



PARTNERSHIP OPPORTUNITIES

OCTOBER 13 - 20, 2024

5TH ANNIVERSARY EDITION

Canada's premier indoor combined men's & women's professional tennis event



LIAM DRAXL
2023 Men's Singles
Champ, Ranking #187



calgary.nationalbankchallenger.com



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EVENT DETAILS

The ATP and WTA Stars of tomorrow are coming back to Calgary! The 5th edition of the Calgary National Bank Challenger will take place at the OSTEN & VICTOR Alberta Tennis Centre from October 13 to 20, 2024. The Calgary National Bank Challenger is the largest professional men's & women's combined indoor tennis tournament in Canada.

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 2023 edition was one of North America's highest rated Challenger events and has consistently been rated among the best in the world by the players, coaches and officials.

Our 2023 event was a week-long sold-out event with 13,112 spectators taking in the action, and featured 52 event partners, with over 120 Alberta based companies participating. The event is live-streamed to an international audience with over 1.1 million minutes of coverage and viewership from over 120 countries globally.

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

- October 13 & 14, 2024 - Qualification
- October 14 - 20, 2024 - 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:

\$82,000 USD - ATP Challenger 75

\$60,000+H USD - ITF Women's Pro Circuit 75



Benoit Paire



2023 Calgary National Bank Challenger Participant
Career High: #18 in the world

PARTNERS

The Calgary National Bank Challenger is affiliated with some of the most recognizable companies and brands in North America. Our 2023 event partners included:



MEDIA KIT

Reach & Impressions

50 M
Digital, Print & Radio
Impressions

1.1 M
Streamed
Minutes

13.12 K
In Person
Attendees

100%
Sold Out
Event

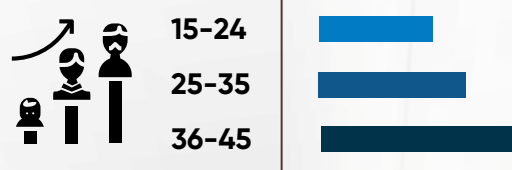
Demographics Audience

Gender

 **50%**
Women

 **50%**
Male

Age



Interests

- Healthy, active lifestyle
- Family oriented
- Our demographic is generally university educated with professional 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: 120 countries
- Website Traffic: 4.1 million viewers

2023 CHALLENGER DATA

MAJOR MEDIA PARTNERS



- 100% Sold Out
- Economic Impact: \$3.66 million
- 200 media outlets
- # of Volunteers: 301
- # of hours: 6,466
- 90% of event partners based/offices in Alberta
- Sponsorship Renewal: 95%

BellMedia

SPORTSNET
960
THE FAN

CORUS.

PATTISON
OUTDOOR ADVERTISING

brookline
PUBLIC RELATIONS

OUTFRONT
media

POSTMEDIA

ROGERS

MEDIA COVERAGE

Partnership Visibility 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 indoor signage - court side and facility advertisement options available
- Advertisements in the official printed event program & daily handouts
- Onsite sampling opportunities for up to 13,000 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 45,000 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
- Tennis is Canada's 4th most popular sport in terms of fans interest; 5th in participation

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

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



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 October 20, 2024.

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

DATE	TENNIS SCHEDULE	EVENT SCHEDULE
Saturday October 12	Pro Practice	Community Day - Free Tickets
Sunday October 13	Men's ATP & Women's ITF Qualifying	
Monday October 14	1st Round Coverage ATP/ITF events	Opening Day Ceremony
Tues October 15	2nd Round Coverage ATP/ITF events	
Wednesday October 16	2nd Round Coverage ATP/ITF events	
Thursday October 17	Quarter Finals ATP/ITF event & Semi Finals ATP/ITF Doubles event	
Friday October 18	2nd Round Coverage ATP/ITF events	
Saturday October 19	Semi Finals ATP/ITF Singles event & Doubles Final ATP/ITF event	Daniel Nestor Clinics
Sunday October 20	ATP & ITF Singles Final events	Daniel Nestor Clinics & Closing Ceremony



RESTAURANTS



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. Our 2023 restaurant included a variety of tasty palates as shown here:

2023 CALGARY NATIONAL BANK CHALLENGER
FEATURE RESTAURANT
MAJOR TOM
MONDAY NOV 6

2023 CALGARY NATIONAL BANK CHALLENGER
FEATURE RESTAURANT
lulu BAR
TUESDAY NOV 7

2023 CALGARY NATIONAL BANK CHALLENGER
FEATURE RESTAURANT
LONELY MOUTH
WEDNESDAY NOV 8

2023 CALGARY NATIONAL BANK CHALLENGER
FEATURE RESTAURANT
bridgette BAR
THURSDAY NOV 9

2023 CALGARY NATIONAL BANK CHALLENGER
FEATURE RESTAURANT
BARBABELLA
FRIDAY NOV 10

2023 CALGARY NATIONAL BANK CHALLENGER
FEATURE RESTAURANT
SURFY SURFY
SATURDAY NOV 11

2023 CALGARY NATIONAL BANK CHALLENGER
FEATURE RESTAURANT
PIGEON HOLE
SUNDAY NOV 12

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:

2023 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, which engages over 24,000 people.

