

ROTTERDAM | 3 - 9 FEB '25

ABN AMRO OPEN | SPONSORSHIP BROCHURE



At the ABN AMRO Open you are on top of tennis. Since 1974 legends of the sport have battled on our centre court in Rotterdam Ahoy. From Okker to Ashe, Borg to Connors and Hewitt to Federer. And since 2009 world-class men and womens wheelchair tennis has become part of the show. The tournament is constantly innovating and has something for everyone, young and old.

It is the perfect place to entertain clients and guests, interact with an engaged live audience and gain valuable brand exposure.

With more than 60,000 Business to Business guests in the VIP-village, the tournament is the largest sports hospitality event of the Netherlands. It is a place to meet, share experiences and connect.

CONNECT

Tennis fans can test their skills with clinics on the show court and kids can enjoy a sports paradise in Sports Plaza. The tournament encourages everyone to get active with authentic activations or to go shopping at Shops & Bites!

EXPERIENCE

■ With over 126.000 visitors in 2024, the tournament is one of the biggest indoor tournaments in the world

■ The tournament is the biggest annual networking event in the Netherlands with more than 60,000 B2B visitors

■ The event is broadcast in 198 territories worldwide as part of the international ATP Tour and generated a net sponsorship value of \$88.9m in 2024.*

**Independently measured by YouGov Sport*

With six specially built restaurants, food trucks and other food points, the tournament is a culinary paradise. From top local chefs to sushi and hot dogs, there is something for everyone when you visit the tournament.

TASTE

The organisation gives a lot of attention to the social aspects of tennis. From theme days for club leaders and sports students to sustainable tennis balls and collaborations with foundations; the tournament invests in many impactful activations.

IMPACT

ABN·A

THE TOURNAMENTS

The ABN AMRO Open is an ATP 500 & ITF Wheelchair event. The top players in the world participate each year to earn vital ranking points and significant prize money.

The event uses the entirety of the Rotterdam Ahoy arena and convention centre, with VIP, public and playing areas. There is also an ITF men and women wheelchair tournament that runs alongside the regular men's competition, with the final on Saturday and Sunday.

