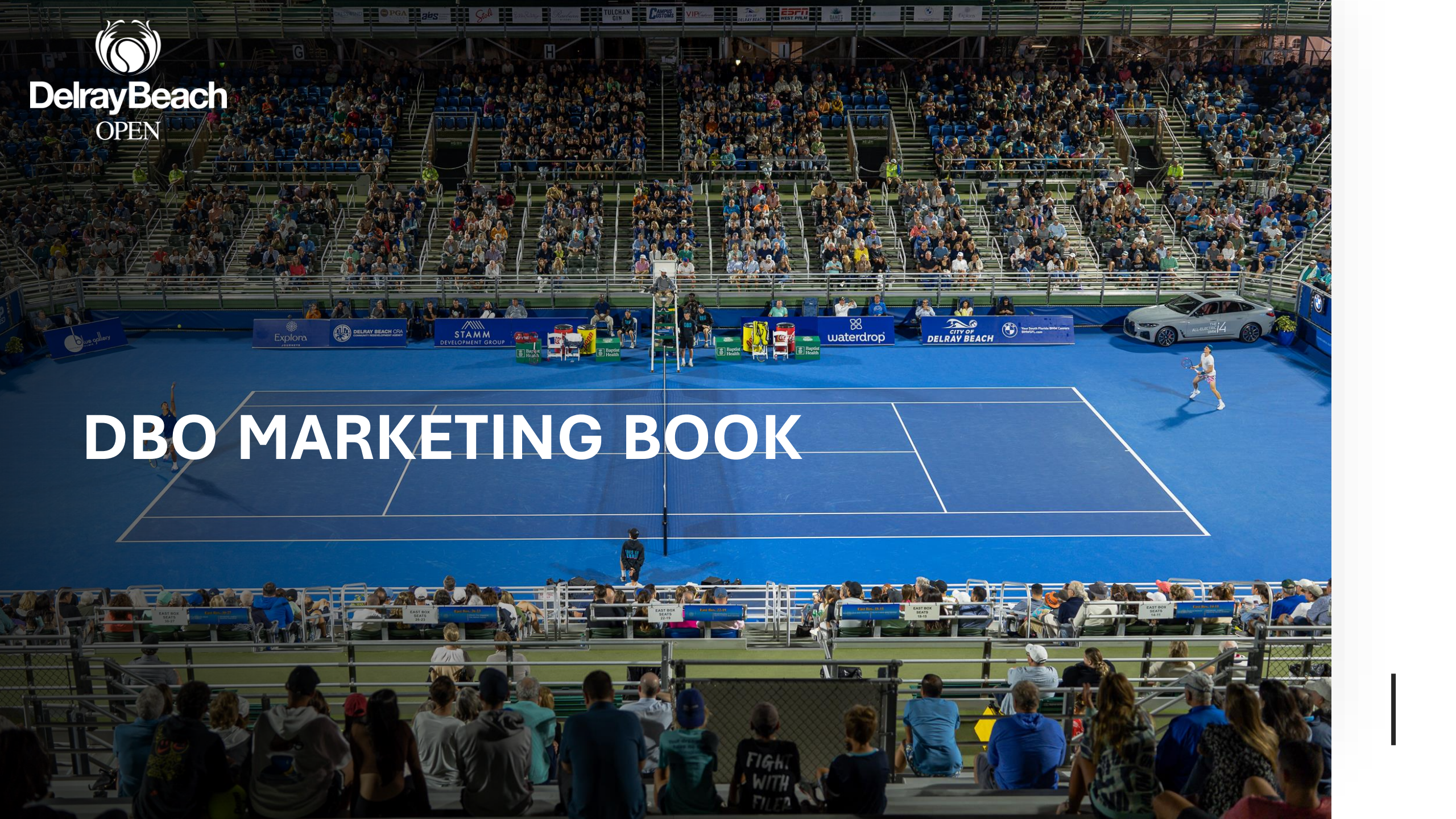




Delray Beach
OPEN

DBO MARKETING BOOK



DBO – WHO WE ARE

Unique, loud, fun, casual, lively,
exciting, memorable &....more!

