



Why **YOU** should support  
the Kentucky Bank  
Tennis Championships



# Kentucky's Only Professional Tennis Tournament

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- Lexington's premier men's and women's professional sporting event for the 26<sup>th</sup> consecutive year
- Road to the US Open Grand Slam event:
  - Stepping stone for young athletes to compete for their spot
- 501(c)3 Goals:
  - Bring world class talent to Lexington
  - Invest back into the local community



# Tournament consists of:

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- Men's Tournament: \$50,000 ATP/USTA Pro Circuit
- Women's Tournament: \$60,000 USTA Pro Circuit

## What is USTA Pro Circuit?

- USTA has 90 tournaments within the United States
- Prize money ranging from \$15,000-\$125,000
- Pathway to the US Open and tour-level competition
- 1,000 men & women from more than 70 countries compete on the USTA Pro Circuit for more than \$3 million in prize money and ATP and WTA Tour ranking points



# Our Mission

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**Key:** Raise charitable funds to benefit the local and state community

- Lexington Challenger Tennis Charity, Inc. established in 2012
- During this event, along with year-round fundraising, provides the resources to disperse funding to many other charities in the community that operate with like-minded missions.
- Emphasis on education and assistance to healthy living for the community



# Charities contributed to:

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- Lexington Parks and Recreation
- Cardinal Hill Rehabilitation Hospital
- UK Kentucky Children's Hospital
- USTA Kentucky Raise a Racquet Foundation- offering scholarships to young athletes to continue their tennis goals
- Smart Shots- school mentoring program
- Kids' Cancer Alliance- Indian Summer Camp free camp for children with cancer
- Ronald McDonald House Charities of the Bluegrass
- Free tennis clinics offered around the Bluegrass attracting 400 children annually
- Woodhill Community Center- main charity for 2019



# Media Advisory

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When: July 29- August 4, 2019

Where: Hilary J. Boone Tennis Complex at the University of Kentucky

Who: You!

Why:

- Create opportunities for young tennis players to enter the pro tour
- Showcase Lexington as a premier city for sporting events:
  - Live international web streaming during the week with approximately 200,000 views
  - Tennis Channel- will broadcast multiple matches throughout the week
  - Word of mouth as professional players, officials and USTA/ATP staff travel worldwide





# How Lexington can Benefit from Tennis

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## Growth of the Game

- Viewership, participation and attendance are all growing

## Attractive Audience

- Tennis attendees are 60% more likely than the general public to earn over \$150,000 a year
- Tennis Channel has the highest median HHI and HH net worth of any other cable channel

## Appeal to Female Audience

- 55% are audience in compared to 34% for golf



# How Lexington can Benefit from Tennis (cont.)

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## Diverse Audience

### Desirable Consumers

- 68% more likely than general population to be influencers in the mobile category that brands want to reach

### Positive Impact of Venue and Sponsorship

- 67% of tournament attendees will visit and interact with sponsors on-site

### Economic Impact for Lexington

- Large influx of visitors to the city





# Lexington Economic Impact

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## Out-of-Town Guests Breakdown

- Players Men and Women- 144 players
- Coaches-60
- Officials and USTA Representatives- 60
- Ryan Holder Junior Players- 250 players
- Ryan Holder Parents and Fans- 300

Total Guests: 814

Total Fans Expected: 10,000 (local and regional)



# Hotel Accommodations

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Based on ATP and previously held 2019 tournaments of like size, **we** will be required to cover:

- Men's Singles Players- 275 room nights
- Men's Doubles Players- 75 room nights
- Officials- 50 room nights

Total Room Nights Tournament will pay for: 400



# Hotel Accommodations (cont.)

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Based on ATP, previously held 2019 tournaments and past experience, other room nights booked using our block at their expense:

- Coaches for Men's and Women's Players - 75 room nights
- USTA Staff - 50 room nights
- Women's Singles and Doubles Players - 75 room nights

Total Rooms Booked with Separate Link & Paid by Individuals: 200



# Why Tennis?

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Kentucky Bank Tennis Championships is a key event in the summer calendar for Lexington:

- Economic Impact for Lexington
- Charitable Donation to the Community
- Enthusiastic Spectators
- Recognition as Community willing and able to host a Prestigious Sporting Event for World Class Athletes