FACTS & FIGURES VISITORS

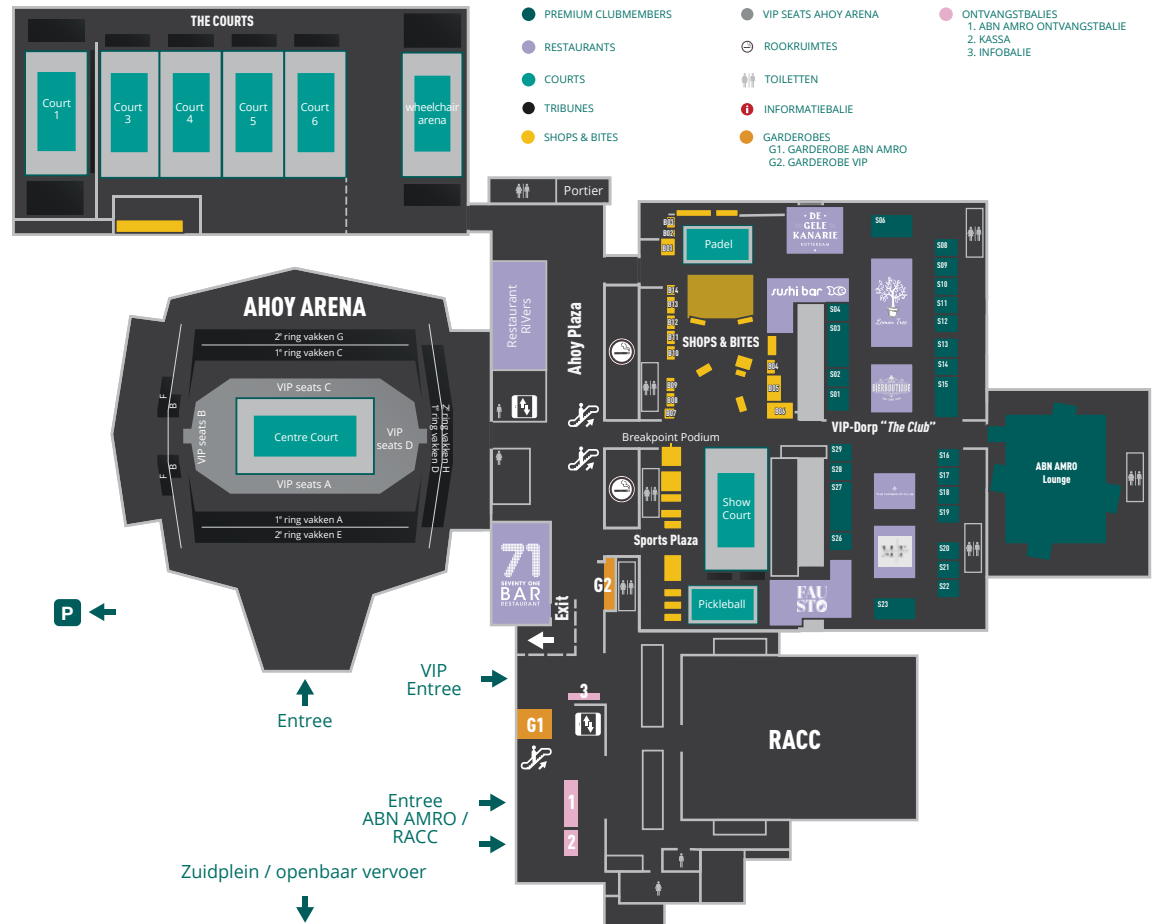
Average age: **47 years old**

48% male and 52% female

Relatively highly educated

96% intend to visit next year

Visitors rate the tournament with an 8.5





WORLDWIDE BROADCAST COVERAGE

Getting your brand in front of a large domestic and global audience.

ATP Media broadcast coverage reaches international viewers through a combination of major terrestrial, cable/satellite, and digital channels. In addition, the ABN AMRO Open is broadcast domestically in the Netherlands by NOS and Ziggo. With a linear and digital broadcast audience over 88.9m and over 4,554 broadcast hours in 2024, the event generates a total net sponsorship value of \$ 88,9m.



CONTINENT	TV AUDIENCE	TV COVERAGE
EUROPE	6.771.652	3145:17:34
ASIA PACIFIC	1.368.972	510:380:50
NORTH AMERICA	1.442.300	155:32:00
AFRICA & MIDDLE EAST	2.887.043	606:47:58
CENTRAL & SOUTH AMERICA	931.919	136:25:00
TOTALS	13.401.886	4554:41:22

DIGITAL STREAMING	4.564.318	119.000 HRS
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NEWS / SOCIAL MEDIA COVERAGE

TV NEWS

133.8 M. VIEWERS

SOCIAL MEDIA

88.1 M.
IMPRESSIONS



E-MAIL DATABASE

80.000+

FOLLOWERS

f 40K

ig 26K

x 16K

td 3.5K

TOTAL NET SPONSORSHIP VALUE \$ 88.9M

NATIONAL TV

Live	5.043.000
Highlights	11.594.000
Other	10.064.000
Total	26.701.000

VIEWS
26.7 M.

PUBLICATIONS

ONLINE
PUBLICATIONS
38.878

SOCIAL MEDIA
2.098

POTENTIAL REACH
947.082.993

LIVE MATCH COVERAGE

TOTAL AUDIENCE

106 M.

TV AUDIENCE

13.4 M.

SOCIAL MEDIA VIDEO VIEWS

88.1 M.

DIGITAL STREAMING

4.5 M.

BROADCAST IN **198** COUNTRIES



FACTS & FIGURES



UNIQUE ONSITE BRANDING OPPORTUNITIES

With over 50 years of event experience, we will provide you with a successful and impactful sponsorship. Whether you are looking for international visibility or onsite only, we have an array of options available that fit your brand needs.

- Centre court branding – international broadcast visibility and for the public around centre court
- Activations for tournament visitors in different visitor areas
- Unparalleled hospitality for you and your guests

CENTRE COURT ASSETS | BROADCAST

Branding assets visible on broadcast feed throughout the tournament.

