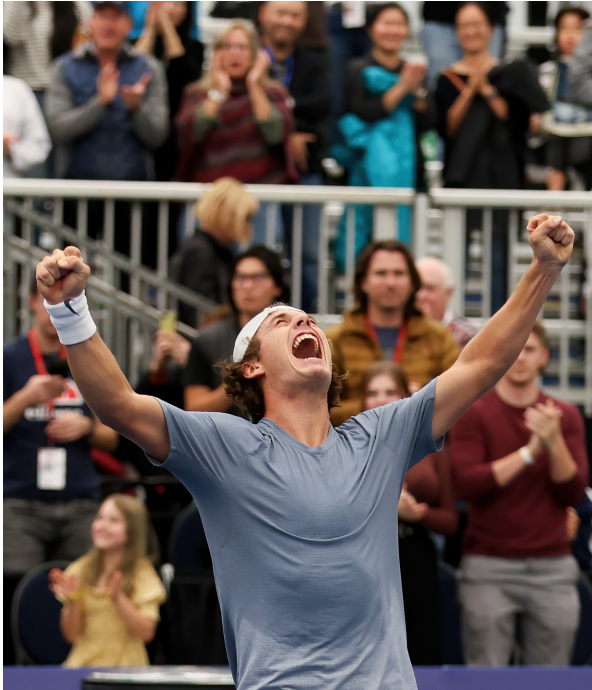




KEY HIGHLIGHTS

EXCITING NEWS!

Exciting highlights from Calgary National Bank Challenger:



- Became the first W60 event in Canada to offer paid hospitality for women's players (improving gender equity)
- Largest Indoor Professional Tennis Tournament in Canada (3rd largest pro event in Canada)
- 9-day tournament sell out with **13,112** (1,457 spectator averaged per day); **22%** growth over 2022 attendance
- 72 corporate boxes sold (sold-out)
- 120,000 viewers online (ATP/ITF world Tour live-stream); up **71%** year-over-year in viewership
- Over 2,975 people attended the Community Opening Weekend (Saturday & Sunday) — free/donated tickets
- Over 50 million impressions (reach) for the event
- Engaged over 22,000 people during the Core Shopping Centre Tennis Promotion presented by Holt Renfrew
- **55%** growth (year-over-year) in hotel rooms used to deliver the event (1,006 rooms in 2023)
- 301 volunteers and ball crew members contributing **6,466** volunteer hours (25% increase year-over-year)

- Event generated between \$3 to \$5 million dollars in economic impact for the City of Calgary and Alberta
- Only challenger event in Canada to offer paid hospitality for both men & women.
- 4 Alberta Players competed in the event; Alexia Jacobs reaching Rd 16 in singles & Quarter-finals doubles
- The challenger saw 95% of its sponsors and 90% of Corporate Box renew their agreements with the event.
- **13%** increase in new partnerships year-over-year (60 total event partners); 90% of all partners are based in Alberta
- Hosted several women's and girls' initiatives including women in coaching workshop, all girls tennis event, women's day and donating ticket revenue to women's charities.
- Event held a social media influencer event with 30 of Calgary's top influencers attending to promote the event





TOURNAMENT RESULTS

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). A total of **25** Canadian men & women competed in this year's Calgary National Bank Challenger including (13 men and 12 women).

The Men's singles final featured rising star Liam Draxl (Canada) and defending champion Dominik Koepfer (Germany). Draxl won the final 6-4, 6-3 to win his first title. Alberta's two representatives were Emmett Potter of Calgary and Kaetan Mehta of Edmonton who participated in the qualifying event.



The Women's singles final featured Former Wimbledon Singles Finalist Sabine Lisicki (Germany) and Stacey Fung (Canada). Lisicki defeated Fung 7-6, 6-7, 6-3 in a thrilling match, to win her first title in 9-years.

