



MIAMI BEACH

**ITF EVENTS
HOSTING OPPORTUNITIES
2021-2023**

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THE ITF & CITY OF MIAMI BEACH

As the global governing body for the sport of tennis, the ITF is committed to developing and innovating the sport in all its forms worldwide. To that end we have created three new event packages, combining the very best of Seniors and Junior Tennis, which we are delighted to present to the City of Miami Beach as the potential host city of these prestigious events that bring together men and women, girls and boys and drive local economic goals.

This year-round platform provides the City of Miami Beach with the opportunity to promote and grow the sport of tennis, one of the world's most popular sports to play, among all ages and abilities. Miami Beach will be positioned as the highpoint of the global Seniors and Junior tours, raising the profile of Miami Beach, host venues and delivering direct economic impact. Tennis is the perfect vehicle to achieve wider strategic and policy objectives, across areas such as diversity and inclusion, health, and employment skills levels.



**1.2BN GLOBAL TENNIS
FOLLOWING ACROSS ALL
CONTINENTS**



**3RD MOST POPULAR SPORT
GLOBALLY**



**45% OF FANS ARE FEMALE
– MORE THAN MOST OTHER
MAJOR SPORTS**

Source: Nielsen, March 2018

BENEFITS OF HOSTING ITF EVENTS



IMPROVE SPORTS
PARTICIPATION IN THE LOCAL
POPULATION



SHOWCASE YOUR ELITE &
MASS PARTICIPATION TENNIS
& SPORTING EVENT HOSTING
CREDENTIALS



PROMOTE DIVERSITY AND
INCLUSION IN YOUR LOCAL
COMMUNITIES



DEVELOP YOUR REPUTATION
AS A TENNIS DESTINATION BY
HOSTING A RANGE OF ELITE
TENNIS COMPETITIONS



CATALYSE THE
DEVELOPMENT OF,
OR UTILISE EXISTING,
HIGH QUALITY TENNIS
INFRASTRUCTURE



EXCELLENT OPPORTUNITY TO
INCORPORATE ADDITIONAL
ACTIVATIONS THAT SUPPORT
YOUR OBJECTIVES TO DRIVE
INCREASED ECONOMIC AND
SOCIAL IMPACTS



DIRECT DESTINATION
MARKETING
OPPORTUNITY TO
A HIGHLY ENGAGED
AUDIENCE



OPPORTUNITY FOR
DOMESTIC PLAYERS &
TEAMS TO COMPETE IN
WORLD CHAMPIONSHIP
EVENTS, FURTHER
INSPIRING THE LOCAL
COMMUNITY



DRIVE SIGNIFICANT
ECONOMIC IMPACTS



ITF SENIORS WORLD CHAMPIONSHIPS

ECONOMIC RETURN

The City of Miami Beach, in partnership with ITF hosted and delivered the ITF Seniors 35-40-45 World Team and Individual Championships in October 2017, 2018 and 2019 and delivered success in many areas annually:

- **Over 700 players and over 300 additional guests each year** staying in paid lodging
- **62%** of participants outside of USA (Europe, Asia, Central and South America)
- 50% + of players household annual **income of over US \$80,000**

Delivering significant local economic impact:

- **3,382** Hotel Room Nights
- **295** jobs supported
- **US \$105,000** local tax generated
- Total economic impact of more than **\$2.9 million**

2021 – 2023 REQUIREMENTS:

The ITF wish to build on the success delivered in 2017, 2018 and 2019 and continue to work with the City of Miami Beach as hosts of an ITF Seniors World Team and Individual Championship event each year from 2021 – 2023.

- i) **Courts:** Minimum of 25 Green Clay courts in Miami Beach: Miami Beach Tennis Center and Flamingo Park Tennis Center
- ii) **Duration:** 15 consecutive days in October or November. Exact date to be agreed each year.
- iii) **Team Event Venues:** Miami Beach Tennis Center and Flamingo Park Tennis Center
- iv) **Individuals Event Venues:** Miami Beach Tennis Center and Flamingo Park Tennis Center



SENIORS TOUR EVENT

INTRODUCTION

Seniors Tennis is a major focus for the ITF and is delivering a strategic mandate to ensure tennis is the most played sport for over 35's athletes worldwide. To achieve this objective the ITF wish to partner with the City of Miami Beach to host an ITF Seniors Grade 2 or Grade 3 Circuit event from 2021 - 2023 at Miami Beach Tennis Center.