A

UMPIRE CHAIR

permanently visible

B

NETBOX

permanently visible

C

SERVICE SPEED

2 diagonally opposite corners, permanently visible

D

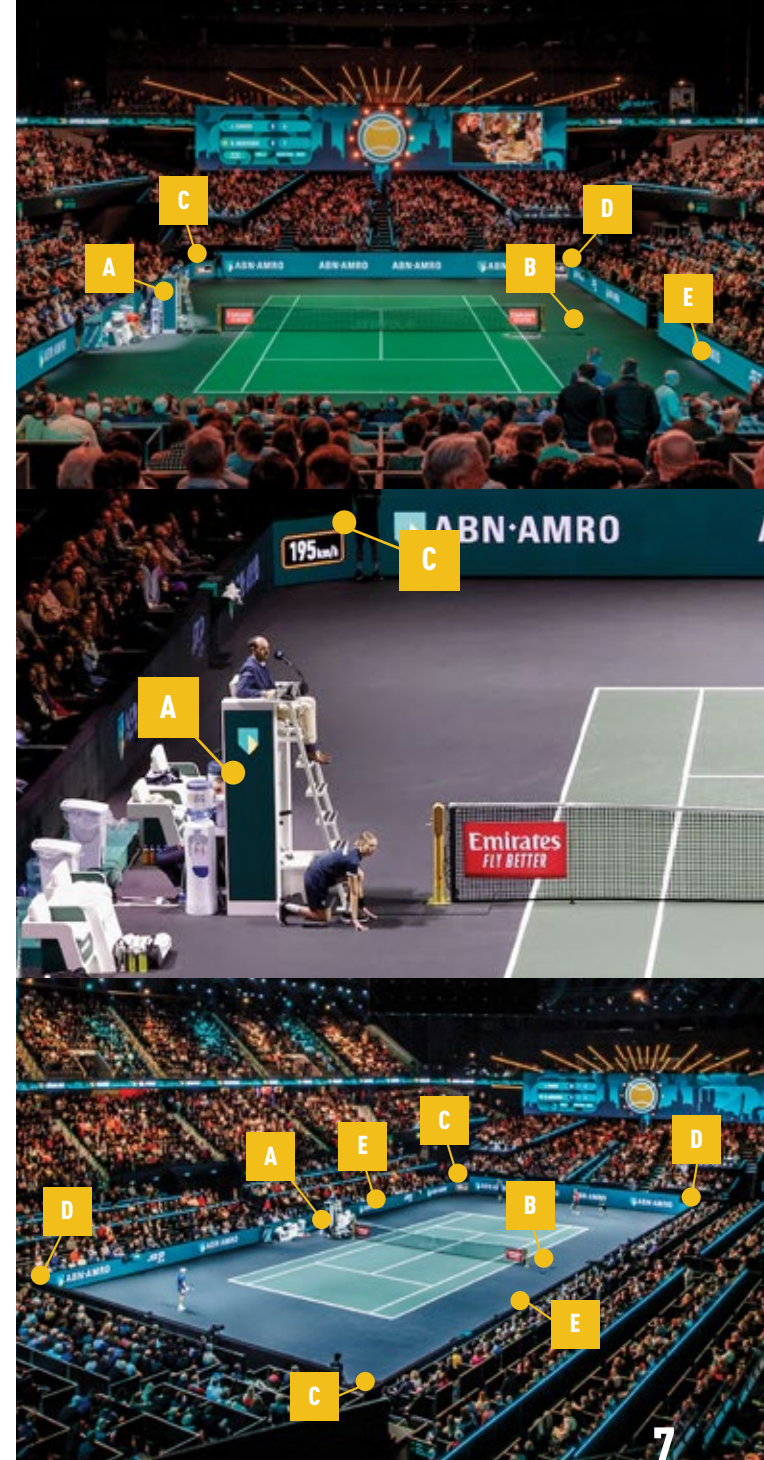
SHOT CLOCK

2 diagonally opposite corners, permanently visible

E

COURTSIDE LED

diagonally opposite on the length of the court from 5 minutes per match hour





CREATIVE ACTIVATION

The event provides the perfect podium to showcase your brand in front of 120,000 engaged fans.