Two Alberta players competed in this year's event (Alexia Jacobs & Martyna Ostrzygalo). 18-year-old, ATC player, Alexia Jacobs (Freshman at U of Washington) competed at the Calgary National Bank Challenger. Receiving a main draw wildcard, Alexia won her first match defeating American Allura Zamarripa #711 (7-5, 6-3) before losing to 2023 Wimbledon Junior Singles Champion and World #3 Junior Player Liv Hovde (6-2, 4-6, 7-6) of the United States. Alexia and Teah Chavez of Canada also reached the Quarter-finals in Doubles losing to eventual champions Eden Silva and Sarah Beth Grey 6-4, 2-6, 10-7 of Great Britain.

For full tournament results [visit here](#).





TICKET SALES

The 2023 Calgary National Bank Challenger enjoyed a week-long sold-out event with over **13,112** spectators attending the event, representing a **22%** increase from 2022 event. Tickets were sold on our online ticketing platform Showpass, our tournament website and at the door during the event.

Date	SAT Nov 4	SUN Nov 5	MON Nov 6	TUES Nov 7	WED Nov 8	THUR Nov 9	FRI Nov 10	SAT Nov 11	SUN Nov 12	TOTAL
Tickets Sold	357	2,618	2,042	1,362	1,280	1,353	1,386	1,514	1,200	13,112



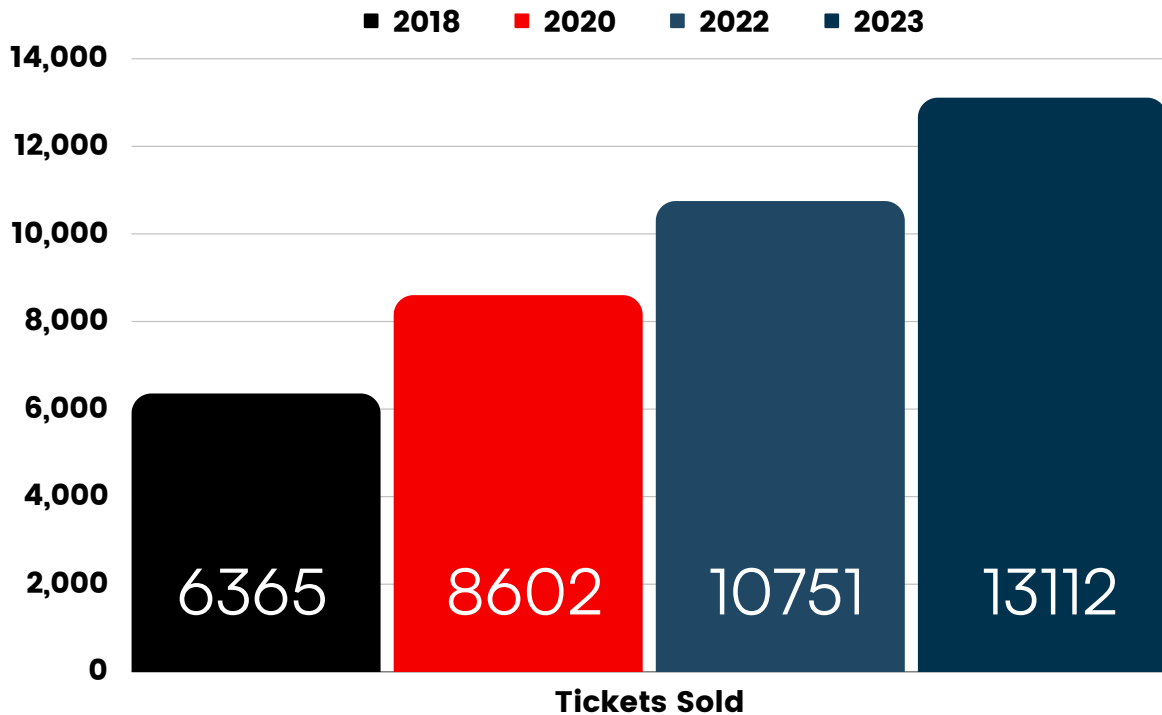
YEAR OVER YEAR STATISTICS

2023 KEY SUCCESS MEASURES

- 22% increase in ticket sales in 2023
- Corporate Box sold out for 3rd 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
- Challenger introduced day & night session tickets this year

2,361 ticket increase in 2023 which is an 22% increase year over year.