PRO-AM & SPONSOR CLINICS:

Clinics for adult and junior players featuring Former World #1 Doubles Player Daniel Nestor, International level coaches and other ATP & WTA Stars during the tournament.

COMMUNITY OPEN WEEKEND:

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



WOMEN IN TENNIS

The Calgary National Bank Challenger and its partners OSTEN & VICTOR Alberta Tennis Centre, Tennis Canada and National Bank are fully committed to improving diversity, equity and inclusion (DEI) in Tennis. One of the main goals of our Challenger is to improve female representation and improve access, as well as breaking down barriers to participation for female players.

In 2023, the Challenger became the first W60 International Event in Canada to offer paid hospitality to female players. In 2024, we are **seeking additional corporate support** to continue to improve DEI strategies for the advancement of women in sport.

Some of our Challenger's key strategies include:

1. Offering paid hospitality for both men and women
2. Working towards equal prize money for both men and women
3. Ensuring our combined event is delivered at the same category level
4. Hosting workshops for women in coaching and leadership
5. Improving pay-equity gap that exists in women's sports
6. Offering clinics and access (tickets) for young girls to attend
7. Removing barriers to participation for women and girls

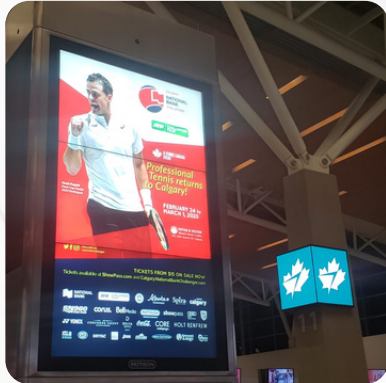
KEY 2023 EVENTS:

- Women in Tennis Coaching Conference
- Girls.Set.Match Tennis Camp by Tennis Canada
- SHE CAN PLAY Girls Tennis & Leadership Camps with girls receiving tickets to attend Calgary National Bank Challenger

Join us in 2024 to celebrate women in sports.



ADVERTISING OPPORTUNITIES



DIGITAL SIGNAGE
Calgary YYC Airport



VOLUNTEER T-SHIRTS
Sponsor Logos



SCOREBOARD
Logo & Advertisements



COURT BRANDING
Side Wall Branding



BACK WALL BRANDING
Centre Court



TRADE SHOW AREA
Knix Women's Day 2023



MALL PROMOTION
Tennis Exhibit Presentation



OUT OF HOME ADS
Logo on Calgary City Bus



VIP Box Sponsor
Sent to corporate box holders

Additional branding examples area available upon request

PRESENTING PARTNER

PRESENTING PARTNER

ONLY 1 AVAILABLE

Starting At

\$50 000

Perks:

- Presenting Partner Tournament Category Exclusivity
- Your brand will appear alongside National Bank in all official tournament communications and advertisement
- Opportunity to have a named event opportunity (e.g., community day)
- Match Court Naming Opportunity (court 4, 6, 8)
- Logo Placement on all Digital and Out-Of-Home Marketing and Advertising Communications
- Email Marketing Campaign to NBC and ATC's 7000 email subscribers of members and non-members
- 8 Back wall Court Branding Locations (2 per match court)
- 8 Side wall Banner Locations (2 per match court)
- Centre Court Scoreboard Advertising Priority
- 2 Full Page Program Ads
- Press Release Announcing Partnership
- Showpass Ticketing Ad (For Virtual Tickets)
- VIP Corporate Hospitality Package Sponsorship
- Opportunity to participate in Core Shopping Centre Tennis Promotion
- 1 full tournament onsite Tradeshow Booth
- Awards Ceremony Involvement - presenting the trophy and/or speaking opportunity
- 365 Day Affiliation with the ATC

Ticket Perks:

- 2 Corporate Boxes with Hospitality for all sessions (ticket info below)
 - 112 Corporate Box Hospitality Tickets with complimentary food & drink
- 64 General Admission Tickets
- 4 Spots in the Daniel Nestor Doubles Clinic
- 4 Spots in the Sponsors Clinic
- 4 Annual Memberships to the ATC


Please reference Advertising Opportunities for Partnership Ad Examples. Each sponsorship marketing program is built custom to the marketing objectives of our partners.