We offer the perfect marketing activation for your brand.

From crowd interaction on centre court to integrating products into the event operations, there are many ways to grab the public's attention.

The public has access to the Shops & Bites area where brands can build a showcase booth or activation.



UNPARALLELED HOSPITALITY

With over 60,000 B2B visitors, the ABN AMRO OPEN is the biggest networking event in the netherlands, and the perfect place to entertain valuable clients on a background of top sport.

Hospitality opportunities:

- A personalised private suite in our VIP arena, *The Club*, where guests can be welcomed in comfort
- Courtside hospitality boxes on centre court with the ultimate view of the best players in the world
- Fine dining with local chefs
- Tennis clinics on centre court
- Press conference attendance
- Backstage tours
- Meet & greet tournament directors





GRAND SLAM PACKAGE

ASSETS & COMMUNICATION

- Exclusive official category partner of the tournament
- Use of tournament logo, name and imagery for promotional activities and in own communications
- 1/1 Page advertisement in programbook
- Official press release announcing partnership
- Event communication branding
- Partnership social media posts (min. 3)

CENTRE COURT BRANDING SHOWN ON TV (choice from one of the assets, based upon availability)

- Netbox
- Umpire chair
- LED Boarding centre court 2 diagonally positions long side (5 minutes per hour) , only as an extra option + €35,000

CENTRE COURT BRANDING FOR THE AUDIENCE

- max 30s video at the start of each session

HOSPITALITY

- Exclusive hospitality suite in *The Club*
- Meet & greet with tournament directors
- Backstage tour of the tournament
- Courtside box for 10 persons

ACTIVATION

- 20m² stand space in Shops & Bites for public interaction
- 6 tickets per session (1st ring) for promotional purposes

From **€ 325,000**, excl. VAT.

MASTERS PACKAGE

ASSETS & COMMUNICATION

- Use of tournament logo, name and imagery for promotional activities and in own communications
- 1/1 Page advertisement in programbook
- Official press release announcing partnership
- Event communication branding
- Partnership social media posts (min. 2)

CENTRE COURT BRANDING SHOWN ON TV (choice from one of the assets, based upon availability)

- Serve Speed
- Shot Clock
- LED Boarding centre court 2 diagonally positions long side (5 minutes per hour) , only as an extra option + €35,000

CENTRE COURT BRANDING FOR THE AUDIENCE

- max 30s video at the start of each session

HOSPITALITY

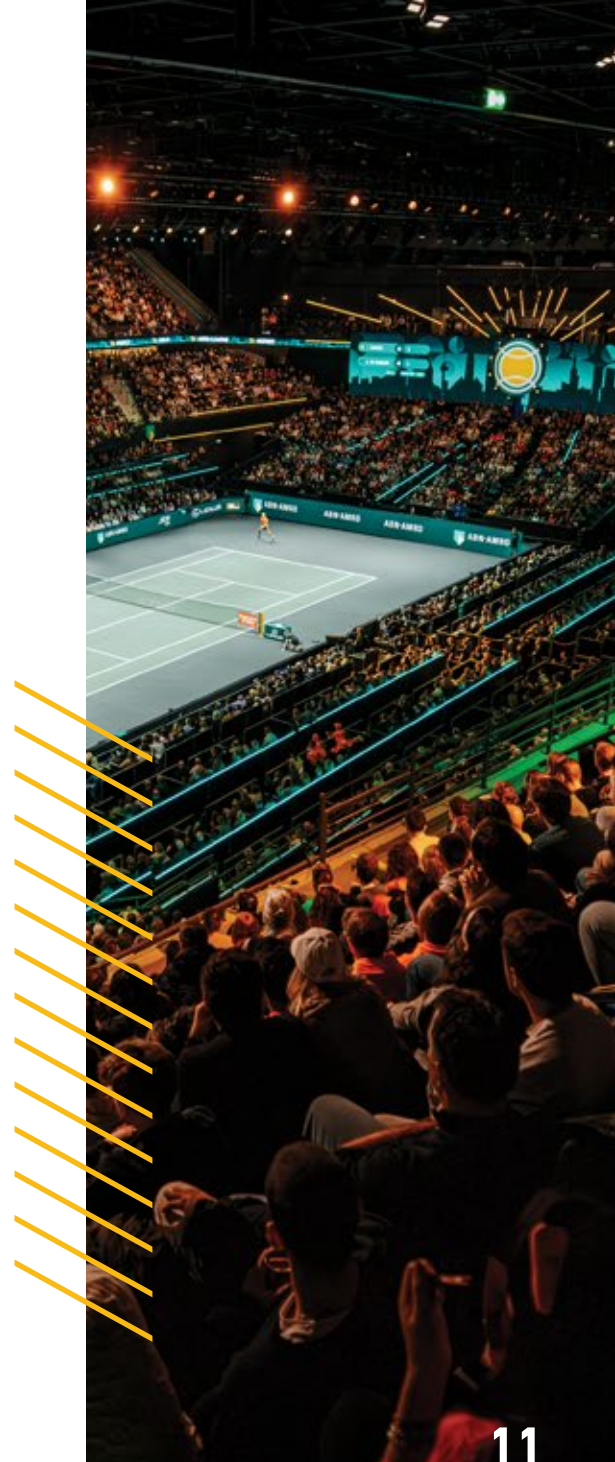
- Exclusive hospitality suite in *The Club*
- Meet & greet with tournament directors
- Backstage tour of the tournament
- Courtside box for 10 persons

