

WHERE IS

FOR

**NEXT GEN**  
ATP FINALS



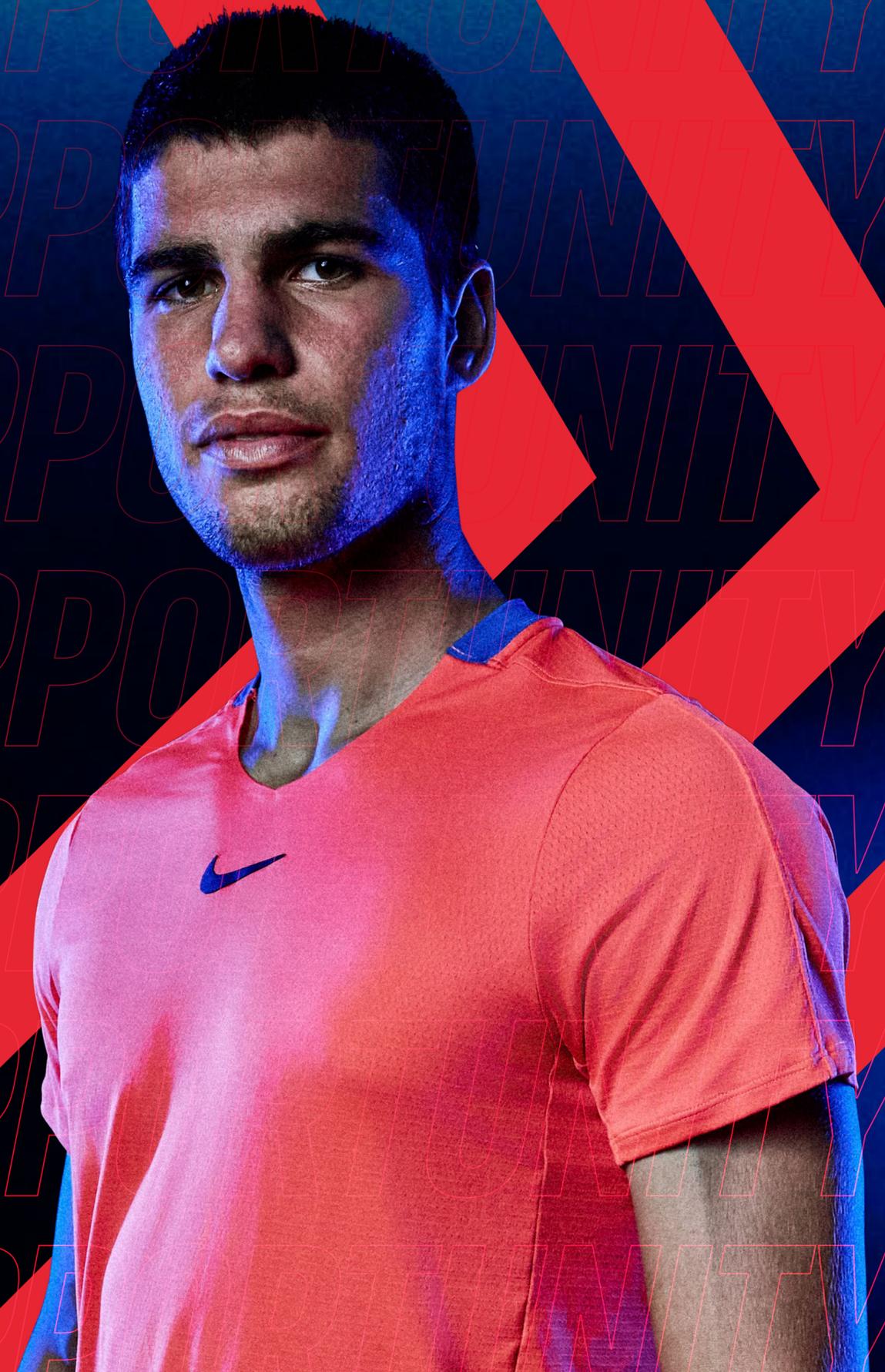
# THE OPPORTUNITY

## THE PAST

THE NEXT GEN ATP FINALS IS THE SEASON-ENDING TOURNAMENT FOR THE WORLD'S BEST 21-AND-UNDER MEN'S PLAYERS. THE TOURNAMENT FEATURES THE TOP EIGHT PLAYERS OF THE SEASON, AS DETERMINED BY THE PEPPERSTONE ATP RANKINGS, BATTLING OVER FIVE DAYS OF COMPETITION. AS WELL AS PROVIDING A PLATFORM TO PROMOTE THE STARS OF TOMORROW, THE TOURNAMENT ALSO PROVIDES AN OPPORTUNITY TO TRIAL NEW RULES AND INNOVATION IN THE SPORT.

