



ROTTERDAM | 3 - 9 FEB '25



ABN AMRO OPEN | HOSPITALITY BROCHURE



WORLD-CLASS TENNIS AND HOSPITALITY

1 to 9 February 2025: 52nd edition of the ABN AMRO Open in Rotterdam Ahoy

Welcome to the ABN AMRO Open. We proudly look back on a successful 51st edition of the ABN AMRO Open 2024. With a record of 126,963 visitors, of which more than half were business visitors, we were once again the largest networking event in the Netherlands. The renewed VIP village was the ideal place for meeting business relations, with both loyal and new visitors thoroughly enjoyed top-class tennis and wheelchair tennis, but also the many activities, culinary experiences and special seminars.

The ABN AMRO Open is more than just a tennis tournament; it is a place where business relationships are maintained and strengthened in a unique way. With a wide range of options for relationship management, suitable for every budget. Discover all the options in this brochure. Together we ensure an unforgettable experience for you and your relations!

We hope to see you in Rotterdam Ahoy, or during one of our business meetings prior to the tournament.

Richard Krajicek
Tournament director ATP 500 tournament

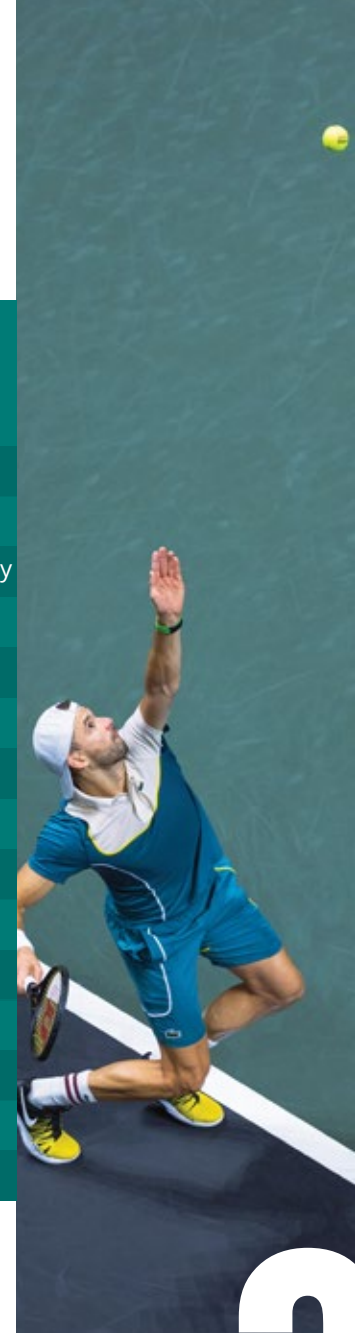
Esther Vergeer
Tournament director ITF wheelchair tournament

OVERVIEW HOSPITALITY OPTIONS

	PREMIUM CLUB MEMBER	FLEXIBLE PREMIUM CLUB MEMBER	BACKSTAGE EXPERIENCE	CLUB MEMBER	FLEXIBLE CLUB MEMBER	SKY LOUNGE ARRANGEMENT	CLUB PACKAGES
Price from	€ 45.500	€ 9.900	€ 9.000	€ 8.950	€ 5.950	€ 150	€ 235
Seats	Own box	Box seats	Courtside	Own box	Box seats	Balcony 2 nd tier	Box seats
Can be reserved per	week	day	part of the day	week	3 days	part of the day	part of the day
Number of persons	from 10	from 24	10	6 or 10	6 or 10	30 to 45	from 1
VIP-village Access	✓	✓	✓	✓	✓		✓
Parking	✓	✓	✓	✓	✓	✓	✓
Catering included	*	✓	✓	**	**	✓	✓
Guidance passes	✓	✓		✓	✓		
Backstage tour	✓		✓				
Meet & Greet tournament directors	✓	✓	✓				
Exclusive hospitality area	✓	✓				✓	
Company logo on suite	✓	✓					
Possibility to customise suite	✓	✓					
Advertisement in official programme	✓						
Info on page	8	9	12	10	11	13	14

* Suite members can add their customised catering arrangement through our catering partner.

