

Miami Beach USTA Beach Tennis Open
Miami Beach USA versus Brazil
Beach Soccer Challenge
2023





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ABOUT THE MIAMI BEACH OPEN

Participating Teams for Beach Tennis

- “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.
- Brazil (Ranked #1 in the world by the International Tennis Federation (ITF))



ABOUT THE MIAMI BEACH OPEN

Participating Teams for Beach Soccer

The Miami USTA Beach Tennis Open will be on both the USTA and ITF international calendars and will be the first sanctioned Beach Tennis event.

- **Brazilian National Beach Soccer Team** (Most successful national team in the sport's history)
- **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, 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)

Sunday, March 5, 2023

- Amateur Beach Soccer Competition (morning/afternoon)
- Amateur Beach Soccer Finals (evening)
- Miami Beach USA 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 covering **both the Miami USTA Beach Tennis Open and the Miami USA versus Brazil Beach Soccer Challenge** in their sports and news coverage. TV Globo will also be televising both events on their SPORT TV national cable network.

CBS Sports Network in the U.S. will televise each Challenge twice for one-hour each time all in March, 2023.



DEMOGRAPHIC APPEAL

Based on the past television coverage of Beach Soccer and Beach Tennis in Brazil, we are estimating that:

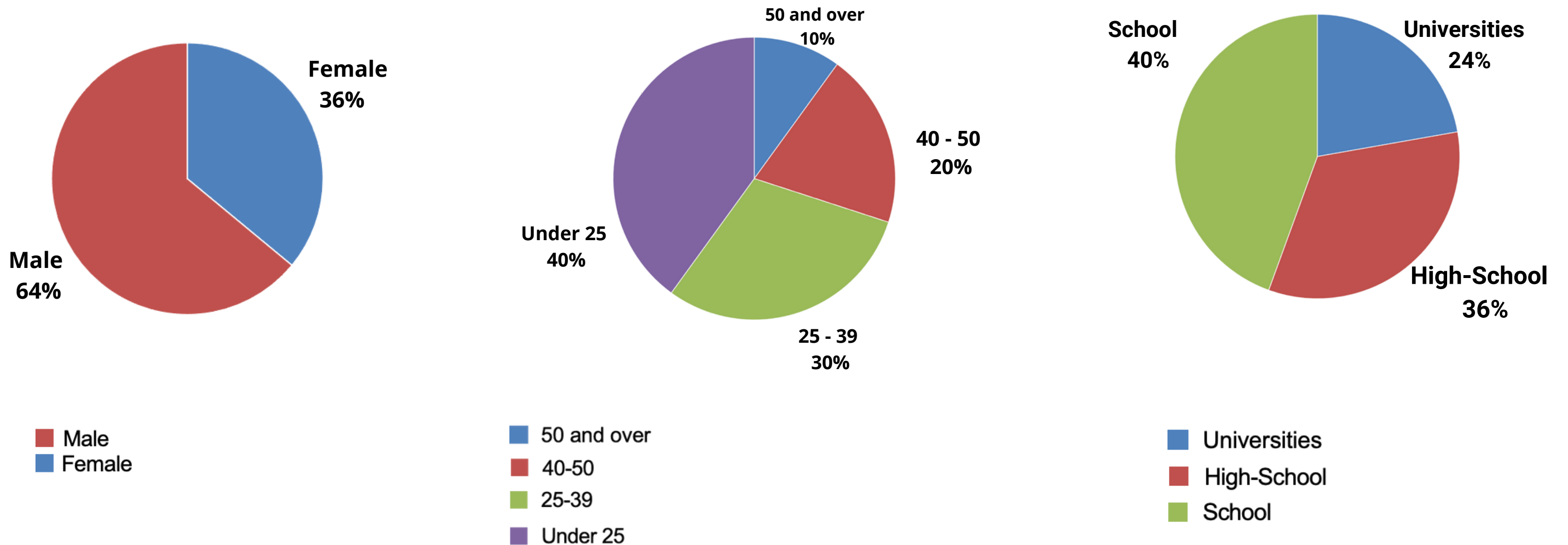
- Between **8 and 9 million people** will see coverage of the Miami Open Tennis Challenge and also the Miami Open Beach Soccer Challenge in TV Globo's sports and news in Brazil.
- An **additional 250,000 people** will watch each telecast on SPORT TV in Brazil.
- In **addition about 500,000 people** will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



