



February 5-12, 2023 SMU Tennis Center

IMPACT & IMPORTANCE



TODAY'S MEETING



- **About the Dallas Open**
- **Why it's in Dallas**
- **Impact & Importance**
- **Building the Future**



WHO WE ARE

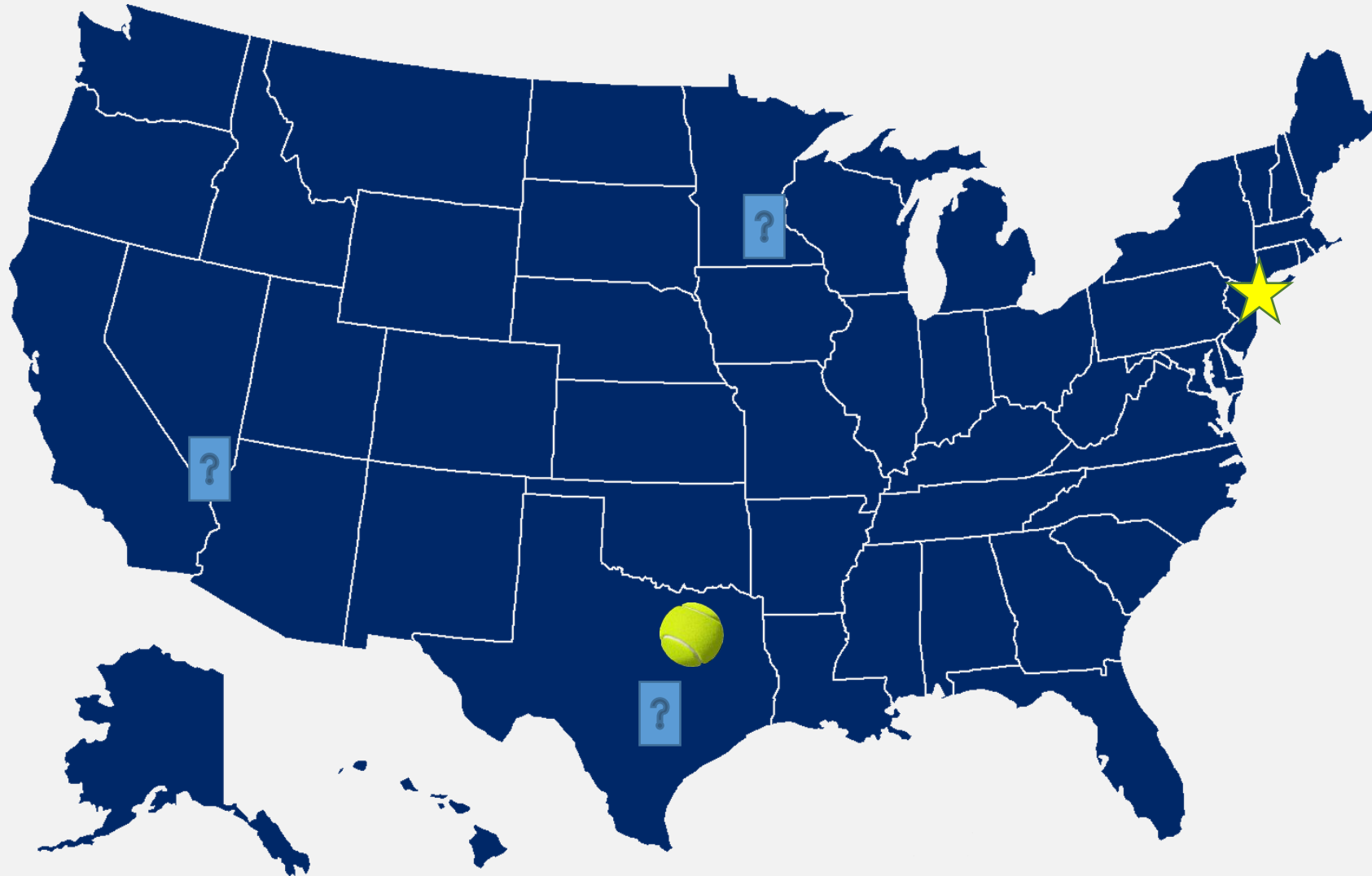


- **John Isner** – ATP Pro + Host
- **Peter Lebedevs** – Event Director
- **Ric Clarson** – Major Partnerships
- **GF Sports & Entertainment**

- Dallas Resident
- Collegiate All-America
- 16-Time ATP Event Winner
- 12 Straight Years in ATP Top-25



FORMERLY ON LONG ISLAND



OPTIONS:

Austin, TX

Dallas, TX

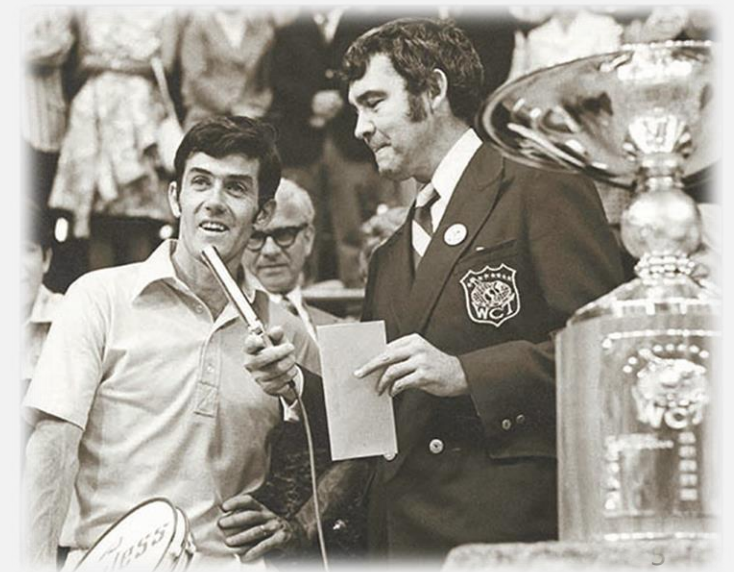
Las Vegas, NV

Minneapolis, MN

DALLAS TENNIS HISTORY



- **“World Championship Tennis”**
- **Lamar Hunt - Founder**
- **First Tennis Pro Tour 1967-1989**
- **Finals in SMU Moody Coliseum**
- **Launched ATP in 1990**



TENNIS LEGENDS PLAYED DALLAS



Arthur Ashe

Rod Laver



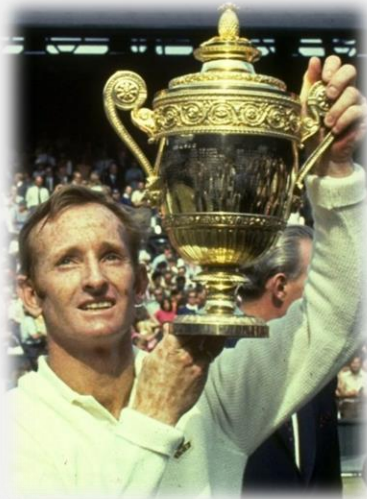
Ken Rosewall

Stan Smith



John McEnroe

Ivan Lendl



NEW HISTORY = 2022 DALLAS OPEN



February 6-13, 2022

Sold Out Tickets

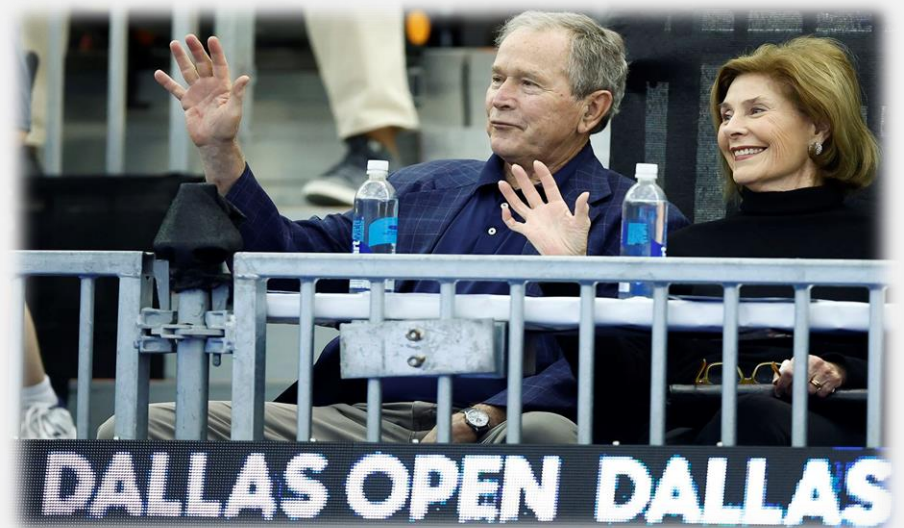
SMU Tennis Complex

22K Attendance

5-Year Deal

Well Received

ABOUT THE DALLAS OPEN



DALLAS OPEN = UNIQUE ON ATP TOUR



- **ATP Official Event** 
- **One of 10 ATP U.S. Events**
- **1st ATP U.S. Event of Year**
- **Only ATP U.S. Indoor Event**