	2018	2020	2022	2023
Corporate Box	98% total sold (60 available)	100% total sold (72 available)	100% total sold (72 available)	100% total sold (72 available)





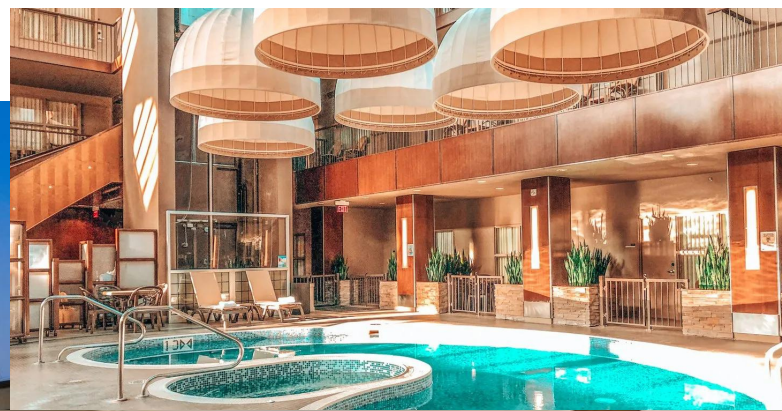
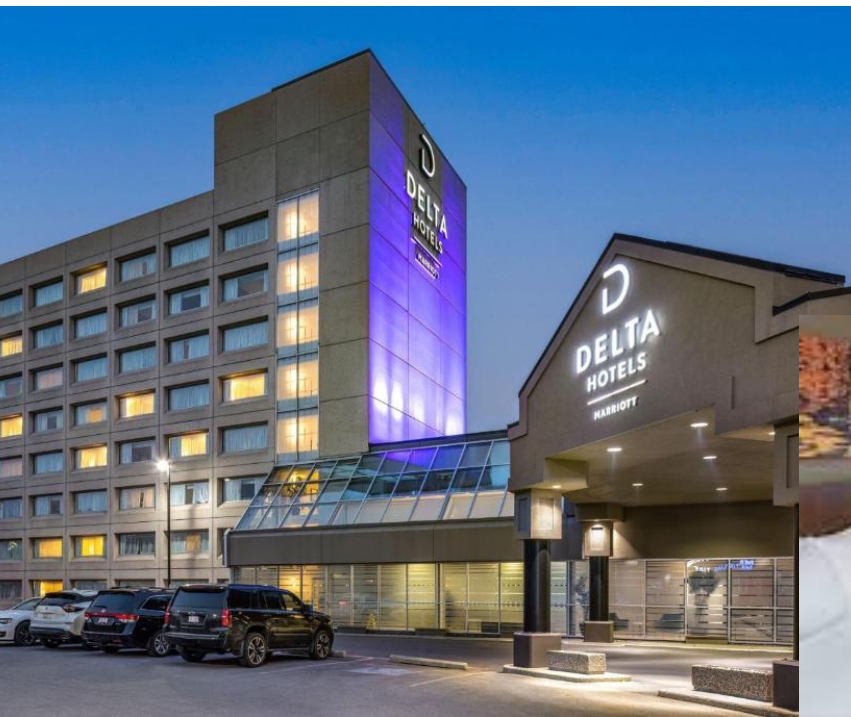
HOTEL & ACCOMMODATIONS

The Calgary National Bank Challenger contracted 1,006 hotel rooms to deliver the event, which represents a **55%** increase year-over-year.

	2018	2020	2022	2023	NOTE
Contracted Hotel Rooms	459	542	650	1006	Increase of 35% over 2022

KEY 2023 SUCCESS MEASURES

- Calgary National Bank Challenger has grown its contracted hotel rooms 55% over the 2022 edition
- The Challenger has grown its hotel utilization by over **119%** in comparison to the 2018 inaugural event.
- Challenger introduced Paid Hospitality for both Men & Women event in 2023
- Additional non-contracted hotel rooms were used at other properties in the City of Calgary for out-of-town guests and fans.