** Club Members can use the facilities in the VIP-Village (for a fee on site).





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 from Hewitt to Federer. And for 15 years men's and women's wheelchair is also part of the show. The tournament is constantly innovating and has something for everyone, young and old.

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

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

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

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





SHOPS & BITES

Do you have a product or service that you would like to bring to the attention of more than 110.000 visitors of the ABN AMRO Open? At Shops & Bites you will find an extensive selection of shops, catering establishments and a media square. This public area offers various possibilities to activate the public in a unique way.

Contact us for more information via:

Mariëlle Kuijpers ■ m.kuijpers@ahoy.nl ■ +31 (0)6 81 03 96 66

SPORTS PLAZA

Sports Plaza is a major activity area for groups where you can try various ways of practising tennis under the expert supervision of experienced trainers. Invite your guests to participate in the various clinics and/or watch the sports demonstrations that take place continuously. Should you wish, we could also organise tailored programmes for groups up to hundreds of people at Sports Plaza.





VIP-VILLAGE *THE CLUB*

VIP-village *The Club* is the central meeting point for our business community. It suits perfectly to maintain business contacts and network in an informal and atmospheric setting.

The hospitality suites at the VIP-village allow you to welcome your clients in a luxurious setting. The suites can be decorated according to your personal wishes.

Welcome your guests in VIP-village *The Club* and enjoy top tennis from a box around centre court.

VIP-village The Club also offers a unique culinary experience thanks to numerous outstanding restaurants. During the past editions, eye-catchers were The Lemon Tree, The Harbour Club and a unique collaboration between local top chefs.

OPENING HOURS OF VIP-VILLAGE *The Club*

Saturday and Sunday (Qualification)
Not open yet

Monday to Friday
From 10.00 AM

Saturday and Sunday
From 11.00 AM

The VIP-Village is open until one hour after the last match.



The tournament offers the following options for you to enjoy with your guests:

- **PREMIUM CLUB MEMBER**
- **CLUB MEMBER**
- **BACKSTAGE EXPERIENCE**
- **SKY LOUNGE ARRANGEMENT**
- **CLUB PACKAGES**





PREMIUM CLUB MEMBER | WEEKSUITE

Welcome your guests in your own exclusive hospitality suite in VIP-Village *The Club* for the full week.

Premium Club Member:

- Suite set-up that can be fully personalised
- 10-person box at centre court
- 6 wristbands to welcome and accompany your guests
- 8 parking tickets per session and 1 parking ticket for the whole week*
- Television in the suite (internal circuit), tournament programmes and daily bulletins
- Full-colour advertisement
- 25 regular tickets (1st tier) for Monday and Tuesday evening (including access to VIP-Village *The Club*)

Week suite 45 m²: € 45,500 (per week)

Week suite 60 m²: € 47,500 (per week)

As Premium Club Member it is possible to order extra boxes.

In case you would like to consider an alternative package, please contact the organisation.

All rates are excluding catering and VAT, catering can be booked through Rotterdam Ahoy.

**Every day has an afternoon and evening session except for Sunday, in total 13 sessions.*

FLEXIBLE PREMIUM CLUB MEMBER | FLEXSUITE

Would you prefer to attend one or multiple days with a number of clients of your choice in a suite? That is also possible as Premium Club Member.

- Furnished suite of 45m² in VIP-Village *The Club*
- 24 box seats per session*
- catering arrangement in the suite
- 6 wristbands to welcome and accompany your guests
- 12 parking tickets per session and 1 parking ticket per session
- Television in the suite (internal circuit), tournament programmes and daily bulletins

Contact us for additional options and the possibilities to expand for larger groups.

Suite 45 m²: from **€ 9,900**

All rates are including catering and VAT.

**Every day has an afternoon and evening session except for Sunday.*





CLUB MEMBER | WEEK BOX

As a Club Member you and your relations watch the matches up close from a box at centre court for the whole week. All Club Member have access to *The Club*.

A 6-person week box consists of:

- 6-person box at centre court, including access to VIP-Village *The Club*
- 2 wristbands to welcome and accompany your guests
- 3 parking tickets per session and 1 parking ticket for the whole week
- Tournament programmes and daily bulletins
- 6 regular tickets (2nd tier) for Monday or Tuesday evening including access to VIP-Village *The Club*

6-person box: **€ 8,950**

You can welcome 78 guests for **€ 115** per person.

