

5-9 NOVEMBER 2019
MILAN, ITALY

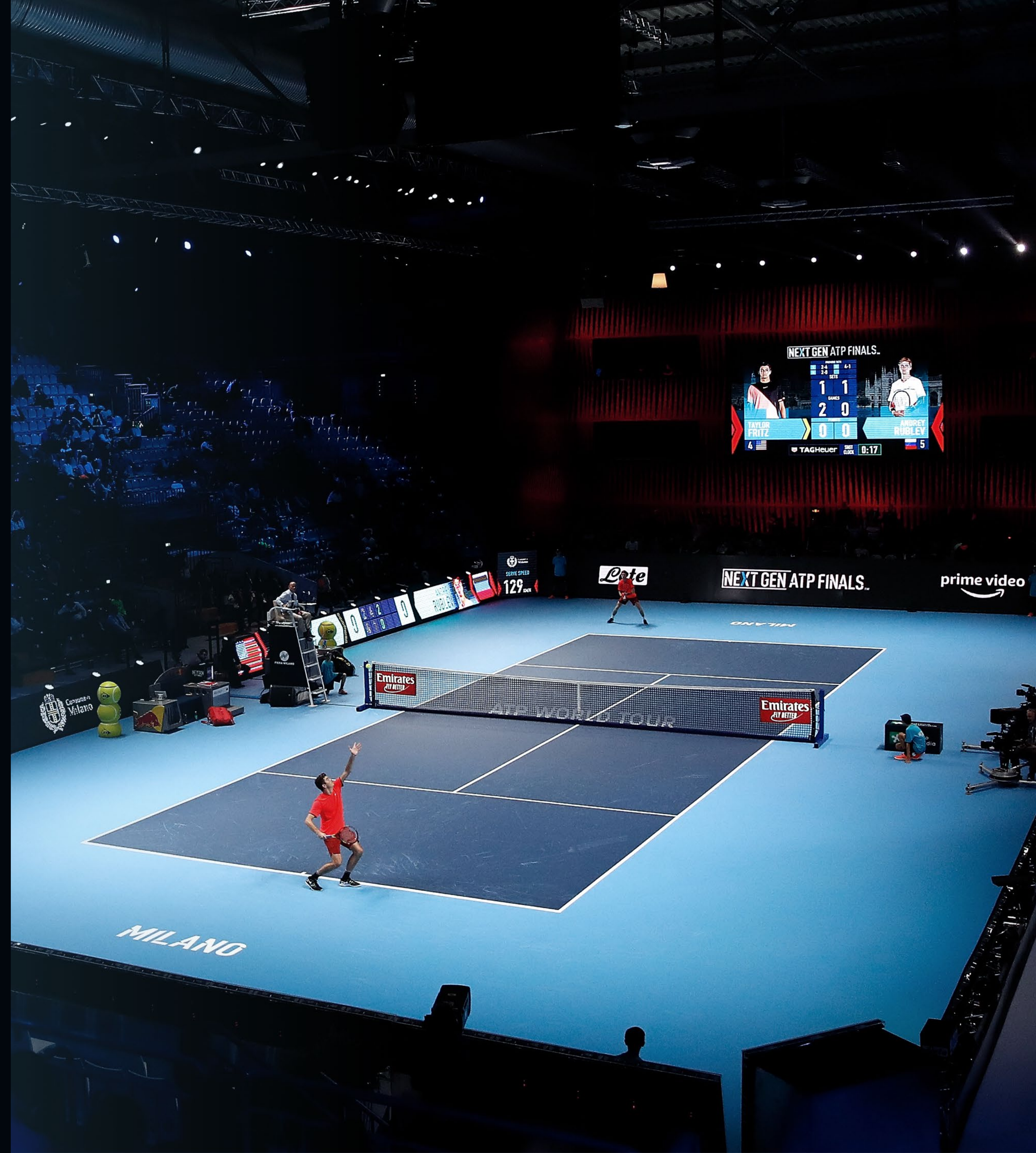
#NEXTGEN

NEXT GEN
ATP FINALS



AN INCREDIBLE EVENT

- PHENOMENAL TENNIS
- ELECTRIC ATMOSPHERE
- AMAZING VENUE



THRILLING
THRILLING
THRILLING
MILANO
THRILLING



IN 2018 TSITSIPAS RULED IN MILAN

ATP Tour
19 h · 🌐

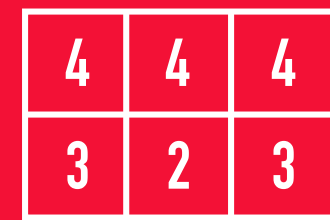
2017: Hyeon Chung won the Next Gen ATP Finals, made the 2018 Australian Open semi-finals.
2018: Stefanos Tsitsipas triumphed in Milan, and he's into the last four in Melbourne.
#NextGenATP 🔥