PARTNER OPPORTUNITIES

PLATINUM PARTNER	GOLD PARTNER
<p>Starting At \$25 000</p> <p>Perks:</p> <ul style="list-style-type: none"> • Category Exclusivity • Named Event Opportunity (for an additional fee) • Match Court Naming (for an additional fee) • Logo Placement where applicable • 4 Side wall Banner Locations (1 per court) • Centre Court Scoreboard Advertising • 1 Full Page Program Ads • Opportunity to participate in Core Shopping Centre Promotion • Full Tournament Onsite Tradeshow Booth • 365 Day Affiliation with the ATC <p>Ticket Perks:</p> <ul style="list-style-type: none"> • 1 Corporate Box with Hospitality <ul style="list-style-type: none"> ◦ 56 Corporate Box Hospitality Tickets • 48 General Admission Tickets • 2 Spots in the Daniel Nestor Doubles Clinic • 2 Spots in the Sponsors Clinic • 2 Annual Memberships to the ATC 	<p>Starting At \$10 000</p> <p>Perks:</p> <ul style="list-style-type: none"> • Category Exclusivity • Match Court Naming (for an additional fee) • Logo Placement where applicable • 4 Side wall Banner Locations • Centre Court Scoreboard Advertising • 1 Full Page Program Ads <p>Ticket Perks:</p> <ul style="list-style-type: none"> • 1 Corporate Box with Hospitality <ul style="list-style-type: none"> ◦ 56 Corporate Box Hospitality Tickets • 32 General Admission Tickets
SILVER PARTNER	SUPPLIER PARTNER
<p>Starting At \$7 500</p> <p>Perks:</p> <ul style="list-style-type: none"> • Official Partner • Match Court Naming (for an additional fee) • Logo Placement where applicable • 4 Side wall Banner Locations (1 per court) • Centre Court Scoreboard Advertising • 1/2 Page Program Ads <p>Ticket Perks:</p> <ul style="list-style-type: none"> • 1 Corporate Box with Hospitality <ul style="list-style-type: none"> ◦ 56 Corporate Box Hospitality Tickets • 32 General Admission Tickets 	<p>Starting At \$5 000</p> <p>Perks:</p> <ul style="list-style-type: none"> • Official Supplier • Logo Placement where applicable • 2 Side wall Banner Locations • Centre Court Scoreboard Advertising • 1/2 Page Program Ads <p>Ticket Perks:</p> <ul style="list-style-type: none"> • 32 VIP Access Passes with Hospitality <ul style="list-style-type: none"> ◦ (2 Per Day, 2 Per Night) • 32 General Admission Tickets

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PARTNER OPPORTUNITIES

SCOREBOARD PARTNER	COMMUNITY PARTNER
<p data-bbox="183 489 469 520">ONLY 1 AVAILABLE</p> <p data-bbox="418 531 553 562">Starting At</p> <p data-bbox="383 575 589 632">\$10 000</p> <p data-bbox="440 695 526 726">Perks:</p> <ul data-bbox="183 737 805 1062" style="list-style-type: none"> • Partnership Exclusivity • 100% logo visibility on scoreboard at all times viewed in person by 13 500 people, live streamed by an audience of 5 Million viewers • Ads on scoreboard priority (See Advertising Opportunities) • 1 Page Program Ad 	<p data-bbox="1167 489 1446 520">ONLY 1 AVAILABLE</p> <p data-bbox="1068 531 1203 562">Starting At</p> <p data-bbox="1032 575 1239 632">\$10 000</p> <p data-bbox="1089 695 1175 726">Perks:</p> <ul data-bbox="829 737 1455 1104" style="list-style-type: none"> • Partnership Exclusivity • 365 Partnership on year round programming at the Alberta Tennis Centre • 100% logo visibility on naming event • Opening Weekend Naming Rights • 1 Page Program Ad • Logo on Volunteer & Ball Crew High Quality Yonex T-Shirt (See Advertising Opportunities) 

MATCH COURT PARTNER	RADAR GUN PARTNER
<p data-bbox="183 1289 469 1320">ONLY 3 AVAILABLE</p> <p data-bbox="427 1331 545 1362">Per Court</p> <p data-bbox="394 1375 578 1432">\$5 000</p> <p data-bbox="440 1495 526 1526">Perks:</p> <ul data-bbox="183 1537 781 1778" style="list-style-type: none"> • Match Court names appear on the ATP & ITF tennis app • Additional Court Branding • Visibility on internal ads • 1 Page Program Ad • Ads on scoreboard 	<p data-bbox="1167 1289 1446 1320">ONLY 2 AVAILABLE</p> <p data-bbox="1068 1331 1203 1362">Starting At</p> <p data-bbox="1045 1375 1224 1432">\$3 500</p> <p data-bbox="1089 1495 1175 1526">Perks:</p> <ul data-bbox="829 1537 1455 1736" style="list-style-type: none"> • 100% logo visibility on radar guns for player ball speed • Visibility on internal ads • 1 Page Program Ad • Ads on scoreboard

Please reference Advertising Opportunities for Partnership Ad Examples. Each sponsorship marketing program is built custom to the marketing objectives of our partners.

2023 WINNERS



2023 MEN'S SINGLES CHAMPION
Liam Draxl



2023 WOMEN'S SINGLES CHAMPION
Sabine Lisicki



2023 MEN'S DOUBLES CHAMPIONS
Juan Carlos Aguilar & Justin Boulais



2023 WOMEN'S DOUBLES CHAMPIONS
Sara Beth Grey and Eden Silva

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

HIGHLIGHTS





For more information contact:



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