VOLUNTEER & 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 a total of 301 volunteers including 90 Ball Crew members. This represents a **12% growth in volunteers** year-over-year. A total of **6,466 hours of volunteer work was performed** to deliver the 2023 Calgary National Bank Challenger. In comparison a total of 5,158 were performed in 2022 which represents a **25% increase** year-over-year to deliver the event.



A total of 5,026 volunteer hours was performed during the event, while a total of 1,440 ball crew volunteer hours were performed.

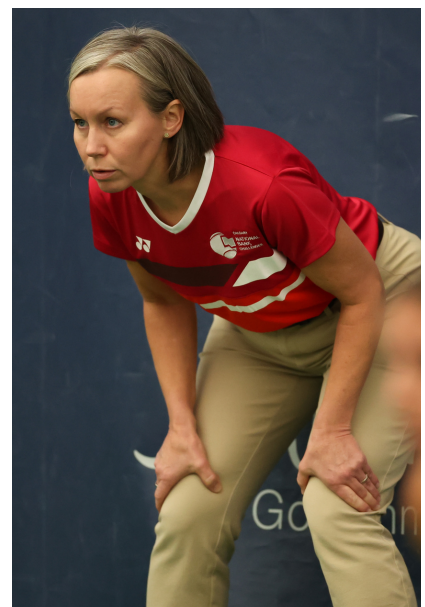
Volunteers performed duties such as: Will Call, Ushers, Access Control, Transportation and Airport Greeters, Anti-Doping Chaperones, Player Services (players lounge), Media (social media), Volunteer & Officials Services (volunteer & officials lounge), Photography and Social Media.

2023 KEY SUCCESS MEASURES

- 301 volunteers and ball crew members in 2023; up 12% from 2022 (268 volunteers in 2022)
- 6,466 volunteer hours performed during the event
- 1,440 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
- Volunteers and ball crew party with 250 attendees at a Calgary Restaurant
- 94% of our volunteer and ball crew gave an overall positive experience (4 or 5-star rating)



OFFICIALS



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 **55** officials were involved including **9 from Alberta**. There were also **5 international officials** from Australia, Poland, Germany, Colombia and Great Britain.

2023 KEY SUCCESS MEASURES

- 9 Alberta-trained officials involved in 2023
- Officiating clinics took place in 2023 to train AB officials
- A women-in-officiating clinic was offered prior to the Calgary National Bank Challenger
- 31% increase in the number of officials used in 2023 over the 2022 edition

KEY OFFICIATING PERSONNEL

- Ute Buffotot (CAN) — Chief of Officials
- Anne Bees — Tournament Referee
- William Coffey (CAN) — ATP Supervisor
- Joel Brobecker (CAN) — ITF Supervisor



EVENT PARTNERS & LIVE STREAMING



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

Of the 60 event companies who partnered with the event in 2023, an increase of 15% year-over-year. 54 have offices or are based in Alberta. The 2023 edition saw 21 new event partners & supporters.

ATP & ITF LIVE STREAMING

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



KEY 2023 SUCCESS MEASURES

- Total Streaming Views: 120,000 viewers worldwide (ATP / ITF); increase of **71%** year-over-year.
- Unique Viewers: 75,112 viewers (ATP / ITF)
- Total duration (minutes): 1,081,787 minutes streamed (ATP/ITF); up 17% year-over-year.
- 120 countries streamed the tournament online.
- Website traffic: 4.109 million views
- Over 95% Sponsor Renewal
- Over 90% Corporate Box Holder Renewal