BEACH SOCCER DEMOGRAPHICS

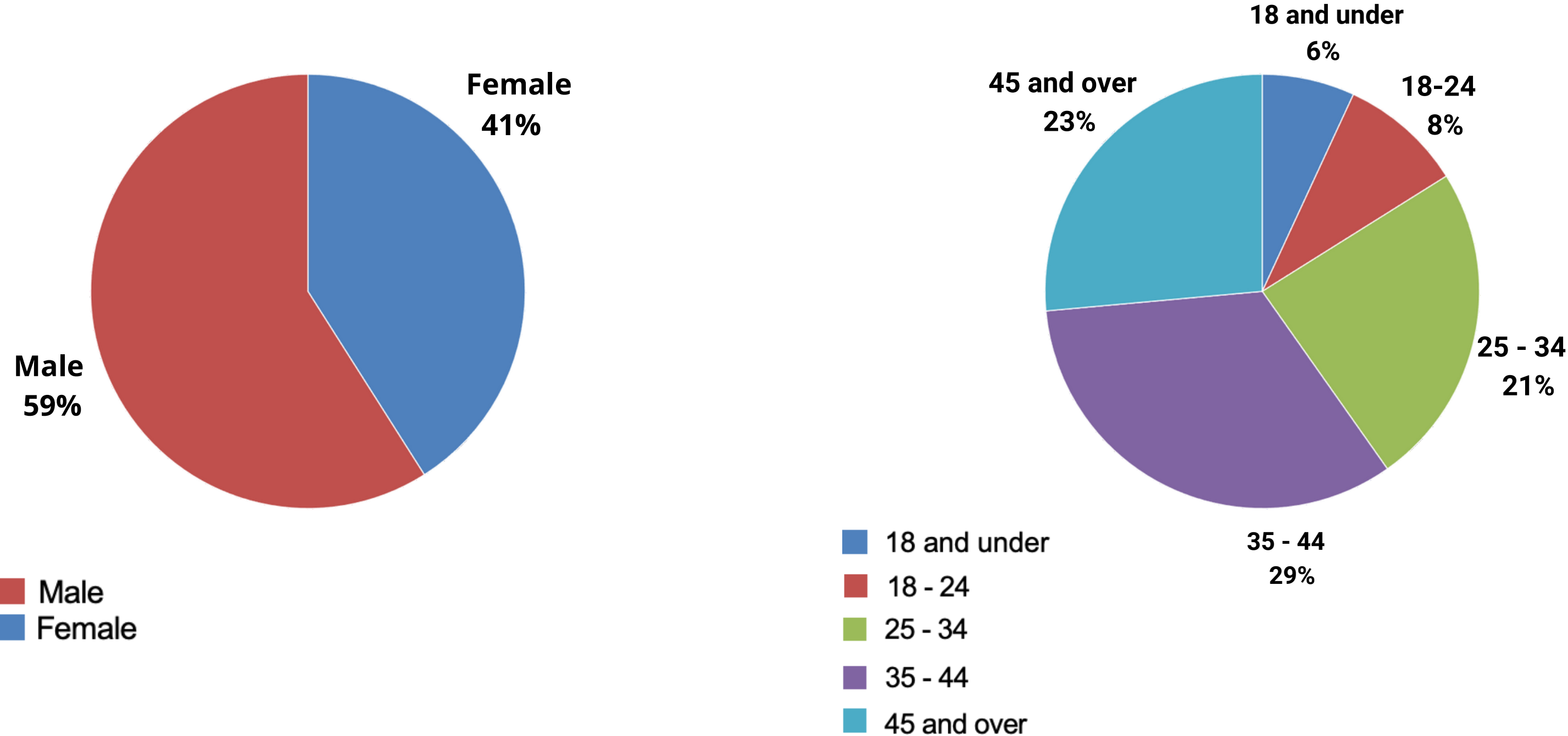
ATTENDEES GENDER, AGES AND STUDIES RATIO

