

Miami Beach USTA Beach Tennis Open

Miami Beach USA versus Brazil Beach Soccer Challenge

2023



MIAMI BEACH OPEN 2023
BEACH SOCCER & BEACH TENNIS



THINGS TO EXPECT

Outline

- **About the Miami Beach Open**
- **Beach Tennis World Series**
- **Beach Soccer World Series**
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- **International Television Coverage**
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ABOUT THE MIAMI BEACH OPEN

Participating Teams for Beach Tennis

- Brazil (Ranked #1 in the world by the International Tennis Federation (ITF))
- The Miam USTA Beach Tennis Open will be on both the **USTA** and **ITF** international calendars and will; be the first sanctioned Beach Tennis event.
- “400 Series” Official Beach Tennis Tournament sanctioned by both the **United States Tennis Association(“USTA”)** and the **International Tennis Federation(“ITF”)** featuring 32 of the top international beach tennis teams in the world competing in men’s doubles, women’s doubles and mixed doubles” for **US\$ 35,000** in prize money over 4 days including the top players in the world from Brazil Colombia, Venezuela and the United States.

ABOUT THE MIAMI BEACH OPEN

Participating Teams for Beach Soccer

- Brazilian National Beach Soccer Team (Most successful national team in the sport's history; currently ranked #1 in the world; nine-time world champions)
- United States National Beach Soccer Team (In 1994 during the World Cup of Soccer held in the U.S., they played the Brazilian National Team at Hermosa Beach in a memorable match that was televised globally and was the first beach soccer event televised in the U.S.)
- These two national teams most recently played in 2014 at the Seminole Hard Rock Casino in Hollywood, FL that was nationally televised in Brazil on TV Globo and Globo Sports Network and nationally televised in the U.S. by NBC Sports Network.
- The Miami Open Beach Soccer Challenge will be recognized and sanctioned by **Beach Soccer Worldwide and FIFA.**

LIVE EVENT SCHEDULE:

Wednesday, March 1, 2023

- Miami USTA Beach Tennis Open - First Round Matches (16 matches) total) - (morning and afternoon)
- Miami Open USTA Beach Tennis open – Round of 16 Matches(8 matches total) - (evening)

Thursday, March 2, 2023

- Amateur Beach Tennis Competition (morning and afternoon)
- Miami Open USTA Beach Tennis Open Quarterfinal Matches (4 matches total) - (evening)

Friday March 3 2023

- Amateur Beach Tennis Competition - (morning/afternoon)
- Amateur Beach Tennis Competition Finals (evening)
- Miami Beach USTA Beach Tennis Open – Semifinal Matches(3 matches total) (evening)

Saturday, March 4, 2023

- Amateur Beach Soccer Competition (morning/afternoon)
- Amateur Beach Tennis Finals (evening)
- Miami Beach USTA Beach Soccer Open 3rd Place Match and Finals (3 matches total) (evening)

Saturday, March 4, 2023

- Amateur Beach Soccer Competition - (morning/afternoon)
- Amateur Beach Soccer Finals (evening)
- Miami Beach US versus Brazil Beach Soccer Challenge(2 matches total) (evening)

International Television Coverage

Brazil and United States National Television Coverage:

TV Globo, the 4th largest television network in the world, will be nationally televised **both the Miami USTA Beach Tennis Open and the Miami US versus Brazil Beach Soccer Challenge**, as will the **CBS Sports Network in the U.S.**, which will televise each Challenge twice for one-hour each time all in March, 2023, as will the CBS Sports Network in the U.S., which will televise each Challenge twice for one-hour each time. TV Globo will also be televising both events on their **SPORT TV** national cable network. Based on the past television coverage of Beach Soccer and Beach Tennis in Brazil. We are estimating that between:



International Television Coverage

- **8 and 9 million people** will watch the Miami Open Tennis Challenge and also the Miami Open Beach Soccer Challenge on TV Globo in Brazil.
- An **additional 250,000 people** will watch each telecast on SPORT cable TV in Brazil.
- In **addition about 500,000 people** will watch each of these two events on the CBS Sports Network telecasts in the U.S. **(1,000,000 people total)**.