Greece's **Stefanos Tsitsipas** won the 2018 Next Gen ATP Finals, beating Alex de Minaur in a **thrilling final**. For the second consecutive year, the Next Gen ATP Finals Champion went on to reach the semi-finals of the Australian Open the following January.

2 KEY OBJECTIVES OF THE EVENT

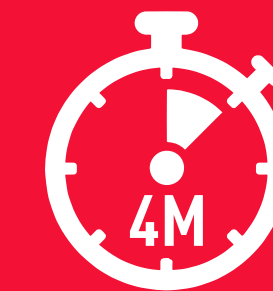
TEST CASE INNOVATION



SHORTER SETS



NO-AD SCORING



SHORTER WARM UP



HAWK-EYE LIVE



SHOT CLOCK



NO-LET RULE



PLAYER COACHING



MEDICAL TIME OUTS



SINGLES-ONLY COURT



FREE MOVEMENT POLICY



TOWEL PROTOCOL



INTRODUCE THE NEXT GENERATION OF STARS



REVOLUTIONARY REVOLUTIONARY REVOLUTIONARY REVOLUTIONARY TENNIS EVENT

The innovations in Milan continued to spark great conversation about **the future of the game** and helped to position the ATP Tour as a **progressive** sports brand focused on **innovation**.

The event in Milan received praise, winning the **Yahoo Sports Technology Award** and the **Leaders Sports Award for Innovation**.



CULMINATION OF SEASON-LONG PROMOTION



PR EVENTS

RICH VIDEO CONTENT

Next Gen ATP Finals
@nextgenfinals
Save it or print it We got you covered!
@TAGHeuer #DontCrackUnderPressure #NextGenATP
NOVEMBER 8TH 2018
START TIME FOR EVENING SESSION
8:30 AM - 8 Nov 2018
2 Retweets 5 Likes

nextgenfinals @S'abonner
nextgenfinals This is a tough match, guys! Now on court @manucliar v @dianecrozier Watch it now on @amazonprimevideo
#NextGenATP
yare217 It looks like a copilot close before a crash! So hilarious these 80s headsets
debbiejo967 I'm enjoying it
rojestennis No coaching... everything else is fine. How stupid those headphones look!
samyar_samanian
mauricio_kro @rojestennis I think the coach is very important to athlete. They work together all day, I think it is stupid



SOCIAL MEDIA

nextgenfinals @S'abonner
nextgenfinals Another hard battle in progress at the #NextGenATP Finals! @andreyrublev is not giving up!
Match update: @taylor_fritz is leading 2-4 4-1 4-3 2-2
ordinarytennislife Amazing place.
@ordinarytennislife
crespiroberto Quattro gatti. Milano pesama figura.
miledLife @andreyrublev never gives up! FFFFFF!



THREE DOCUMENTARIES

Next Gen ATP Finals
9 November at 00:28
"It was a good cardio workout!" Stefanos Tsitsipas
The speed serve challenge is ON!
@TAGHeuer #DontCrackUnderPressure #NextGenATP
SERVE COUNT
5 4

THE 2018 NEXT GEN ATP FINALS CONTENDERS REFLECT ON INNOVATIONS
ATWOPHONES
Robert Marbeur of Poland
It's great. It's amazing. Great people here supporting, loving tennis also. So it's really fun to play here in front of this crowd.