Beach soccer is a young and attractive sport, with very specific characteristics designed to create a fun atmosphere within a wide-reaching entertainment package that is bound by the passion of football



BEACH TENNIS DEMOGRAPHICS

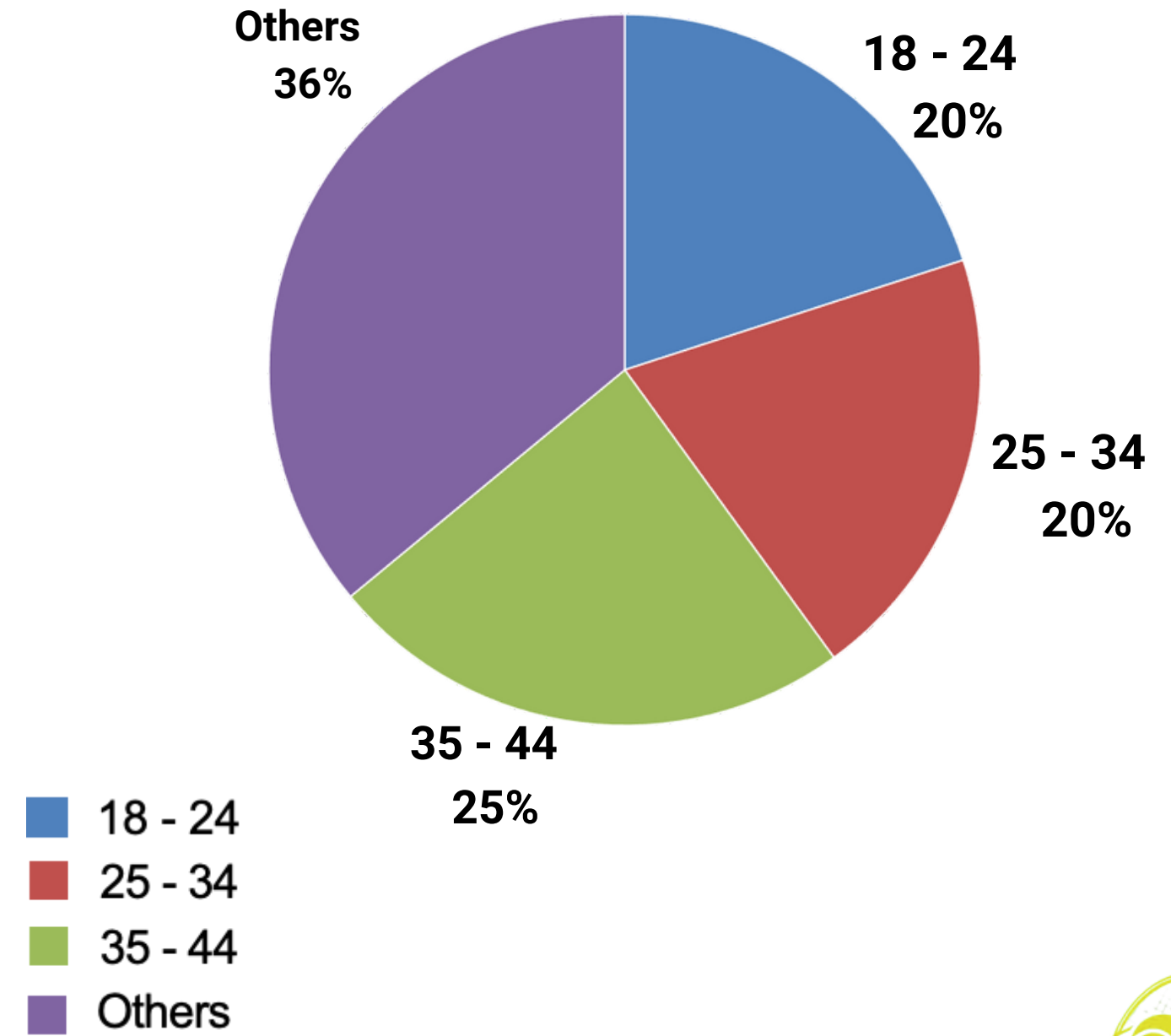