International Coverage

- **Hispanic Community with local Latin National Network**
- **International Coverage from the participating nations such as: Venezuela, Mexico & Colombia.**
- **It is the intent of the Event Organizers & Producers that beginning in 2023 these events will become the U.S. Open Beach Tennis Championship and the U.S. Open Beach Soccer Championship; and will be sanctioned as such by the International Tennis Federation (ITF), United States Tennis Association (USTA), Beach Soccer Worldwide and FIFA.**
- **Digital Marketing worldwide.**



Meet the Team

Event Organizers & Producers:





ABOUT ACT PRODUCTIONS

BRUCE OROSZ President | CEO

BARBARA GOICOECHEA Director of Operations

Event & Multi-Media Production company based in Miami Beach



Beach Sports

Beach Volleyball Major Series Fort Lauderdale Major 2018



Beach Sports

Swatch Beach Volleyball FIVB Fort Lauderdale Major 2017



Concerts

International Champions Cup "El Clasico Miami"



Beach Sports

Swatch Beach Volleyball FIVB World Tour Finals



Concerts

Hard Rock Rising Miami Beach 2015



Sporting Events

Sabrina's Adaptive Beach - Wheelchair Tennis 2018



Beach Sports

Miami Beach Polo World Cup



Beach Sports

SO!DALIAN China Beach Polo World Cup



Festival

Miami Beach Centennial Celebration



Art Basel

Art Basel Miami Beach - Public Places



ABOUT KOCH TAVARES

Luis Felipe Tavares, President

the #1 producers of beach tennis and beach soccer in Brazil



For over 20 years, Koch Tavares has promoted experiences with the best of the world sport to employees, customers and business partners of your customers.

With knowledge of the best opportunities relationship sports, have already been carried out and organized trips to: Wimbledon, Roland Garros, US Open, F1 Mexican GP, Brazilian GP, F1, F1 Portuguese GP, F1 Monaco GP, in addition of Olympic Games.

- 2010 – Trip to the World Cup in South Africa
- Dubai - Jogo Beach Soccer
- Copa América 2011 – Argentina
- Copa Samsung de Beach Volley Four
- 1º Circuito Banco do Brasil de Tênis Juvenil

Gillette





ABOUT DISSON SPORTS & ENTERTAINMENT

Stephen Disson, President



STEPHEN DISSON Founder and CEO Stephen Disson is a longtime sports and entertainment executive who is recognized as one of the top marketing and sales professionals in the country. Throughout his career, Disson has negotiated over 100 million dollars in sponsorships on behalf of corporate clients for international and national network sports, arts, and entertainment specials. In addition, Disson created, owned and produced 125 network sports and entertainment events and secured 125 million dollars in sponsorships in support of these specials. Prior to starting Disson Sports & Entertainment, Disson served as the Head of New Business Development for the Tennis Channel (Sinclair Broadcasting) where he recruited new national sponsors including Bristol-Myers Squibb, Clorox, Colgate, Knouse Foods (Musselman's Apple Sauce), State Farm, and Weight Watchers.

Fans Get A Kick Out Of Beach Soccer

Sports by Kevin Johnson - August 28, 2014



HOLLYWOOD — The Seminole Hard Rock Hotel & Casino brought more than just the beach to its front yard.

With non-stop rock 'n' roll music blaring, national television cameras rolling and passionate fans cheering, the national beach soccer teams from the U.S. and Brazil entertained about 1,000 spectators Aug. 14 in Hollywood.