World's Only Combined ATP 250 Tour Event & ATP
Champions Tour Event

32nd Anniversary in 2024

60,000+ Fans

Televised Nationally & Internationally in over 75
Countries

Dozen+ Hospitality & Special Tennis Events

Unique Promotions & Offers for Seniors, Kids, Ladies,
Military, LBGTQ+ & more groups.

JOIN THE DBO FAMILY!



WHY GET INVOLVED

All About the Parties & Food

BOX SERIES RECEPTION/CHAMBER BASH. Guests enjoy complimentary food & beverage tastings from local restaurants.

GAME, SET, POUR. Ultimate pairing event for 375+ featuring the best beer, wine & food around!

LADIES LUNCHEONS. Presented by Lilly Pulitzer & SOLD OUT in 2023 with over 300 ladies over the two-day affair. Gather and gab with your girlfriends while enjoying Stoli Cocktails, Bloody Mary's provided by The Bloody Mary Experience, and sipping wines provided by Raeburn Winery.

TACO'S, TEQUILA & TENNIS. Presented by Dano's Tequila - inaugural event SOLD OUT in 2023! A match made in heaven featuring local restaurants to see who has the best taco & beverage pairing.

VIP RECEPTION - It's all about the food and drinks! Culinary delights provided by VIP Caterers featuring spirit partners: Stoli Vodka, Raeburn Winery and Dano's Tequila.



DON'T FEEL LEFT OUT!

Something for Everyone - Special Events & Offers

[ATP Pro-Am](#) - Once-in-a-lifetime opportunity to see if amateurs have what it takes to beat an ATP Pro.

[Clinics Galore](#) - Over 100 participants enjoyed the Legends Clinic, Delray Beach Clinic, Love Serving Autism Clinic, ACEing Autism Clinic and Delray Beach Youth Foundation Clinic.

[Food Drive](#) - Over 500lbs donated to local organizations.

[Ladies Night](#) - Multiple tennis leagues celebrating a special night out.

[Pride Night](#) - Annual Pride Night to support Delray Beach Pride

[Senior Day](#) - BOGO specials on multiple days; we love our Seniors!

[Tennis Legends & Clinic](#) - Featuring former tennis greats on Opening Weekend; don't miss the Autograph sessions & Legends Clinic!

[USTA Florida Kids Day](#) - Kids having a blast = smiles!

[Wheelchair Showcase](#) - Annual event held on Show Court #1.



"The Delray Beach ATP Event was televised on the Tennis Channel and the exposure that PBC has received is tremendous. Mark Baron and his entire team are to be congratulated for executing another successful event in PBC." - Executive Director, Tourist Development Council PBC

"Thank you. It was an awesome week, and I really enjoyed the tournament. You and the staff work so tirelessly, and it shows. Everything was wonderful. Your staff gives 150% in all you do. THANK YOU!" - Executive Director, USTA Florida

"It was a great luncheon today and great tennis. I love this event because my teammates and I get to spend some time together outside of our own tennis matches and practice and have some fun! Congratulations to you and your group for being so well organized and putting on a great event!" - President, South Palm Beach County WTA

TESTIMONIALS

"Thank you for another great Chamber Bash. It was an excellent program, bringing together businesspeople from all South Palm Beach County. Your hospitality shined and I'm sure all the guests will spread the word on the special jewel (Delray Beach Open) available in their backyard. Thank you for bringing the championships to our city and the opportunity to share the message of who we are with many outside visitors as well as the players." - President, GDB Chamber of Commerce

"We are so grateful to you and your team for hosting ACEing Autism, and for making us feel very welcome and a firm fixture at The Delray Beach Open. So, thank you very much! Our team had a blast too!" - Chief Marketing Officer, ACEing Autism

"The Delray Beach Open continues to be one of the most aggressive and innovative ATP tournaments in terms of marketing. The events' calling card is its location along the Atlantic Ocean seashore. It's (promotions) will no doubt make the event instantly recognizable to ATP fans throughout the world." - Mark Young, ATP Tour, Chief Legal & Administrative Officer

2023 CHAMPIONS

Singles: Taylor Fritz, #5 in the world

Doubles: #1 seed, Marcelo Arevalo / Julien Rojer

Legends Event: Featuring the Bryan Brothers & the Jensen Brothers





GET INVOLVED

On-Site: Enjoy the Grounds

Best Seats in the House - There's nothing like the experience of sitting on Stadium Court a few feet from a 130 mph serve.