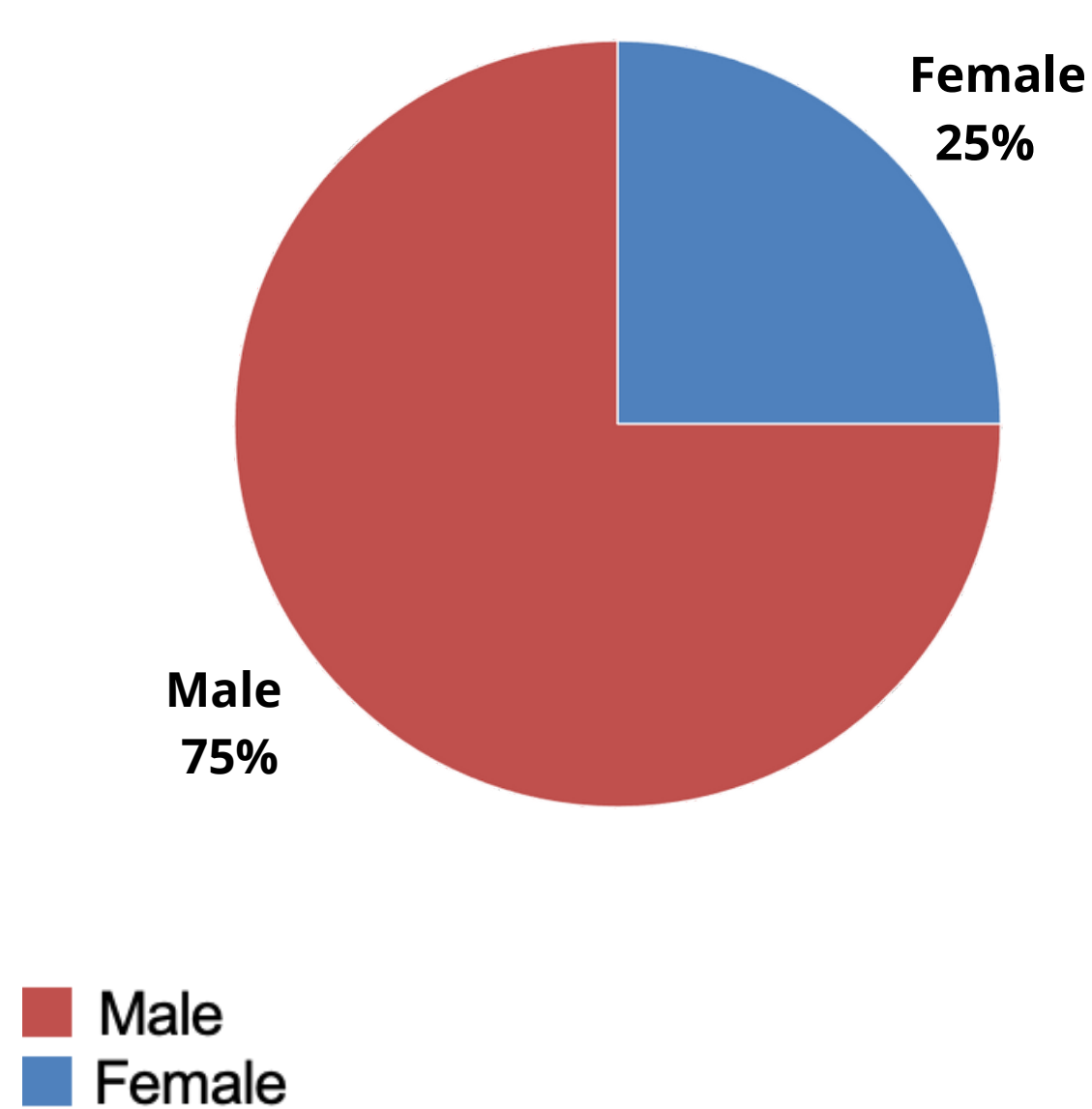
ATTENDEES GENDER AND AGES RATIO





Digital Marketing Worldwide Keep everybody talking

DIGITAL AUDIENCE PROFILE FOR BEACH AND TENNIS



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, Presiden

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.