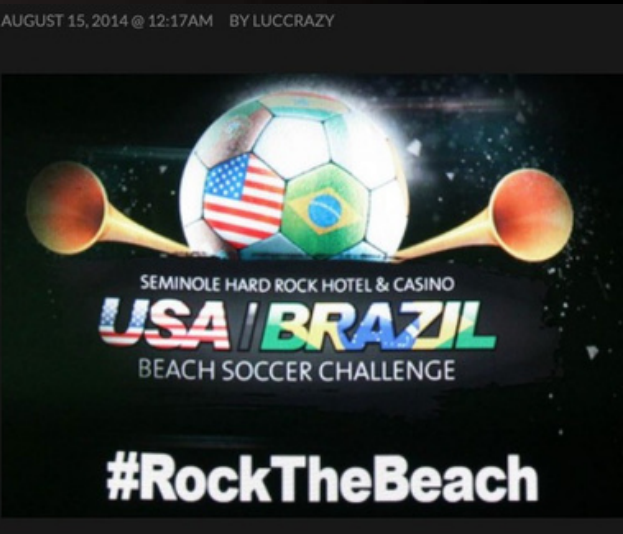
All it took was more than 2 million pounds of white silica sand – trucked in from Central Florida – to make the Seminole Hard Rock Hotel & Casino U.S. vs. Brazil Beach Soccer Challenge a reality on a paved parking lot in front of the Hollywood venue.




The Seminole Tribune

Official Newspaper of the Seminole Tribe of Florida


AUGUST 15, 2014 @ 12:17AM BY LUCCRAZY



SEMINOLE HARD ROCK HOTEL & CASINO
USA / BRAZIL
BEACH SOCCER CHALLENGE
#RockTheBeach



SEMINOLE
Hard Rock
HOTEL & CASINO
HOLLYWOOD, FL



PRESS ROOM

U.S. and Brazil National Beach Soccer Teams Set To Square Off at Seminole Hard Rock Hotel & Casino
Posted: Tue, Jul 08, 2014



His expertise has led him to successfully execute sponsorship campaigns and deals for companies with many sports and entertainment events. Some of those include:

- Anheuser–Busch – The Michelob US/USSR Cycling Challenge
- Bausch & Lomb’s Miracle Ear & Korbel – US national tour of Damn Yankees
- Bolla Wine – Andrea Bocelli Statue of Liberty PBS Special and US National Tour
- Brown-Forman – The Korbel Night of Olympic Champions
- Capital One – Josh Groban Livestream Concert Series
- Chrysler New Yorker – US national tour of Guys & Dolls
- DuPont – The DuPont All-American Tennis Championships
- Fuji Xerox – Japanese national tour of The Music of Andrew Lloyd Weber Starring Sarah Brightman
- Hilton – The Flamingo Hilton WPVA Beach Volleyball Tour • Hilton – The Hilton Superstars of Gymnastics and Hilton US/China/Belarus Challenge
- Jeep Cherokee – US national tour of Will Rogers Follies
- Johnny Walker Black – US national tour of City of Angels
- Kendra Scott – The Bachelor Live on Stage US National Tour
- MCI – US national tour of The Music of Andrew Lloyd Weber in Concert Starring Michael Crawford
- MCI – 179 Years of Comedy – Bob Hope & George Burns at Madison Square Garden
- Nissan Maxima – Broadway run of Grease
- Pizza-La – The Pizza-La LPGA Match Play Championship
- Seminole Hard Rock Casino – USA vs Brazil Beach Soccer Challenge
- Stifel – The Andrea Bocelli US National Tour
- Suntory – The Suntory Tennis Cup in Japan
- Tourism Ireland – The 25th Anniversary Tour of Riverdance
- Visa – US national tour of A Chorus Line, the Broadway Tour of America
- Xerox – Seeds of Change – 500 yrs. of Encounter and Exchange at the National Museum of Natural History



ABOUT DISSON SPORTS & ENTERTAINMENT

Stephen Disson, President

His work in the non-profit space has included securing Bausch & Lomb's Curel brand as one of the first sponsors of the World Team Tennis Smash Hits Event benefiting the Elton John AIDS Foundation; securing Sudafed as the first national sponsor for the Women's Sports Foundation's Annual Fundraising Dinner in NYC and as the title sponsor for the Women's Sports Fantasy Camp (owned by Women's Sports Foundation); securing Michael Jordan and Jimmy Connors as the spokespersons for the Ronald McDonald House Charities; creating and producing the Skate For The Heart NBC skating special for three-years benefiting the American Heart Association; linking national charities such as American Cancer Association, Autism Speaks, and Susan G. Komen Foundation to Disson Skating network specials; and serving as Chairperson for the Community Services of Autistic Adults & Children (CSAAC) Fundraising Gala in 2015 and 2016 at Strathmore Hall in Maryland which raised over \$150,000 per year.