Dano's Tequila Den. Dano's Tequila Den features tequila cocktails such as the spicy marg or the Paloma. Can you say delish!

Fast Serve Cage - Think you can serve faster than an ATP Pro?!

Food Courtyard – Don't miss a beat of the match while you enjoy our culinary delights.

Mark's Bistro. For fans looking for a delectable dining experience, enjoy table-side service at the event's on-site restaurant!

Stoli Bar. Featuring the Signature Event Cocktail, the Stoli Slice.

Exhibitor Row - Tennis fans stopped by Exhibitors Village for complimentary goodies.

Raeburn Winery & Champagne. A relaxed social setting featuring a selection of Wine & Champagne.

VIP Clubhouse Lounge - Sponsors & Series Holders enjoy a private getaway including daily drink specials.



IN THE COMMUNITY

We love Delray Beach!



ATP Pros vs Beach Tennis Pros

Complimentary Tickets for Delray Beach Residents

Cooking Competition at Akira Back Restaurant

Delray Beach Youth Foundation Clinic

Fast Serve Cage benefiting Local Tennis Programs

Food Drive sponsored by BMW

Happy Valentine's Day from the ATP Stars

Toy Drive sponsored by Baptist Health



ALL ABOUT THE VIDEOS

ATP Stars Behind the Camera

- [ATP Champions Tour Highlight Reel](#)
- [ATP Pros vs Beach Tennis Pros](#)
- [BMW Legends Red Carpet Treatment](#)
- [Finals Tease](#)
- [Ladies Luncheon](#)
- [Matija Pecotic: Makes 1st ATP Tour Main Draw at 33](#)
- [Semifinals Tease](#)
- [Taylor Fritz Autograph Session](#)
- [Valentine's Day Love from the DBO](#)



MEDIA EXPOSURE



An integrated Public Relations and Advertising campaign, which included TV, radio, newspaper articles, magazine features, blogs, printed materials, email blasts, and more, marketed the Delray Beach Open, the players, special events, functions, programs and sponsors to local, national and international audiences.



TV~ NATIONAL / INTERNATIONAL

Tennis Channel caters to a highly-coveted audience with a viewership equally comprised of men and women (50% - 50%) and a median household income of \$90,800; 48% of the channel's audience are regular tennis players – A viewer participation rate unmatched by any sports network.

The high repetition of Delray Beach programming combined with the number of devoted viewers resulted in an impactful and comprehensible presentation of Delray Beach Open's partnering brands.

- 1,535 hours (1,378 Live; 127 hours in N. America) of Delray Beach Open broadcast TV coverage were viewed over seven days / nights in over 100 countries worldwide.

DBO TV COMMERCIALS

DBO TV commercials were aired / streamed on Comcast/Xfinity (ie ESPN, ESPN2, MTV, HGTV, Food Network, TLC, AMC, TBS, BET, Lifetime, Travel Channel, USA, History Channel, Discovery Channel, Animal Planet, Bravo, Hallmark, TBS & more.)