PHOTOSHOOTS



WORLD CLASS DELIVERY OF THE EVENT

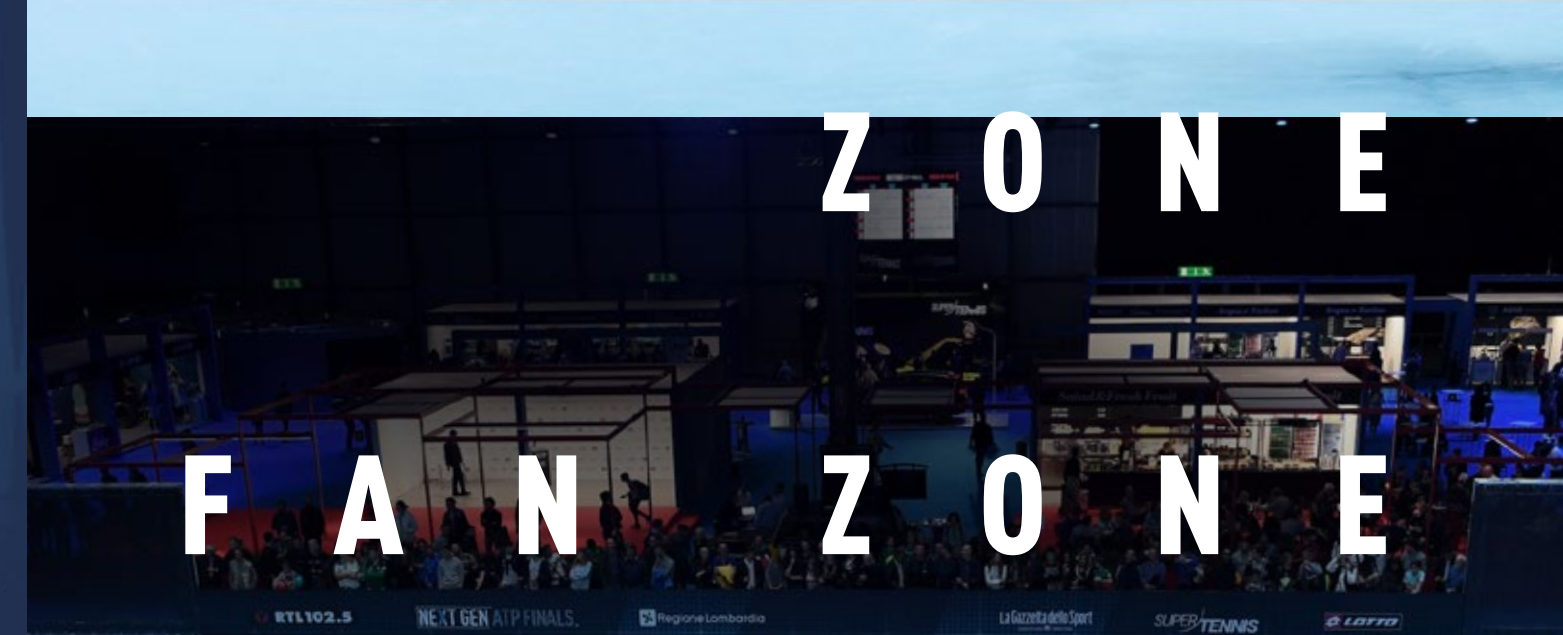
VENUE



HOSPITALITY



ZONE

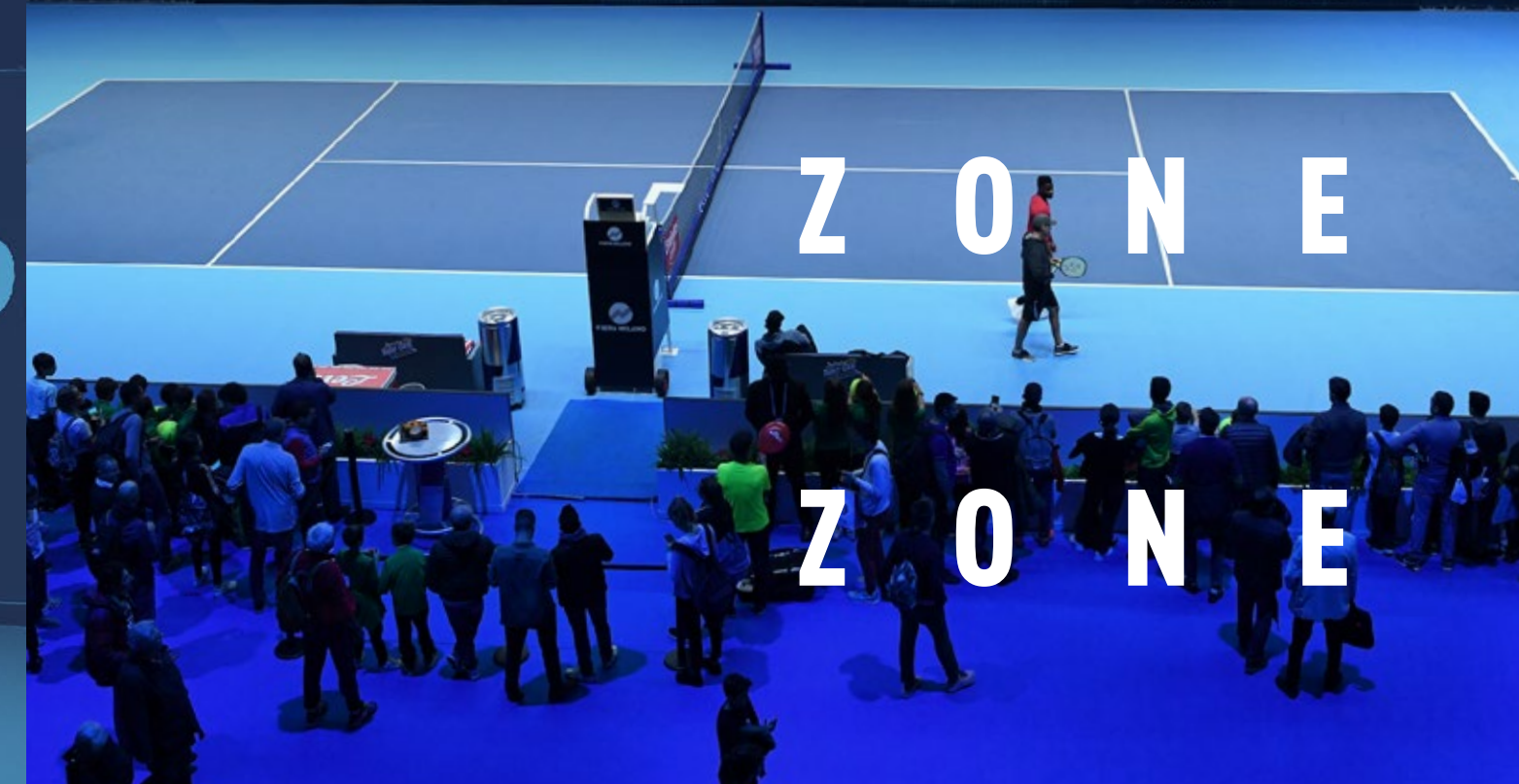


FAN ZONE

PLAYER AREAS



ZONE



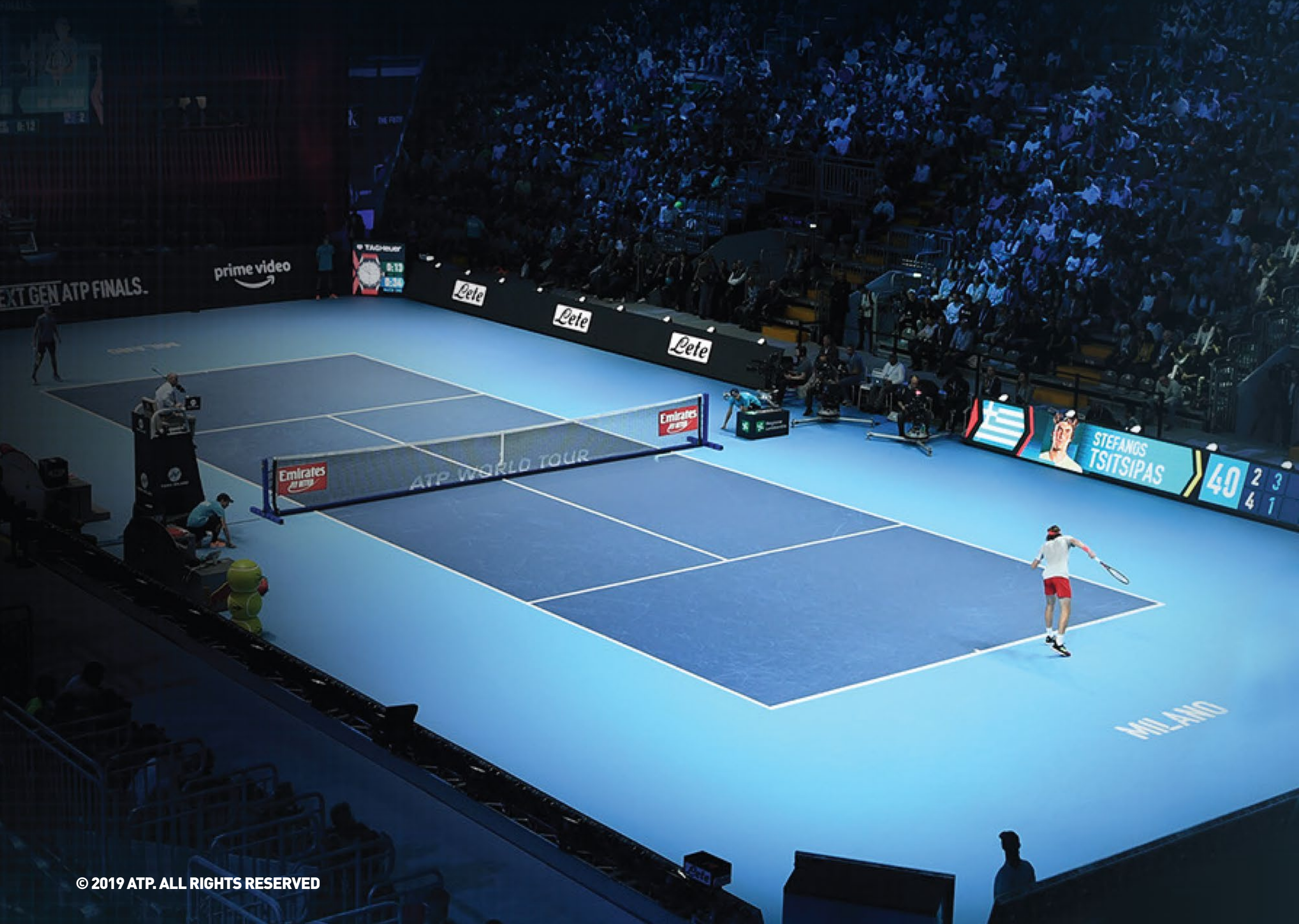
ZONE

SHOW PRODUCTION



ZONE

ATTENDANCE ATTENDANCE ATTENDANCE