10-person week box consists of:

- 10-person box at centre court, including access to VIP-Village *The Club*
- 3 wristbands to welcome and accompany your guests
- 5 parking tickets per session and 1 parking ticket for the whole week
- Tournament programmes and daily bulletins
- 10 regular tickets (2nd tier) for Monday or Tuesday evening including access to VIP-Village *The Club*

10-person box: **€ 11,750**

You can welcome 130 guests for **€ 90** per person.

All rates are excluding catering and VAT.

FLEXIBLE CLUB MEMBER | 3-DAY BOX

Would you prefer to visit the tournament on three specific days? That's also possible as a Club Member.

A 3-day box consists of:

- 6 box seats per session on:
 - Monday or Tuesday
 - Wednesday or Thursday
 - Friday or Saturday
- 1 wristband to welcome and accompany your guests
- 3 parking tickets per session
- Tournament programmes and daily bulletins
- 6 regular tickets (2nd tier) for Monday or Tuesday evening including access to VIP-Village *The Club*

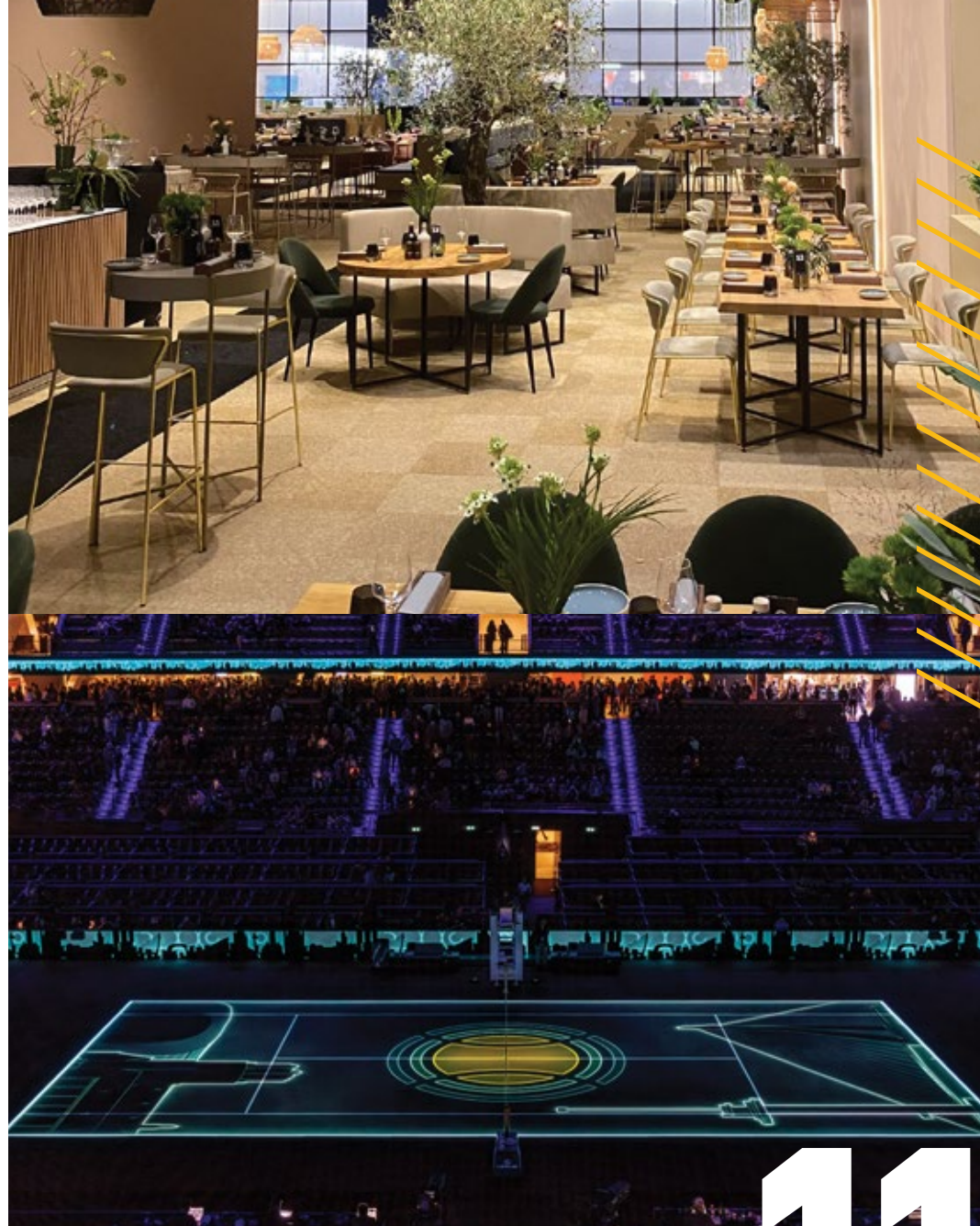
Flexible Club Membership for 6 persons: **€ 5,950**