DEMOGRAPHICS – DBO

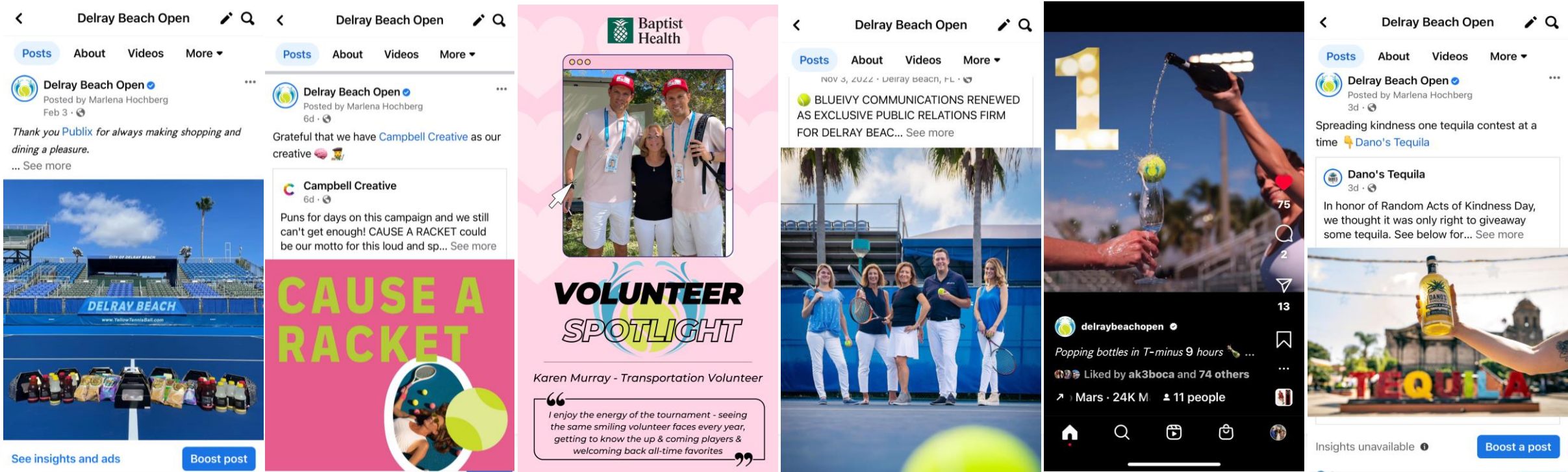
- **Gender:** Male – 55.8%, Female – 40.4% (margin of 3.8%)
- **Age Segment:** 51.1% (50-69), 21.2% (35-50), 13.1% (18 – 34), 12.9% (70+), 1.7% (17 or younger)
- **Mean Income:** \$123,500



DEMOGRAPHICS – TENNIS INDUSTRY GROWTH

- **23.6mm** play tennis in the U.S., increase of 5.9mm since 2020, more than the combined number of people playing pickleball (8.9 M), badminton (6.5 M), racquetball (3.5 M), and squash (1.2 M).
- **Gender:** Male – 53.8%, Female – 46.2%
- **Age Segment:** 20-30 (36%), 30-40 (31%), 40+ (30%)
- **Race:** White (72.8%), Black/African American (8.9%), Hispanic/Latino (7.5%)
- **Education:** 36.9% (Grad School), 29% (College), Some College (21%), High School (10%)
- **Black/African-American** participation increased by 46 percent over the last three years, with 2.3 million players in 2022.
- **Hispanic/Latino** participation with 3.8 million players in 2022, representing a 90 percent increase over the last three years.
- **Asian/Pacific Islander** participation has increased by 37 percent over the last three years, with 2.4 million players in 2022.
- Tennis has been shown to have a significant **positive impact** on the health of participants. Tennis players on average lived an additional 9.7 years than sedentary individuals. This figure ranked highest among all sports, beating out soccer by 5 years (4.7), cycling by 6 years (3.7), swimming by 6.3 years (3.4) and jogging by 6.5 years (3.2).
- Participation in racquet sports, including tennis, reduces risk of all-cause mortality by 47 percent and cardiovascular-related death by 56 percent.





SOCIAL MEDIA  Followers: 12.4K  Page Likes: 150K  Followers: 11.7K

E-NEWSLETTERS Over 30 E-newsletters were distributed annually to an audience of over 11,000 per.

TENNNIS ONE APP (During the DBO)

- 139 Posts, total reach (189,631), E-Newsletter (51,649 total opens between 2 eblasts).
- 50,337 Daily active users during the DBO, 114,236 total app sessions (1:57 per session avg during the DBO).
- 26,514 DBO page views with an avg of 2,651 daily views during the DBO
- 6 sponsor banners received 216,116 total views (21,612 daily avg) and 1,188 taps (119 daily avg)

Media Coverage – TV Segments (Live and Taped), Newspaper Articles, Online Articles, Magazines and Radio

- **Total Online News Audience:** 4,796,083,352
- **Total Online News Publicity:** \$168,667,956
- **Total National TV Audience:** 3,952,080
- **Total National TV Publicity:** \$520,294
- **Total Local TV Audience:** 3,587,736
- **Total Local TV Publicity:** \$487,598
- **Total Radio Audience:** 3,233,449
- **Total Media Placements:** 1,700
- **Coverage – News, Weather, On-site Promos, etc.:** WPTV (NBC), WPBF (ABC), WFLX (Fox), WPEC (CBS), WTVX (CW), etc.
- **Source (Digital/Print):** Yahoo! Sports, Palm Beach Post, Yahoo! News, Miami Herald, Sun-Sentinel, Sports Illustrated, Sacramento Bee, Tacoma News, Charlotte Observer, Idaho Statesman, Durham Herald, KansasCity.com, NewsBreak, Yahoo! Sports UK and Ireland, Sportskeeda.com, The Real Deal, France24, etc.