SPONSORS & SUPPORTERS





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 2023 SUCCESS MEASURES

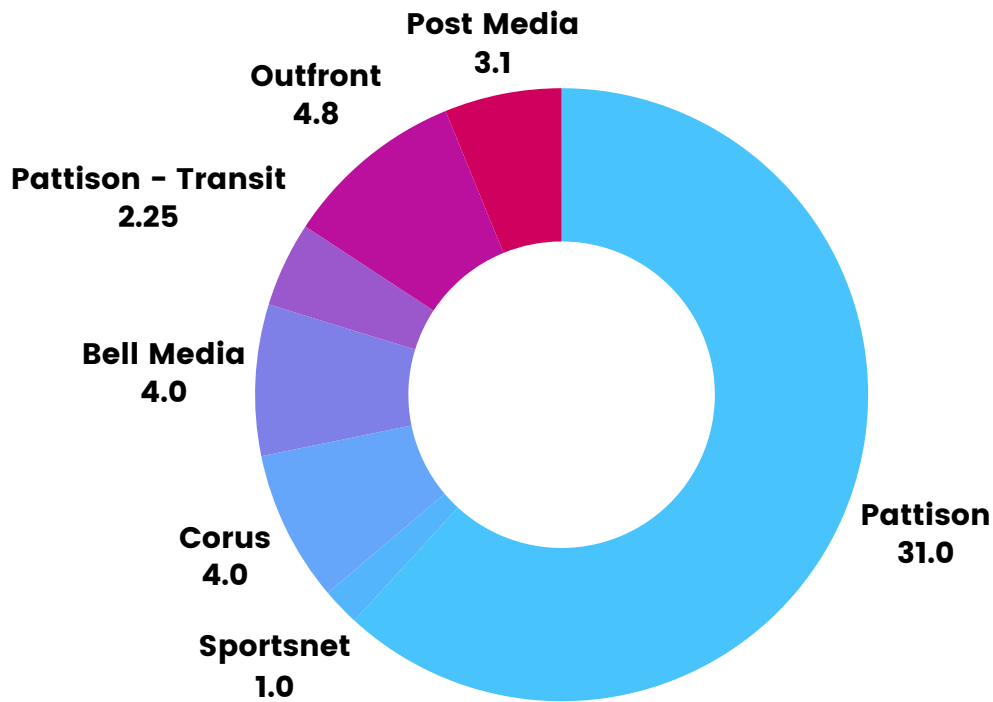
- Marketing Campaign included over 50 million impressions / reach
- Digital Platform: Pattison & Outfront Media Campaigns generated 38 million impressions
- Radio & TV: Bell Media & Rogers Media Campaign generated over 8 million impressions
- Print: Advertising generated over 3.1 million impressions
- Media Coverage in over 200 media outlets across Canada & international
- Coverage from over 7 media outlets (worldwide coverage)
- Mall Tennis Activation— Core Shopping Centre (22,000) engaged
- Tourism Calgary filmed a promotional video during the Calgary National Bank Challenger, showcasing the City and Event
- ATP Media attended the event to cover the Challenger
- Social Media Influencer event held with 30 of Calgary's top social media influencers attending
- Publication of Official Program distributed to 500 people





MARKETING & ADVERTISING PLAN

The Calgary National Bank Challenger has developed a comprehensive marketing and advertising plan with our media partners. We reached a total of **50 Million impression** with our partners that include (represented in the millions):



CALGARY SUN

entertainment Horoscopes Life Remembering Readers' Choice Awards ePaper SUNshine Girls Newsletters Comics Puzzles Money

1 Calgary renters, spiking rent hikes, gives a you-know... TRENDING

2 Letters for December 5, 2023: Canada's debt and bad leadership will be... TRENDING

3 SUNshine Girl Lindsay TRENDING

4 TRENDING

CityNews Everywhere News Watch Listen Weather Traffic Gas Prices Contests & Events

Canadians battle for tennis singles titles in Calgary National Bank Challenger



Stacey Fung swings her racket at the ball in tennis action in the Osten and Victor Alberta Tennis Centre in Calgary on Saturday, Nov. 11, 2023. (Courtesy Calgary National Bank Challenger)

By CityNews Staff
Posted Nov 12, 2023 10:48:17 AM. Last Updated Nov 12, 2023 10:48:20 AM.