You can welcome 36 guests for **€ 165** per person.

Also possible for 10 persons per session: **€ 8,850**

You can welcome 60 guests for **€ 147.50** per person.

All rates are excluding catering and VAT.





BACKSTAGE EXPERIENCE

Always wanted to take a look behind the scenes at the ABN AMRO Open in Rotterdam Ahoy?

During this unique Backstage Experience, doors will open especially for you and your 9 guests that normally remain closed. The Backstage Experience offers a unique and exclusive opportunity to follow the players up close!

The package consists of:

- Lunch or dinner at the players' restaurant
- Exclusive Courtside seats along the players' turnout
- Presence at post-match press conference
- Signature/photo with player(s) after the match
- Meet & Greet with tournament director or ambassador
- An official ABN AMRO Open merchandise item per person
- 1 Parking ticket p.p. with VIP parking
- Official tournament accreditation
- Unique backstage tour
- Guidance by own host(ess)
- Access to VIP-Village *The Club*
- Drinks in VIP-Village *The Club*

The Backstage Experience is exclusively available on Wednesday evening, Thursday evening, Friday evening, Saturday afternoon, Saturday evening and Sunday afternoon, for a select group of 10 people.

Price of this unique experience: **€ 9,000** per session

Rates are exclusive VAT.

SKY LOUNGE ARRANGEMENT

Watch tennis with your guests from the best spot in the Ahoy Arena and getting pampered as well? Then the Sky Lounge Arrangement is ideal for you.

From the Sky Lounge, you have a unique view of the centre court, while enjoying a snack and drink at the same time. Part of the Sky Lounge is exclusively reserved for your party and is therefore ideal for groups.

A Sky Lounge Arrangement consists of:

- A reserved balcony in the Ahoy Arena exclusively for your company
- Tables and seating on the balcony
- Catering package including drinks, snacks and Ahoy Appetizers (for 5 hours)
- Service by our friendly catering staff
- 1 parking ticket per 2 persons

Day sessions Monday to Wednesday : **€ 150**

Day sessions Thursday to Saturday : **€ 175**

Evening sessions Thursday to Saturday: **€ 250**

Evening sessions Monday and Tuesday : **€ 175**

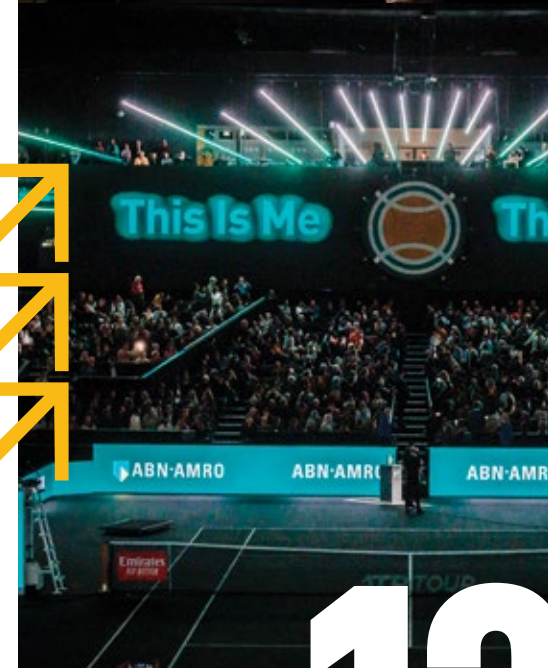
Evening session Wednesday : **€ 200**

Sunday : **€ 300**

Rates are exclusive VAT.