ABOUT SB ENTERPRISES

Silvia Brasil, President

- International Cultural Producer
- Performed for various corporate internacional events in Brazil, US, Canada, London, Malaysia, Japan & Australia.
- Creator and producer of 2014 Seminole Hard Rock Hotel & casino 's World Soccer Fest.
- Host/MC at the Seminole Hard Rock Hotel & casino 's Beach Soccer Challenge powered by Disson Sports & Entertainment & Koch Tavares
- Talent & Dancer coordinator at the Beach Volleyball Major Series Fort Lauderdale Major & Miami Beach Centennial Celebration powered by ACT Productions
- ArtBrazil founder

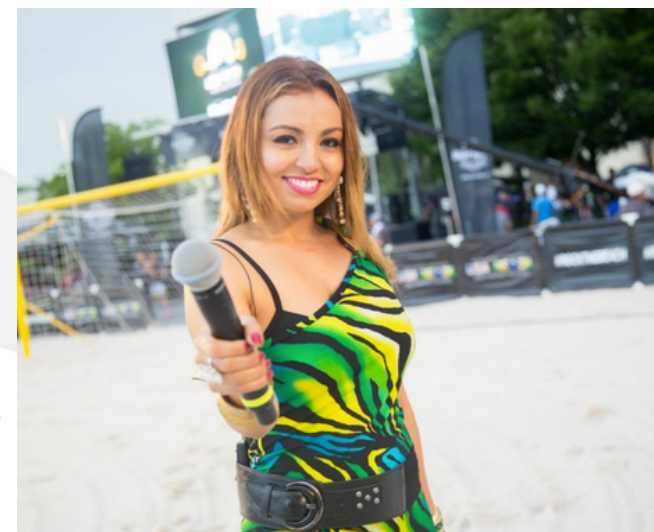


Silvia Brasil
Entrepreneur, Singer & International Cultural Producer

Nova Soul
music

ARTBRAZIL®
NFT

SilviaBrasil.com



JUNE 12 - JULY 13
WORLD SOCCER FEST
SEMINOLE HARD ROCK
HOTEL & CASINO
HOLLYWOOD, FL

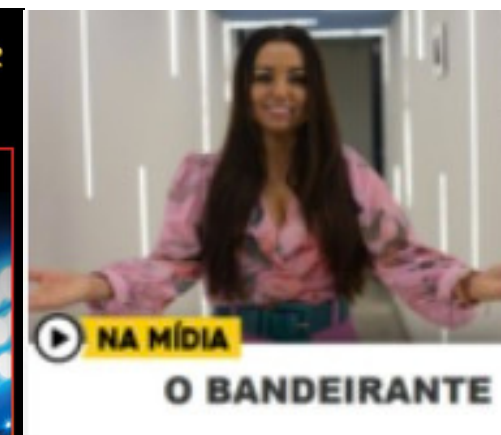
JUNE 12 - JULY 13

★ Win your share of \$300,000 in the Kick-It Soccer Challenge
★ Watch all the soccer games at multiple locations in English & Spanish
★ Samba dancers, singers, games and more!
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Where Rock Royalty *Lives*

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Management reserves the right to change or cancel promotion at any time. Must be 21 years of age or older to play slots and table games or to receive Player's Club benefits. Seminole Hard Rock Hotel & Casino employees are not eligible. Persons who have been trespassing or banned by the Seminole Tribe of Florida or those who have opted into the self-exclusion program are not eligible. Other restrictions may apply. If you or someone you know has a gambling problem, please call 1.888.ADMIT.IT.



Silvia Brasil creates e-commerce to help Brazilians abroad



THANK YOU

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