Dallas, TX
Delray Beach, FL
Indian Wells, CA
Miami, FL
Houston, TX
Newport, RI
Atlanta, GA
Washington, DC
Cincinnati, OH
Winston-Salem, NC
(New York City - U.S. Open)

DALLAS OPEN = 8-DAY EVENT



- **Sunday thru Sunday**
- **15 Sessions, Afternoon & Evening**
- **28 Singles (4 byes), 32 Doubles**
- **\$800K Prize Money**
- **Lower-Level Sponsorships OK**



HIGH QUALITY AUDIENCE



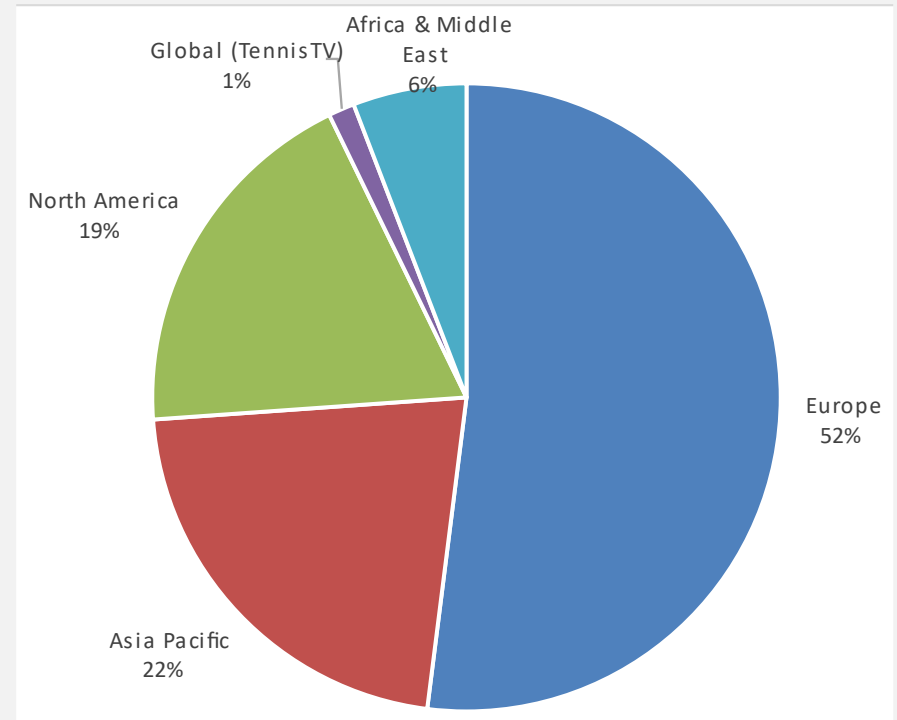
- **Dallas-Centric**
- **Business Leaders**
- **Community Influencers**
- **U.S. + Int'l TV Viewers**



DALLAS OPEN = BROAD MEDIA COVERAGE



- **62M U.S. Households**
- **100+ Countries**
- **48 Hours (Live + Encore)**
- **2.72M Live HH Impressions**
- **Extensive Social, Digital**





- **John Isner Family Foundation**
- **National Junior Tennis & Learning**
- **NJTL = Diversity & Under-Served**
- **Dallas Open Sponsor Integration**

NEW in 2023 = WOMEN'S EXHIBITION



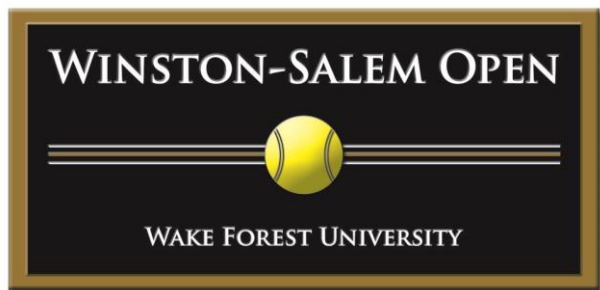
February 4th
Two WTA Stars



Saturday Evening
SMU Women's Team

7:00 p.m.
Kick-Off Event

BUILDING THE FUTURE = Partnerships



- **Title Sponsor = \$650K-\$850K range**
- **Presenting Sponsor = \$300K-\$400K range**
- **Official Category Sponsor = \$50K-\$200K range**
- **3-Year Term, Flexible Assets**

"DALLAS" ON-COURT in 2023



REQUESTS of PRO SPORTS COMMITTEE



- **Recommendations**
- **Collaborations**
- **Introductions**
- **Initiatives**



Thank You!



John Isner
Tournament Host



Reilly Opelka
2022 Champion