ECONOMIC RETURN

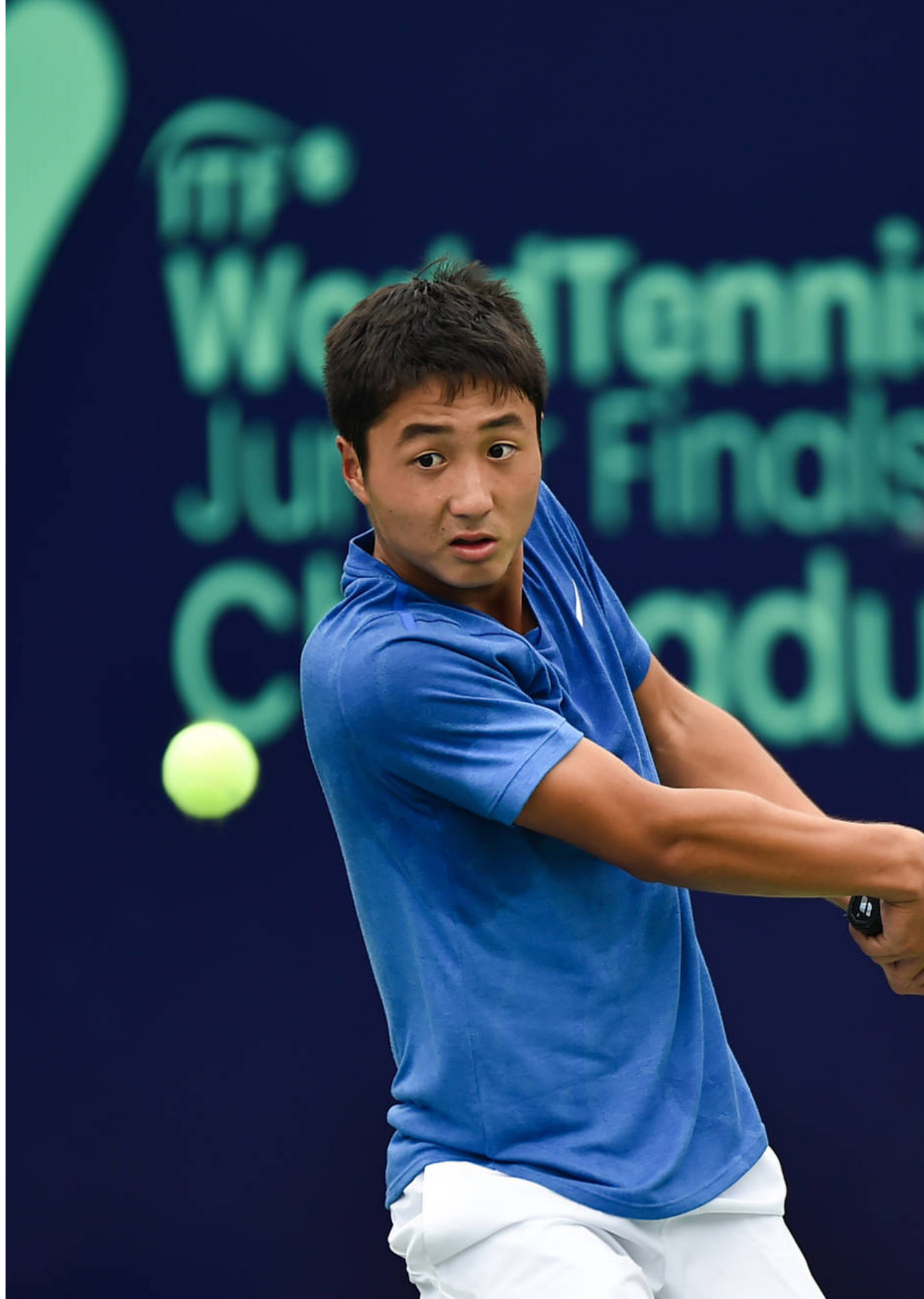
The event will be sanctioned by the USTA and the ITF and will be organized by Van Daalen and deliver a minimum of:

100-200 players and additional guests
(estimate 30% of participants from outside of the United States)

300 Hotel room nights

2021 – 2023 REQUIREMENTS:

- i) **Courts:** 8 – 10 Green Clay courts in Miami Beach: Miami Beach Tennis Center
- ii) **Duration:** 7 consecutive days at an agreed, off-peak date, between the City of Miami Beach, USTA and ITF



WORLD TENNIS TOUR JUNIORS

INTRODUCTION

The World Tennis Tour (Junior division) provides the platform for talented young players from all over the world, many of whom aspire to a career in professional tennis. The City of Miami Beach would be an excellent host partner for a World Tennis Tour Junior Grade 5 event, and help inspire the local population of young people.