THE NEXT GEN ATP FINALS DELIVERED

PACKED CROWDS

AT EACH SESSION, WITH OVER 30,000
PEOPLE ATTENDING THE EVENT

CONTINUING STRONG TV PERFORMANCE



THE NEXT GEN ATP FINALS HAVE BEEN AIRED FOR OVER

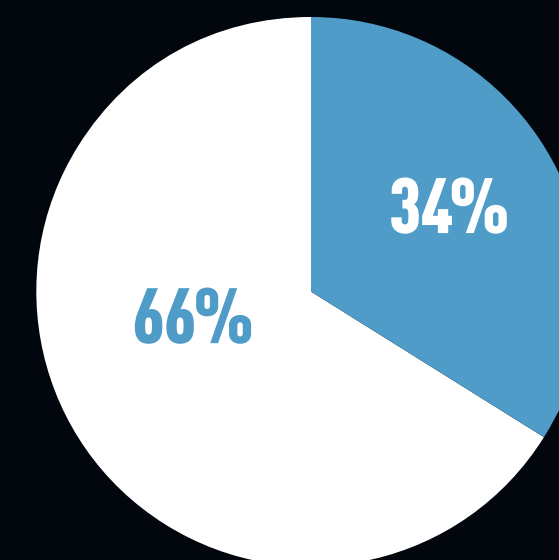
1,909 HOURS ^{+3.0%}

IN 128 MARKETS

THE TOURNAMENT DELIVERED TV & DIGITAL AUDIENCE OF