ACTIVATION

- 20m² stand space in Shops & Bites for public interaction
- 6 tickets per session (1st ring) for promotional purposes

€ 200,000 investment per year, excl. VAT.

Packages can be adjusted custom made.



PACKAGE OPTIONS

	GRAND SLAM	MASTERS
ASSETS & COMMUNICATION		
Exclusive Category Partner	✓	
Use of logo, name and imagery for promotional activities	✓	✓
Use of Tournament logo, name and photo (in own communication)	✓	✓
BRANDING		
Centre Court branding (one of the options below)		
Umpires chair	✓	
Netbox	✓	
Serve speed		✓
Shot clock		✓
Max 60s video following doors open each session	✓	✓
Full page colour advert in tournament programme	✓	✓
COMMUNICATION		
Official press release announcing partnership	✓	✓
Event communication branding	✓	✓
Partnership social media post	✓	✓
HOSPITALITY		
Hospitality Suite	✓	✓
Courtside box - 10 people	✓	✓
Backstage tour	✓	✓
Meet & greet with a tournament directors	✓	✓
ACTIVATION		
20m2 stand space in Shops & Bites	✓	✓
6 tickets per session for promotional purposes	✓	✓

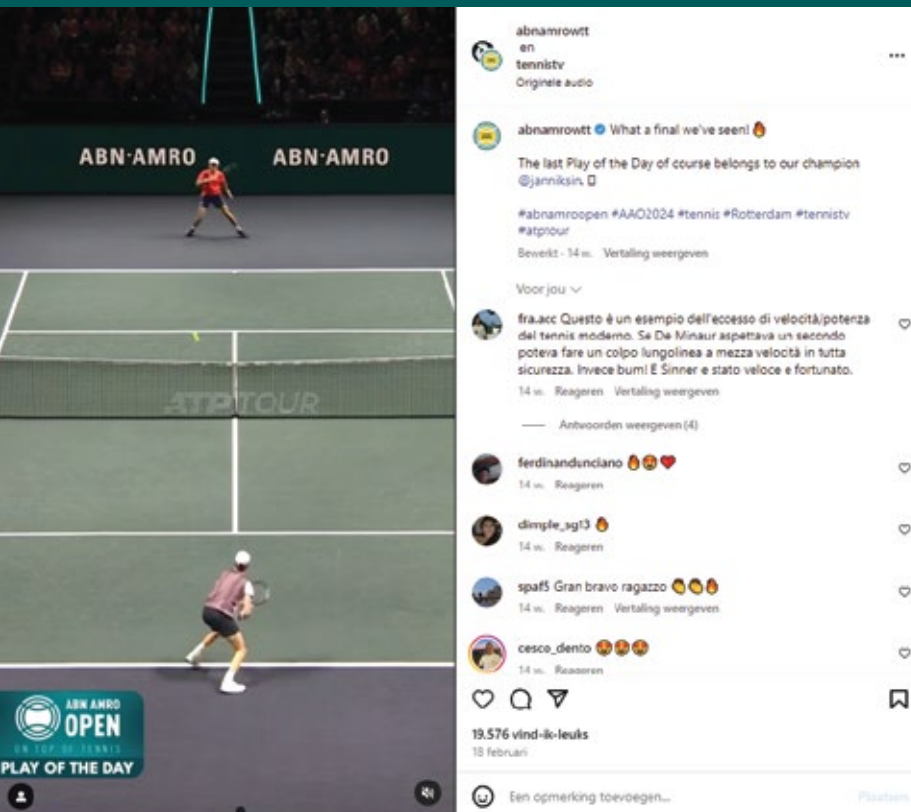




CUSTOMIZABLE ONLINE BRANDING OPPORTUNITIES

In the age of digital dominance, brands must seize the opportunity to engage with their target audience. Elevate your brand's online presence and grasp your audience with captivating and exclusive content from the ABN AMRO Open. Discover our professional online branded content options.

- Sponsored Play Of The Day
- Sponsored Highlight Clips
- Non Live Content
- Other ATP Media options



ONLINE ASSETS

Using ATP and tournament social media channels to drive awareness.

- Possible to own key tournament highlights packages delivered to engaged audiences on social media, for example:
 - Play of the Day: shared on tournament and TennisTV Facebook, Instagram and Twitter
2.3m views | \$82,757 media value
 - Daily Highlights: exclusively on TennisTV Youtube channel (7 posts – one per day) **2,306,156 views | \$238,788 media value**
- Videos shared daily during the tournament on ATP TennisTV channel (2.3m followers) starting from €25.000 per asset.



2024 RESULTS

PLAY OF THE DAY

29 POSTS
2.3M+ VIEWS
58,372 INTERACTIONS
2.9M+ IMPRESSIONS
\$82,757 MEDIA VALUE



ROTTERDAM & AHOY

Rotterdam is home to the biggest port in Europe making it a vibrant, international destination. It is renowned for its wide spectrum of innovation ranging from futuristic architecture and startup tech incubators, to boundarypushing cultural events.

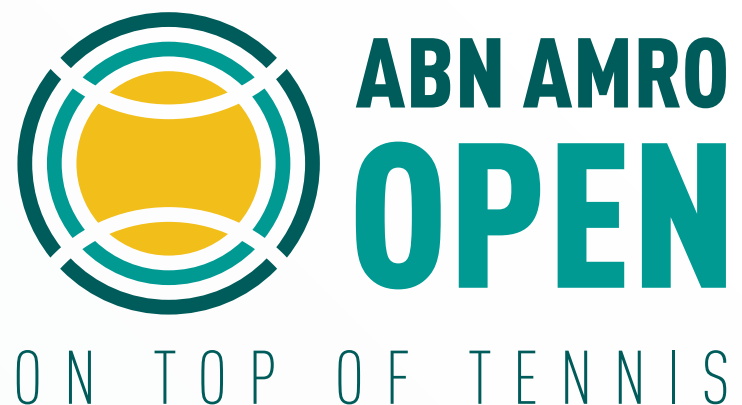
Located in the south of Rotterdam, Rotterdam Ahoy plays an integral role in the identity of the city. It is a cultural hub, hosting the city's biggest annual events including the ABN AMRO Open, North Sea Jazz Festival and Vrienden van Amstel.

Since 1971, Rotterdam Ahoy has been home to some of the world's biggest shows, sports and performances including the Rolling Stones, U2, David Bowie, MTV European Music Awards and recently the Eurovision Song Contest.

Additionally, the brand new Rotterdam Ahoy Convention Centre (RACC) is the perfect sustainable location for hosting international conferences, exhibitions or meetings.

IT IS A WORLD-CLASS EVENTS LOCATION IN WORLD RENOWNED CITY AND FOR INTERESTED BRANDS THERE IS THE OPPORTUNITY TO HAVE A YEAR ROUND PRESENCE AS A VENUE SPONSOR.





INFORMATION AND BOOKINGS

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