ABOUT DISSON SPORTS & ENTERTAINMENT

Stephen Disson, President

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.

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

- 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
- DuPont – The DuPont All-American Tennis Championships
- 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
- 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





ABOUT SB ENTERPRISES

Silvia Brasil, President

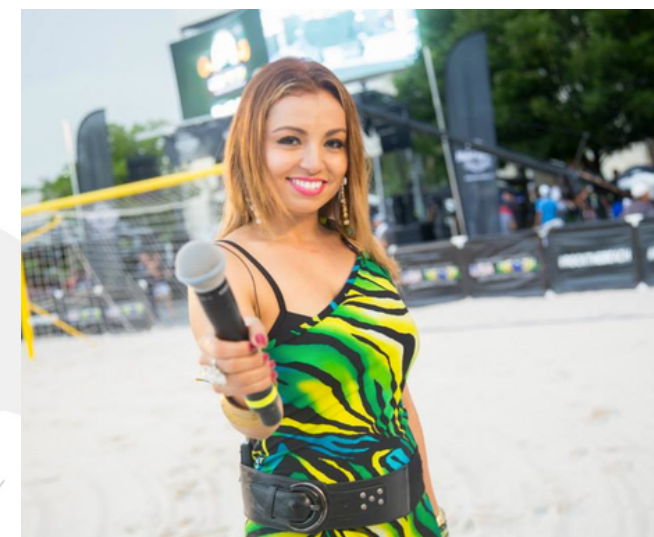
- International Cultural Producer
- Performed for various corporate internacional events in Brazil, US, Canada, London, Malaysia, Japan & Australia.
- Creator and producer of 2014 Seminole Hard Rock Hotel & casino 's World Soccer Fest.
- Host/MC at the Seminole Hard Rock Hotel & casino 's Beach Soccer 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



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WORLD SOCCER FEST

JUNE 12 - JULY 13

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★ Watch all the soccer games at multiple locations in English & Spanish

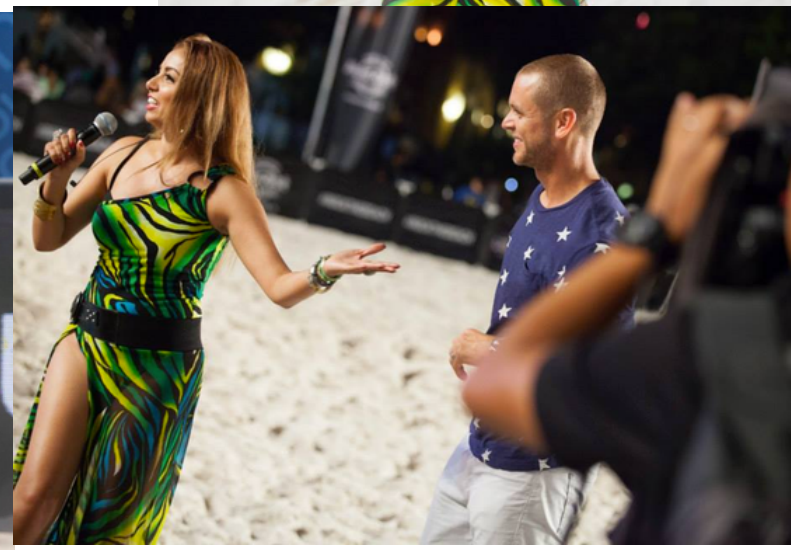
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HOLLYWOOD, FL

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THANK YOU



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