## THE FUTURE

THE ATP, ASSISTED BY DELOITTE, IS UNDERTAKING A PROCESS TO IDENTIFY A POTENTIAL NEW HOST LOCATION FOR THE TOURNAMENT FROM 2023 ONWARDS. INTERESTED PARTIES ARE INVITED TO APPLY TO HOST THIS WORLD-LEADING SPORTING EVENT. AS WELL AS BIDDING TO HOST THE NEXT GEN ATP FINALS THERE IS ALSO THE OPPORTUNITY TO EXPRESS YOUR INTEREST TO HOST A COMBINED EVENT FEATURING THE BEST YOUNG FEMALE PLAYERS ON THE WTA TOUR DURING THE COURSE OF THE TERM.



# EVENT EXPLANATION

1 EVENT - 8 PLAYERS - 2 KEY OBJECTIVES



1. INTRODUCE THE NEXT GENERATION OF THE SPORT
2. TEST CASE INNOVATION AND NEW RULES

## NEW IN 2022



### QUICKER SHOT CLOCK

DOWN FROM 25 TO 15 SECONDS FOLLOWING AN ACE, DOUBLE FAULT OR UNRETURNED SERVE



### ONE SIT-DOWN PER SET

SPEEDING UP THE ON-COURT ACTION



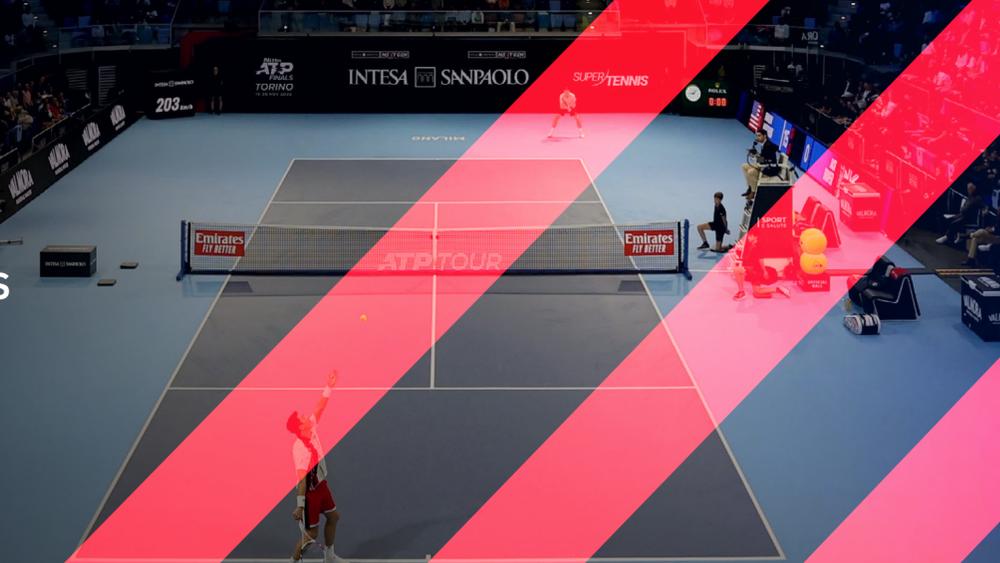
### OFF-COURT COACHING

IN-MATCH AND DURING AN OPPONENT'S MEDICAL TIME-OUT OR TOILET BREAK



### ENHANCED ANALYTICS

DELIVERED IN-MATCH TO COACHES



# PLAYER FIELD

# THE PATH TO SUCCESS

IN THE CURRENT PEPPERSTONE ATP RANKINGS EIGHT OF THE TOP 10 HAVE QUALIFIED TO COMPETE AT THE NEXT GEN SINCE ITS INCEPTION IN 2017, THE ONLY EXCEPTIONS BEING NOVAK DJOKOVIC AND RAFAEL NADAL\*.