Optional:

- Welcome with champagne
- Chef's appetizers from top chefs Mario & Fred
- Acces to VIP-Village
- Lunch or dinner in VIP-Village





CLUB PACKAGES | VIP PACKAGE

Experience the tournament with a group of your choosing and enjoy a fully catered VIP package during a session of your choice.

- Box seats at the center court per session
- 6 food/drink tokens
- A lunch or dinner including drinks at restaurant Fausto at VIP-Village *The Club*
- Access to VIP-Village *The Club*
- Tournament programme and daily bulletin
- 1 parking ticket per 2 persons per session
- Optional: upgrade to lunch or dinner at restaurant Lemontree (additional €15 per person) or Mario & Fred** (additional €50 per person)

Prijzen Club Packages per persoon per sessie*:

Afternoon sessions Monday to Wednesday	: € 235	Afternoon sessions Thursday to Saturday	: € 255
Evening sessions Monday and Tuesday	: € 250	Evening sessions Wednesday and Saturday	: € 350
Evening sessions Thursday and Friday	: € 380	Sunday	: € 400

All rates are excluding VAT.

*Each day consists of an afternoon and evening session, with the exception of Sunday.

**Please note: upgrade lunch every day except Sunday. Upgrade dinner only on Monday, Tuesday and Wednesday.

MEETINGS & SEMINARS

During ABN AMRO Open you can organize meetings, seminars and more in our new Rotterdam Ahoy Convention Center (RACC).

Would you like to combine your visit to the ABN AMRO Open with a meeting or seminar? That is possible in our Rotterdam Ahoy Convention Center (RACC). Invite your guests in one of our inspiring meeting rooms. The RACC has 35 meeting rooms that can be used separately or together by using our flexible walls. This way we can create the setting you are looking for. In addition to the 35 rooms, the RACC has an impressive auditorium (RTM Stage) with 2,816 seats, various foyers and exhibition spaces.

You can visit the ABN AMRO Open with your guests. Here you can experience a unique way to enjoy live top tennis and high-level hospitality together with your relations!

Are you interested in the Rotterdam Ahoy Convention Center during the ABN AMRO Open?
Please contact us:

Remko van Scheltt ■ r.vanscheltt@ahoy.nl ■ +31 (0)6 28 27 96 29

Mariëlle Kuijpers ■ m.kuijpers@ahoy.nl ■ +31 (0)6 81 03 96 66





SPONSORING

The ABN AMRO Open is the perfect place for (inter)national visibility on the court or unique brand activations.

The ABN AMRO Open is the perfect place to entertain valuable customers and guests, interact with an engaged live audience and gain broad brand exposure. From advertising on the LED boarding along Center Court to partnership as official timing sponsor; the possibilities to capture the attention of our audience and TV audience are endless.

ABN AMRO OPEN STATS

- With 126,000 visitors in 2024, we are one of the largest indoor tennis tournaments in the world
- With more than 60,000 B2B visitors, we are the largest networking event in the Netherlands
- Global TV audience with more than 25 million viewers of our live matches
- Broadcasts in more than 198 countries visible on broadcasters such as Ziggo Sport, NOS, ESPN, Sky Sports, Eurosport, ATP Media

Curious about sponsorship options? We are happy to think along with you about the link your company objectives to ABN AMRO Open and achieve joint success.

For more information please contact:

Nathalie du Bruin ■ n.dubruin@ahoy.nl ■ +31 (0)6 53 41 59 43

Remko van Scheltt ■ r.vanscheltt@ahoy.nl ■ +31 (0)6 28 27 96 29

NEWS / SOCIAL
MEDIA COVERAGE

TV NEWS
133.8 M. VIEWERS

SOCIAL MEDIA
88.1 M.
IMPRESSIONS

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

NATIONAL TV

Live	5.043.000
Highlights	11.594.000
Other	10.064.000
Total	26.701.000

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



PROGRAMMA

Saturday and Sunday (Qualification)