[*Click for recap](#)



NEW & NOW
THE INSIDE TRACK TO EVERYTHING PALM BEACH

OPEN UP

Game, set, match! One of the most exciting sporting events of the season returns February 10-19. A 10-day stop on the ATP Tour, the **Delray Beach Open** takes place at the Delray Beach Stadium & Tennis Center and gives the game's biggest names head-to-head—not to mention the sidekick highlights such as themed parties, amateur tennis matches, live music and an performances, and top-shelf food and beverage offerings. Here, find our best spectators guide.

Be on the lookout for top tennis talent: Everyone who's anyone in tennis—from longtime legends to tomorrow's stars—will be in the crowd or on the courts. Headlining this year's lineup are Canadian favorite Denis Shapovalov, all-time ace leader John Isner, and would-be top 10 player Taylor Fritz, who was recently featured in the Netflix series *Break Point*.

Book the best seats: The stadium highlights such as themed parties, amateur tennis matches, live music and an performances, and top-shelf food and beverage offerings. Here, find our best spectators guide.

Or win the best of the

Beats: If you want to really go big, shoot for seats in the \$999 parked in a corner of the court. These "best of the best seats" can only be won via various media partners, by tuning into ESPN West Palm Studio or winning in stadium contests such as trivia and seat upgrade prizes.

Prepare to party: Tennis on the Beach is about much more than just the game. Fill your calendar with parties from the Lilly Pulitzer Ladies Day Luncheon to the inaugural Tacos, Tequila, and Tennis event presented by Denis Tequila.

Live on: Remember, live means nothing in tennis.

—Skye Sherman

The Coastal Star

Delray Beach

The Delray Beach Tennis Center hosted the Delray Beach Open in February, with American Taylor Fritz (far court) defeating Milosr Kecmanovic of Serbia for the title. The stadium will have Team USA vs. Austria in the Billie Jean King Cup in April, with hopes of landing the 12-nation finals in November. Tim Stepien/The Coastal Star

Gauff, Pegula to team up for USA

City part of international event with local players set to compete

By Brian Biggame

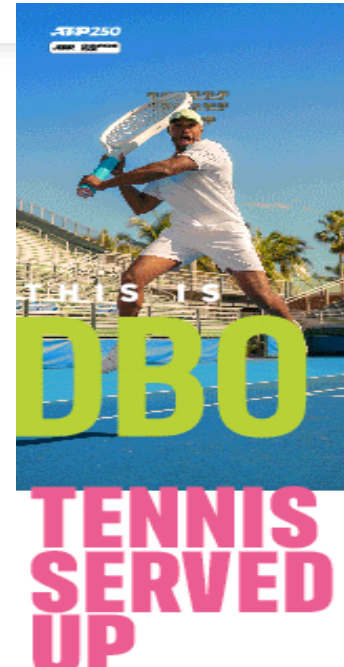
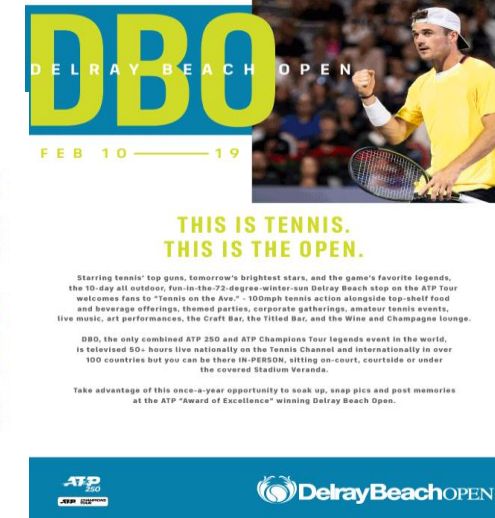
Five years after turning professional, Coco Gauff plans to play her first significant hometown tennis event when the Delray Beach Tennis Center hosts a Billie Jean King Cup qualifier April 14-15. The matches between the U.S. team and Austria are a big catch for Delray Beach. What would be bigger — much bigger — is for the center to land the 12-nation finals, scheduled for November. Formerly known as the Fed Cup, the largest women's team event in the world annually plays a