\*As of 20 February 2023



# FROM CHAMPIONS TO SUPERSTARS



**2017**  
**HYEON  
CHUNG**  
CAREER HIGH #19



**2018**  
**STEFANOS  
TSITSIPAS**  
9 ATP TOUR TITLES  
INCL. 2019 NITTO  
ATP FINALS  
CAREER HIGH #3



**2019**  
**JANNIK  
SINNER**  
7 ATP TOUR TITLES  
CAREER HIGH #9



**2021**  
**CARLOS  
ALCARAZ**  
7 ATP TOUR TITLES  
2022 US OPEN  
CHAMPION  
2022 YEAR-END  
WORLD #1



**2022**  
**BRANDON  
NAKASHIMA**  
1 ATP TOUR TITLE  
CAREER HIGH #43

- 2020 TOURNAMENT NOT HELD
- LAST YEAR'S RUNNER-UP, JIRI LEHECKA, SUBSEQUENTLY REACHED THE QUARTER-FINALS AT THE 2023 AUSTRALIAN OPEN



# WORLD CLASS EVENT PRESENTATION

WITH A STRONG EMPHASIS ON THE USE OF THE LATEST TECHNOLOGY, WITNESS THE STARS OF TOMORROW COMPETE IN AN ELECTRIC ATMOSPHERE.



FRANCES  
FRANCES  
FRANCES  
FRANCES



TIAFOE  
TIAFOE  
TIAFOE  
TIAFOE



CASPER  
RUUD

ALEX  
ALEX  
ALEX  
ALEX  
ALEX



DE MINAUR  
DE MINAUR  
DE MINAUR  
DE MINAUR



SEBASTIAN KORDA

USA USA USA USA USA  
USA USA USA USA USA



# STRONG MEDIA AND DIGITAL COVERAGE

BROADCAST IN OVER 160 COUNTRIES,  
THE NEXT GEN ATP FINALS REACHED ALMOST  
**50 MILLION** VIEWERS ACROSS LINEAR AND  
OTT OVER THE FIVE YEARS IN MILAN WITH  
OVER 11,000 HOURS OF COVERAGE.

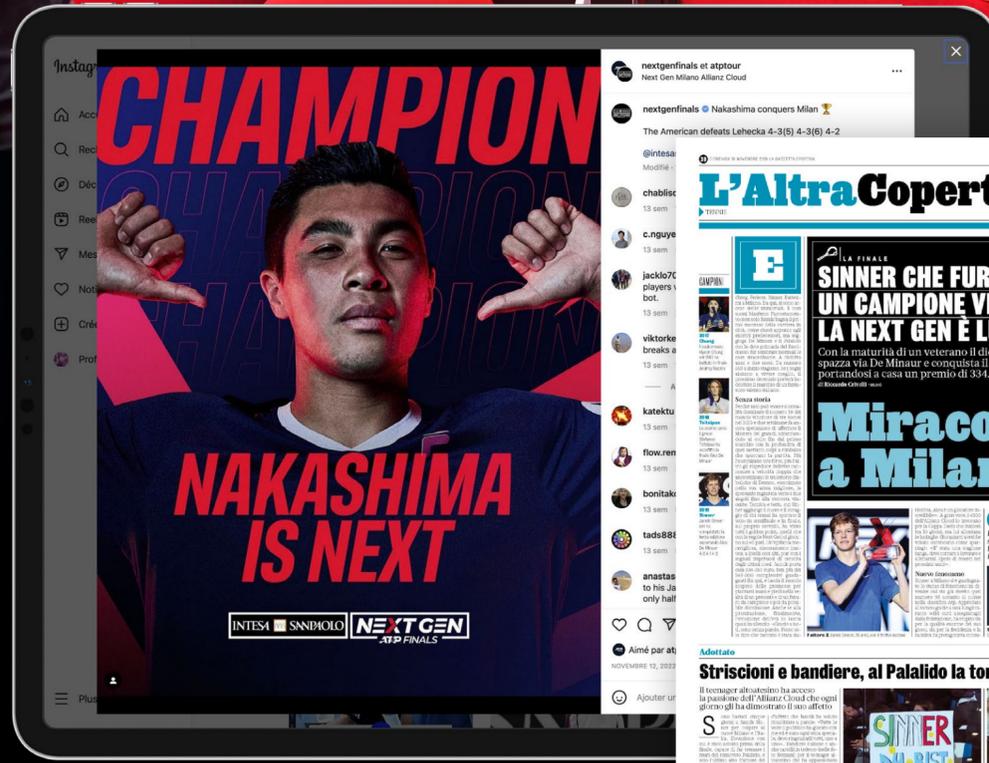


**OVER HALF A MILLION**  
ENGAGEMENTS

**5 MILLION**  
VIDEO VIEWS

**REACH OF**  
**OVER 11 MILLION**

**150K+**  
SOCIAL FOLLOWERS



# GLOBAL *VISIBILITY* FOR YOUR CITY

HOSTING THE NEXT GEN ATP FINALS PROVIDES AN OPPORTUNITY FOR THE GLOBAL MEDIA FOCUS TO BE ON YOUR CITY.