A pair of Canadians are playing for singles titles in the Calgary National Bank Challenger finals Sunday. The tournament is the largest men's and women's combined indoor tennis event in Alberta and is held in the Osten and Victor Alberta Tennis Centre.

Vancouver's Stacey Fung, seeded fifth in the tournament, is taking on Germany's Sabine Lisicki in the women's

Watch World Canada Local Politics Money Health Entertainment Lifestyle

2023 Calgary National Bank Challenger, supported by Global Calgary & QR Calgary

Event Ended

Where	OSTEN & VICTOR Alberta Tennis Centre - 295 90 Ave SE, Calgary. View Map
When	Nov 5 - Nov 12 8:00 AM - 5:00 PM Add to Calendar
Price	22 Buy Tickets
Ages	All ages
Website	https://calgarynationalbankchallenger.com/



The Calgary National Bank Challenger event will return to the OSTEN & VICTOR Alberta Tennis Centre from November 5 to 12, 2023. This will be the second time the popular tournament will be held as a combined Men's and Women's Professional Event.

The Challenger event has quickly gained a reputation as one of the premier sporting events in Alberta and one of best ATP Challenger tournament events in the world. It is the largest professional men's & women's combined indoor tennis tournament in Canada. In 2023 we will host our International Tennis Federation (ITF) Women's Pro Circuit Event featuring many of the best up-and-coming female players

Calgary's 'Challenger' opens without trio of tennis stars

POSTMEDIA NETWORK
Published Nov 05, 2023 • 2 minute read





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 presented by Holt Renfrew was held daily over the lunch time to promote the event, sell/win tickets and served as a sponsor activation. We had visitors of all ages, ethnicities, backgrounds including the Holt Renfrew executive team, kids and their parents, a team from Scotland and passersby.

2023 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
- Presenting Partner secured for Mall Promotion: Holt Renfrew, Canada's luxury department store





OPENING CEREMONIES

The Calgary National Bank Challenger honoured our Canadian Military and Canadian Veterans as part of our official opening ceremonies, held on November 6, 2023. Members of the Royal Canadian Legion Centennial Branch Honor Guard conducted the commemorative ceremony as part of Remembrance Week. The Calgary National Bank Challenger and the OSTEN & VICTOR Alberta Tennis Centre provided a \$1,000 donation to support our Canadian Veterans. Calgary musician Charley Kobelka performed O Canada as part of the Opening Ceremonies.

2023 KEY SUCCESS MEASURES

- \$1,000 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
- Young Calgarian Musician, Charley Kobelka, performed the National Anthem





WOMEN'S & GIRLS' INITIATIVES

The Calgary National Bank Challenger prioritized several areas to support women's & girls' initiatives during the Calgary National Bank Challenger. The Challenger made a historic investment to offer paid hospitality for female players in 2023, becoming the first W60 event in Canada to do so.



The Challenger held a Women in Coaching Event as part of Tennis Canada and National Bank's Game Set Equity Program. **23 female coaches** from all over the province attended the workshop, with guest speakers from Tennis Canada and former Wimbledon Singles Finalist Sabine Lisicki and Global TV's Joelle Tomlinson participating.

The Challenger held a Girls Set Match tennis event for children under the age of 10. **50 women and girls** participated in the half day event. All children and their families received complimentary tickets to attend the semi-finals of the Challenger event. The Girls Set Match tennis event also featured Tennis Canada National coaches, as well as female coaches from Calgary and surrounding areas.





WOMEN'S & GIRLS' INITIATIVES

The Challenger hosted KNIX Women's Day on Friday November 10th, 2023. As part of our promotion with KNIX 80 female players received complimentary product from KNIX and 10% of all tickets purchased for the Challenger on Knix Women's Day was donated to a women's charity.