See TENNIS on page 24

Coco Gauff (right) of Delray Beach with doubles partner Jessica Pegula of Boca Raton. Photo provided by WTA Tour



Marketing Samples



National and Local Media Samples


NFL ▾ NBA ▾ NHL ▾ MLB ▾ Soccer ▾ MMA ▾ Tennis ▾ ... ▾

 Watch ▾ Listen ▾ Fantasy ▾

 Home Scores Schedule Rankings Players Grand Slam History Watch Tennis on ESPN Tickets



50 for \$19.99

50 for \$15.99

Shop Now

I left work early: Part-timer beats ex-No. 8 Sock 92d - ESPN

Nadal to miss French, expects '24 to be last year 2h

5% Off

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SUPER FANS





MARKETING OPPORTUNITIES

Something For Everyone!

CO – TITLE SPONSOR

PRESENTING SPONSOR

DIAMOND SPONSOR

PLATINUM SPONSOR

GOLD SPONSOR

PREMIER PATRON

PATRON SPONSOR

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MARKETING OPPORTUNITIES





MARKETING OPPORTUNITIES



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2023 PATRON SPONSORS + EXHIBITORS

Accelerated Business Solutions | Acentria Insurance

Choice Mortgage-Michael Greenwood | City of Delray Beach | Dash Travel | Delray Beach CRA

FAU MBA in Sport Management | Garabar | Harvest Seasonal Grill & Wine Bar

Floor Shield Florida | Jim Pappas | Lilly Pulitzer | Lang Reality

RIA Eyewear | Studio Margaret | Swinton Pickleball | Stamm Development Group

USTA | USTA Florida | Vitality International | South Florida BMW Centers

Waterdrop | Water Damage Clean | Ziree Thai and Sushi



2023 TOURNAMENT PARTNERS

- **ACEing Autism**
- **Akira Back**
- **Carlton Fields**
- **Christmas Designers Inc.**
- **Chic-Fil-A**
- **Coca-Cola Beverages Florida, LLC.**
- **Florida Furniture Rental**
- **Funclick**
- **Greater Boca Raton Chamber of Commerce**
- **Greater Delray Beach Chamber of Commerce**
- **Guaca Go**
- **Infiniti Wireless Solutions**
- **Kolter Homes**
- **Love Serving Autism**
- **PDQ**
- **Saygo Studios**
- **Silverball Pinball Museum**
- **Sun Sentinel**
- **Tennis Channel**
- **That's Amore Pizzeria**
- **United States Tennis Association (USPTA)**
- **USTA Florida**
- **USTA**

DBO STAFF

True Team Effort!



ATP REFEREES / STAFF. ATP certified staff assist with the scheduling, chair umpires & more.

BALL KIDS - 100+ ball kids celebrated their 10-day event with a pizza, cake party with guest appearances from ATP Pros.

COURT CRUSADERS(Age 60+) - 10+ Volunteers who oversee Stadium Court & Show Court 1 supplies.

VOLUNTEERS – 300+. The lifeline of the event, the best around!

RESTAURANT PARTNERS – Over 20 local restaurants involved with multiple hospitality events.

MEDICAL STAFF. Multiple Baptist Health medical staff and trainers to assist with player's health.

MISC. Television, catering, rental cos., maintenance, and the City of Delray Beach Parks & Rec are 2nd to none!

OPERATIONS. The heart and soul of making sure the site, vendors, fans & everyone involved have everything they need.

SECURITY. Making sure fans and players safety is the priority.

VALET & VIP PARKING. All lots withing a few blocks of the event.





LET'S TALK ABOUT HOW YOU CAN BE INVOLVED

February 9 – 18, 2024

Delray Beach, FL

YellowTennisBall.com

561-330-6000

As of 5.15.23


DelrayBeach
OPEN




Delray Beach
OPEN



THANK YOU