VIP-Village not opened yet

Monday to Friday

Daytime matches start

11 AM (VIP-village *The Club* opens at 10 AM)

Evening matches start

7.30 PM (VIP-village *The Club* opens at 5 PM)

Saturday

Daytime matches start

1 PM (VIP-Village *The Club* opens at 11 AM)

Evening matches start

7.30 PM (VIP-Village *The Club* opens at 5 PM)

Sunday

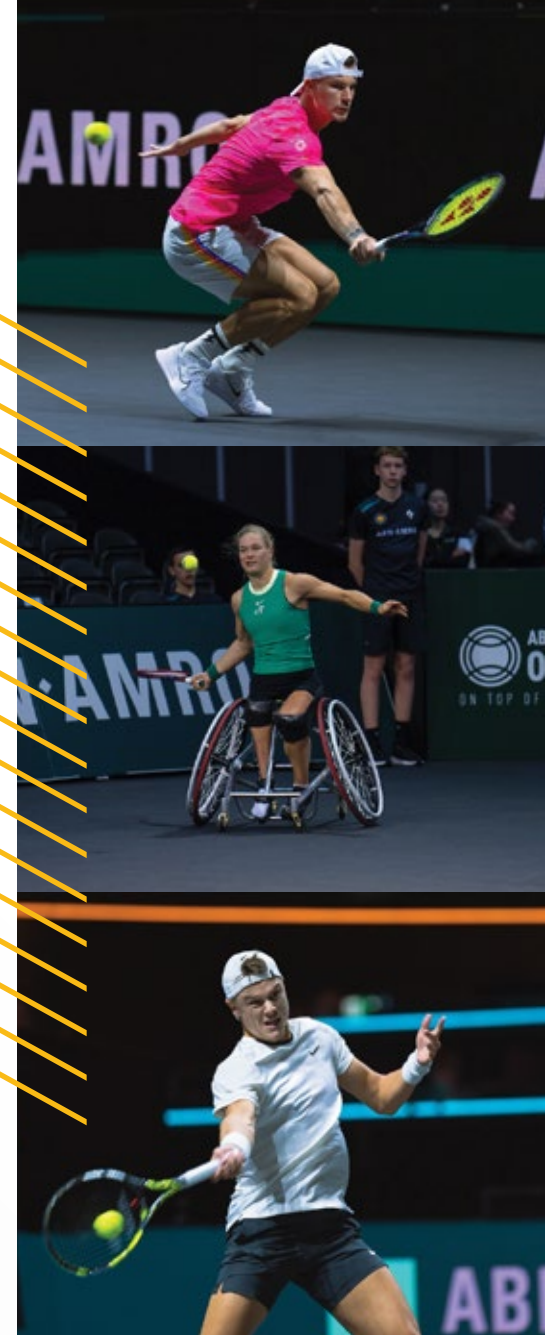
Doubles final starts

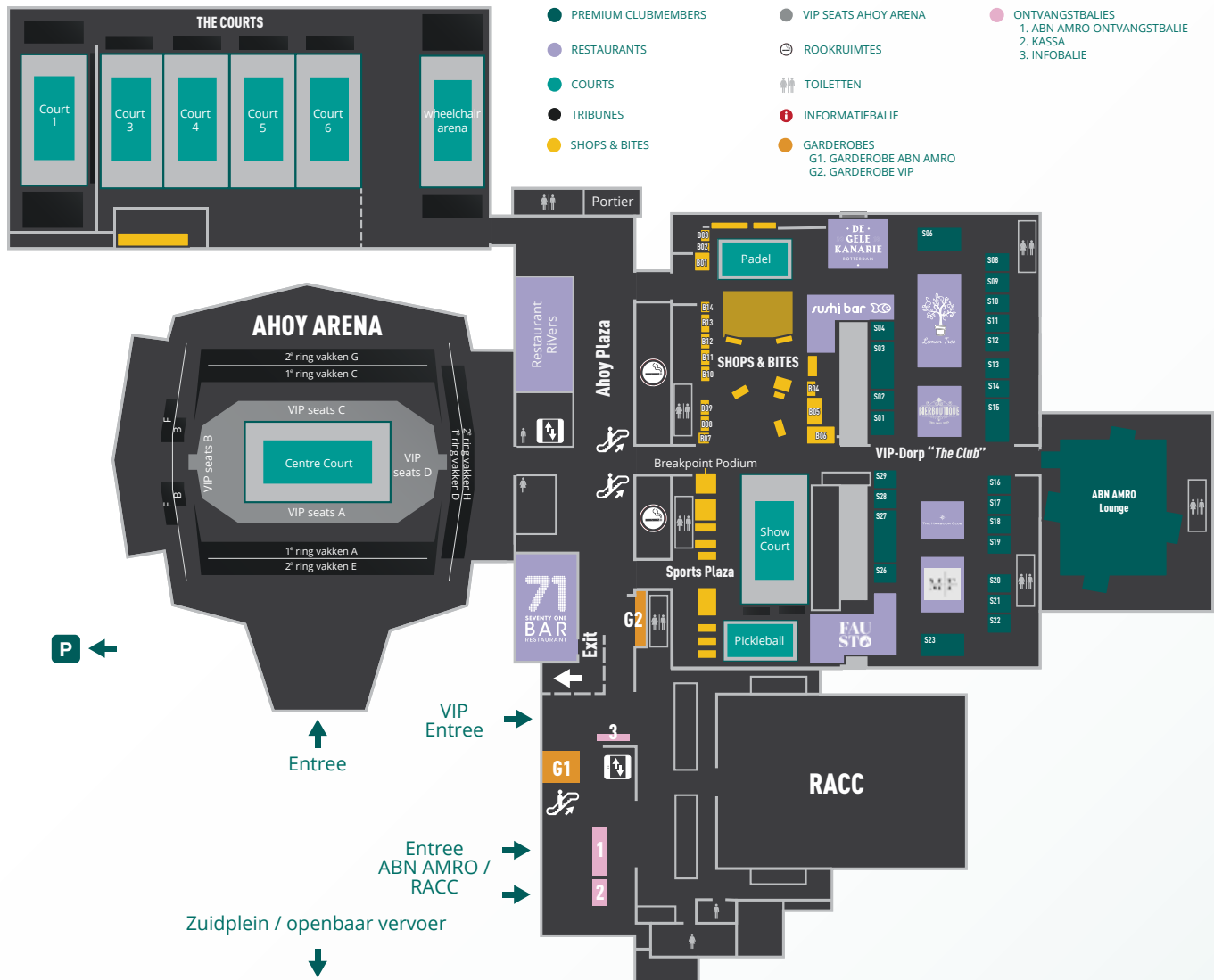