2023 KEY SUCCESS MEASURES

- Challenger became the first W60 event in Canada to offer paid hospitality for all female players
- Knix Women's Day was held (showcasing women and women's products)
- Women's officiating clinic was offered to prospective officials
- Women's coaching event was held with **23 female coaches** participating
- U10 Girls' Tennis Event was held featuring **50 women and girls'** participants
- The Challenger was Gender balanced and women were given equal opportunity to be showcased throughout the event
- 2022 Women's Singles Champion Robin Montgomery was featured on the official poster this year



DANIEL NESTOR CLINIC

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, advice and support to Alberta Coaches and Canadian Players.

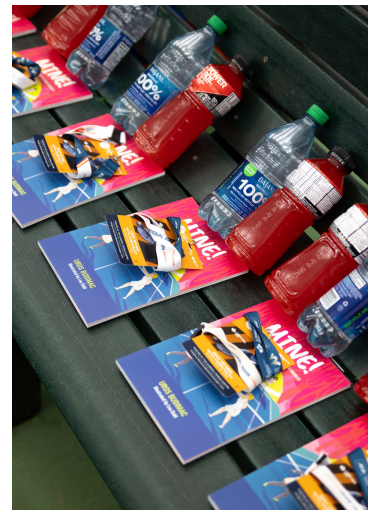
Off the court, Nestor conducted several media interviews to promote the Alberta Tennis Centre and Calgary National Bank Challenger. Nestor, a Former World #1 Doubles Player, also presented the Doubles Champion Trophies during the event.

FAN EXPERIENCE

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

2023 KEY SUCCESS MEASURES

- The Calgary National Bank Challenger Fan Zone contained a trade show area with sponsor activations taking place
- Yonex Canada, Court Crown and KNIX Wear booths provided opportunities to sell products
- Player autograph signings were held throughout the event
- Partner sampling included: Holt Renfrew, Burwood Distillery, Knix and the Pineda Group, among other during the event
- \$3,000 raised for the University of Calgary Dinos Men's & Women's Tennis Teams (50/50 Draw)
- Jazz concert was held prior to the start of the finals featuring Juno nominated musician Al Muirhead and friends





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 2023 edition of the Calgary National Bank Challenger was one of the best challenger and ITF events in the world.

The 2023 Calgary National Bank Challenger rated the best among all ATP Challenger Events in Canada. The event scored high marks across all key areas.



2023 KEY SUCCESS MEASURES

- All competitors, officials and event staff received complimentary breakfast and a gourmet lunch each day. Complimentary dinner was provided to players competing in the evening session. In total, over **1,369** meals were prepared for players, coaches and officials
- All competitors received complimentary airport pickup and drop-offs as well as transportation from the hotel to the tournament venue
- All competitors received player gifting from Tourism Calgary, Holt Renfrew and the OSTEN & VICTOR Alberta Tennis Centre
- Hotel accommodations were provided to all players at the official tournament hotel with 1,006 room nights utilized
- A player party was organized for all players, coaches, officials and tournament staff
- A player lounge with complimentary medical services was provided. Stringing services, laundry, arcade and video games were also provided
- Complimentary drinks and snacks were provided
- Gym facilities and practice courts were also provided to the players

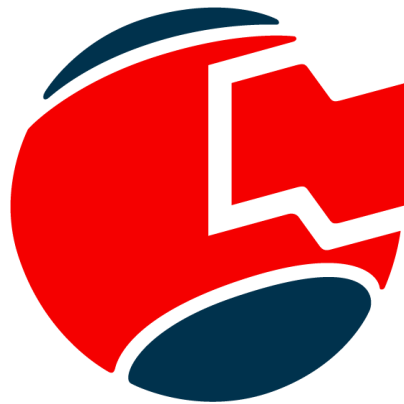


RECOMMENDATIONS FOR 2024

- Facility Upgrades: New Lights
- Investigate the possibility of increased prize money (higher category for ATP & ITF Challenger Events)
- Secure presenting partner and additional investment to deliver the event
- Continue to develop in-event marketing initiatives for sponsors (i.e., giveaways, improving vendor alley)
- Investigate charitable support / partners for the event
- Continue to refine fan experience







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