ECONOMIC RETURN

The event will be sanctioned by the USTA and the ITF and will be organized by Van Daalen Tennis and deliver a minimum of

100-200 players and additional guests
(estimate 30% of participants from outside of the United States)

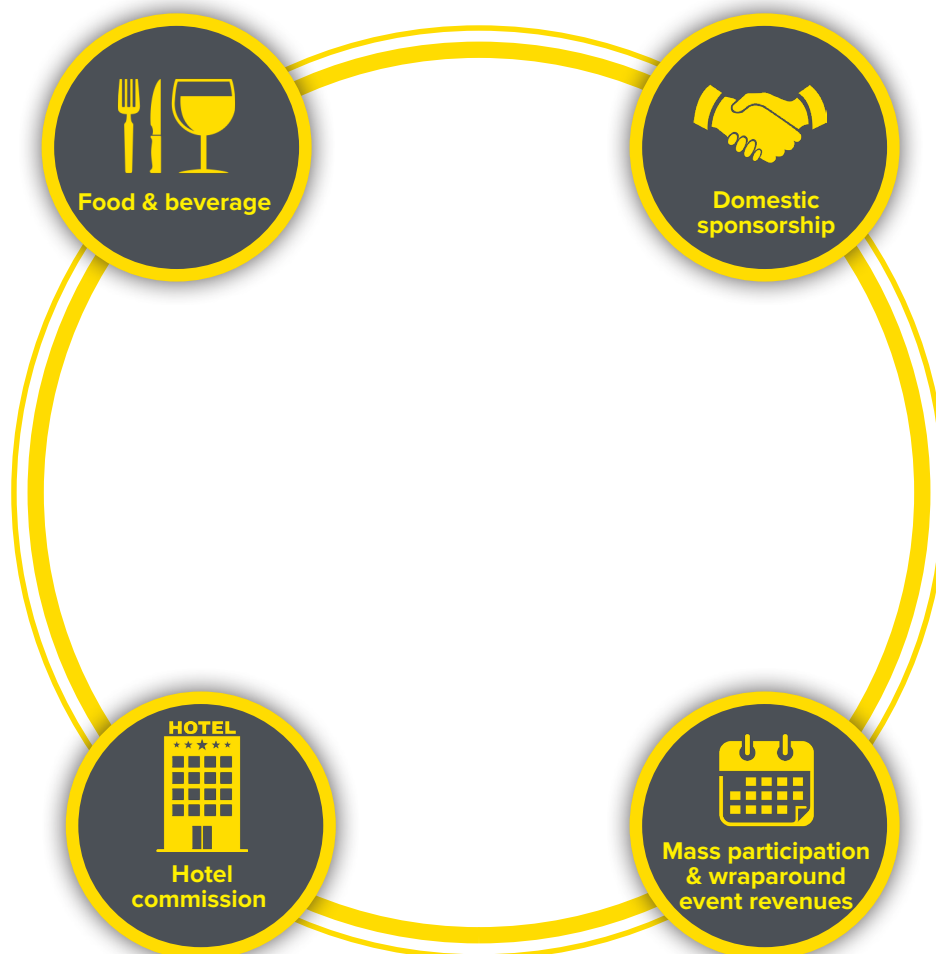
250 Hotel room nights

2021 – 2023 REQUIREMENTS:

- i) **Courts:** 8 Har-Tur Green Clay courts in Miami Beach: Miami Beach Tennis Center
- ii) **Duration:** 7 consecutive days at an agreed, off-peak date, between the City of Miami Beach, USTA and ITF

COMMERCIAL MODEL

As host city and partner of the three events proposed, the City of Miami Beach will receive a wide variety of commercial rights to exploit, including:



PARTNERSHIP APPROACH

PARTNERSHIP APPROACH

Our objective in packaging these events is to create three new outstanding event concepts that deliver a broad range of benefits to a wide range of Miami stakeholder groups and deliver significant Economic Impact and a year-round, premium sport platform for all ages.

INVESTMENT

2021:	US \$150,000
2022:	US \$150,000
2023:	US \$150,000





MIAMI BEACH

THANK YOU