- PROMINENT **CITY LOCATION** **BRANDING** ON COURT

- MAJOR **PR OPPORTUNITIES** IN YOUR CITY

- **SEASON-LONG PROMOTION** THROUGH THE PEPPERSTONE ATP RACE TO YOUR LOCATION

- DRIVING ECONOMIC IMPACT THROUGH **DOMESTIC AND INTERNATIONAL VISITORS**

- **ATTRACTIVE EVENTS** FOR BRANDS

- OPPORTUNITY FOR **CAPEX INVESTMENT** INTO FACILITIES

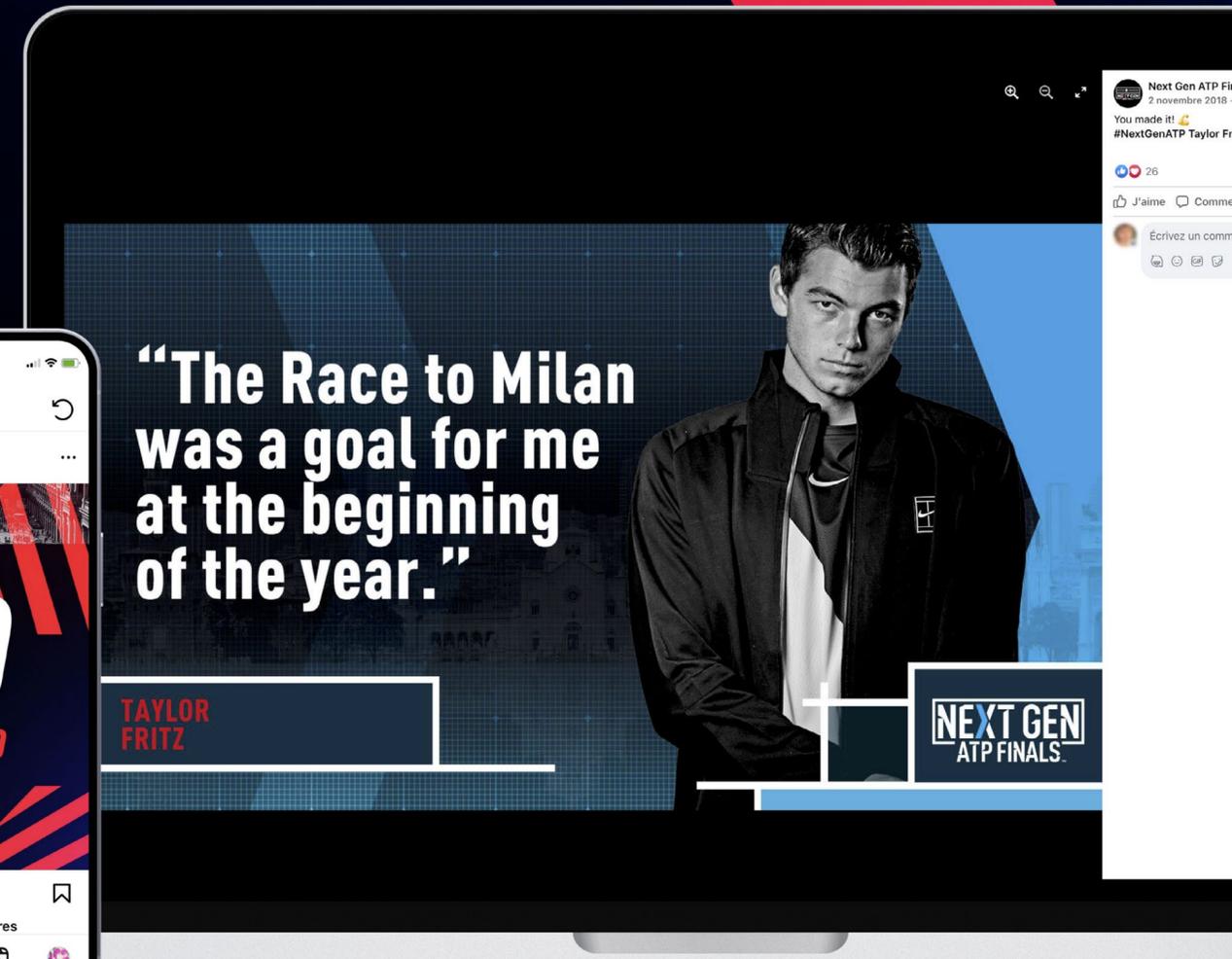
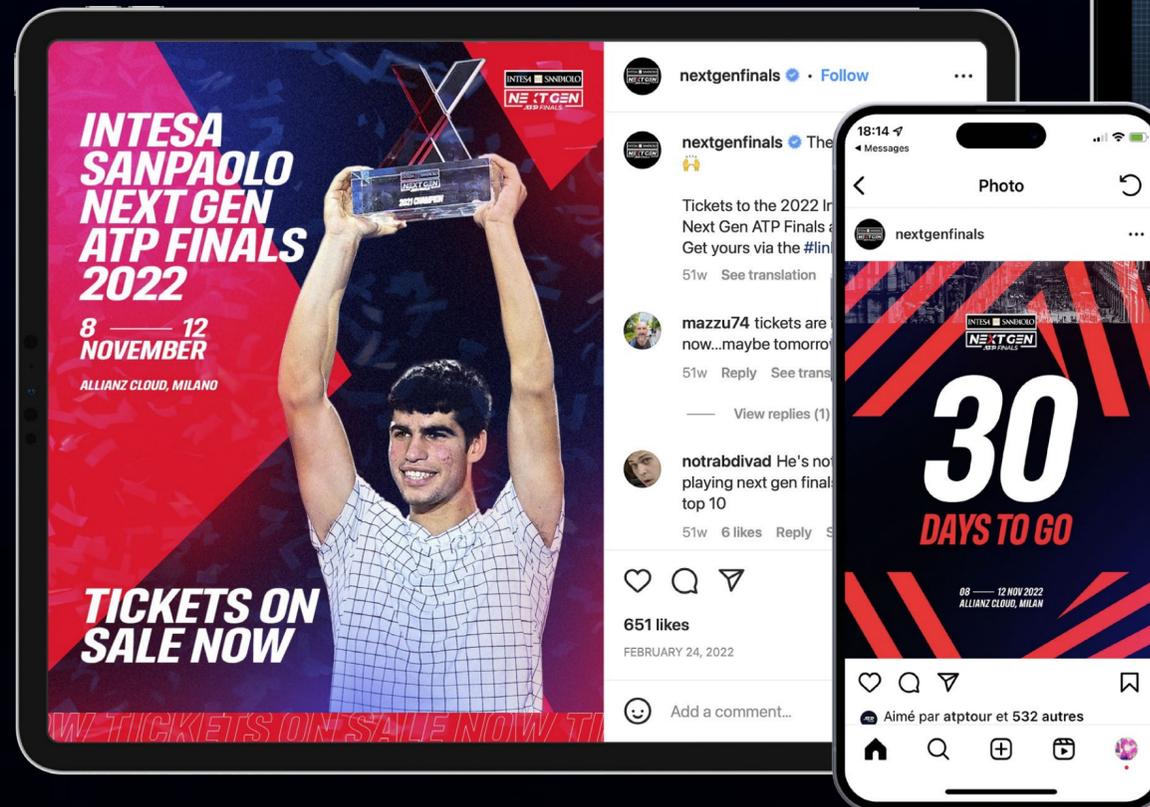
- ENGAGE WITH A **YOUNG DEMOGRAPHIC**