1 PM (VIP-Village *The Club* opens at 11 AM)

Singles final starts

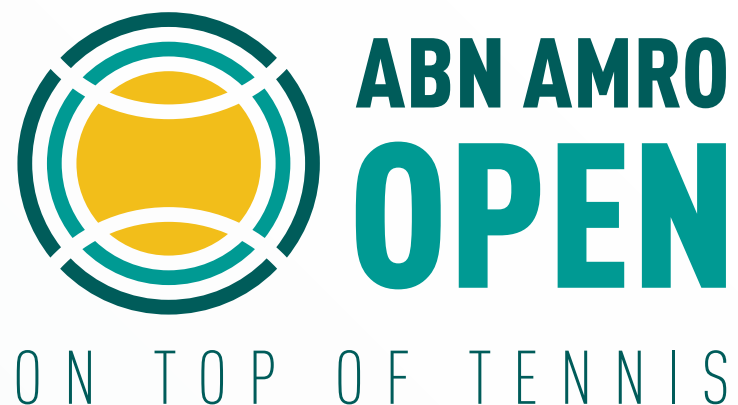
3.30 PM

Exact wheelchair match times will be announced later.





19



INFORMATION AND BOOKINGS

Rotterdam Ahoy, Ahoyweg 10, 3084 BA Rotterdam | Postbus 5106, 3008 AC Rotterdam

Remko van Scheltt ■ r.vanscheltt@ahoy.nl ■ +31 (0)6 28 27 96 29

Mariëlle Kuijpers ■ m.kuijpers@ahoy.nl ■ +31 (0)6 81 03 96 66

ABNAMRO-OPEN.NL