- POTENTIAL OPPORTUNITY TO BE FIRST HOST OF A TOURNAMENT DEDICATED TO **THE BEST YOUNG FEMALE PLAYERS**



# YEAR-ROUND PARTNERSHIP

BY WORKING DIRECTLY WITH THE ATP ON THIS EXCITING EVENT, YOU WILL BENEFIT FROM YEAR-ROUND PROMOTION THROUGH THE ATP'S EXTENSIVE DIGITAL PROPERTIES. AS THE SEASON PROGRESSES, THE SUPERSTARS OF TOMORROW WILL BE PROMOTED AS THEY BATTLE TO QUALIFY TO COMPETE IN YOUR CITY.



# HOW TO EXPRESS YOUR INTEREST

THE BIDDING PROCESS TO HOST THE NEXT GEN ATP FINALS FROM 2023 ONWARDS IS SUPPORTED BY THE SPORTS BUSINESS GROUP AT DELOITTE, AND INTERESTED PARTIES ARE INVITED TO COMPLETE THE [EXPRESSION OF INTEREST FORM](#) AND EMAIL IT TO [NEXTGENFINALS2023@DELOITTE.CO.UK](mailto:NEXTGENFINALS2023@DELOITTE.CO.UK)

After returning the Expression of Interest form to Deloitte, you will be provided access to the full set of bid documentation via a unique online ShareFile system onto which you can also securely upload your bid. The bid documentation will include full details of the process that all applicants will be required to follow.

The suggested tournament operating model and guidelines will be provided in the bid documentation, along with the necessary Technical Requirements. Bidders are also invited to express an interest in expanding the event into a Combined Event (ATP and WTA) during the Term.

Candidates will then have until 12 April 2023 to complete their applications.