13.1M VIEWERS ^{+4.8%}

WITH 34% OF PEOPLE WATCHING THE EVENT ON OTT
AND DIGITAL CHANNELS*

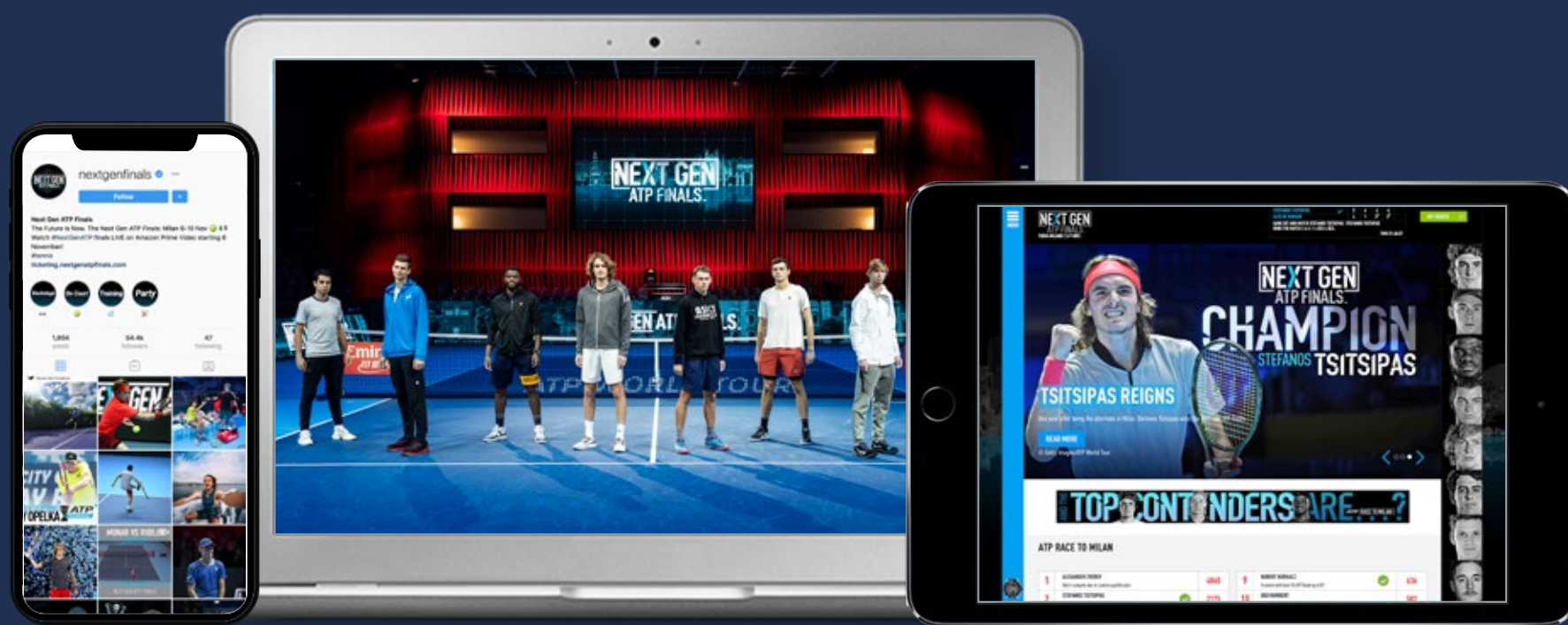


DIGITAL VS TV AUDIENCE

DIGITAL: 1M ON OTT + 3.5M ON SOCIAL MEDIA

TRADITIONAL TV: 8.6M

DIGITAL PERFORMANCE DURING THE EVENT



43 MILLION

SOCIAL MEDIA IMPRESSIONS (ATP TOUR AND NGAF CHANNELS)

3,476,073

VIDEO VIEWS (ATPTOUR.COM, NGAF.COM)

5,256,380

OVERALL IMPRESSIONS ON NGAF.COM AND ATPTOUR.COM

783,000

TOTAL SOCIAL INTERACTIONS (FACEBOOK, INSTAGRAM, TWITTER, YOUTUBE)

GLOBAL MEDIA INTEREST AND COVERAGE

4.4K MENTIONS

25.2% POSITIVE 68.4% NEUTRAL 6.4% NEGATIVE

\$1.9M

PUBLICITY VALUE



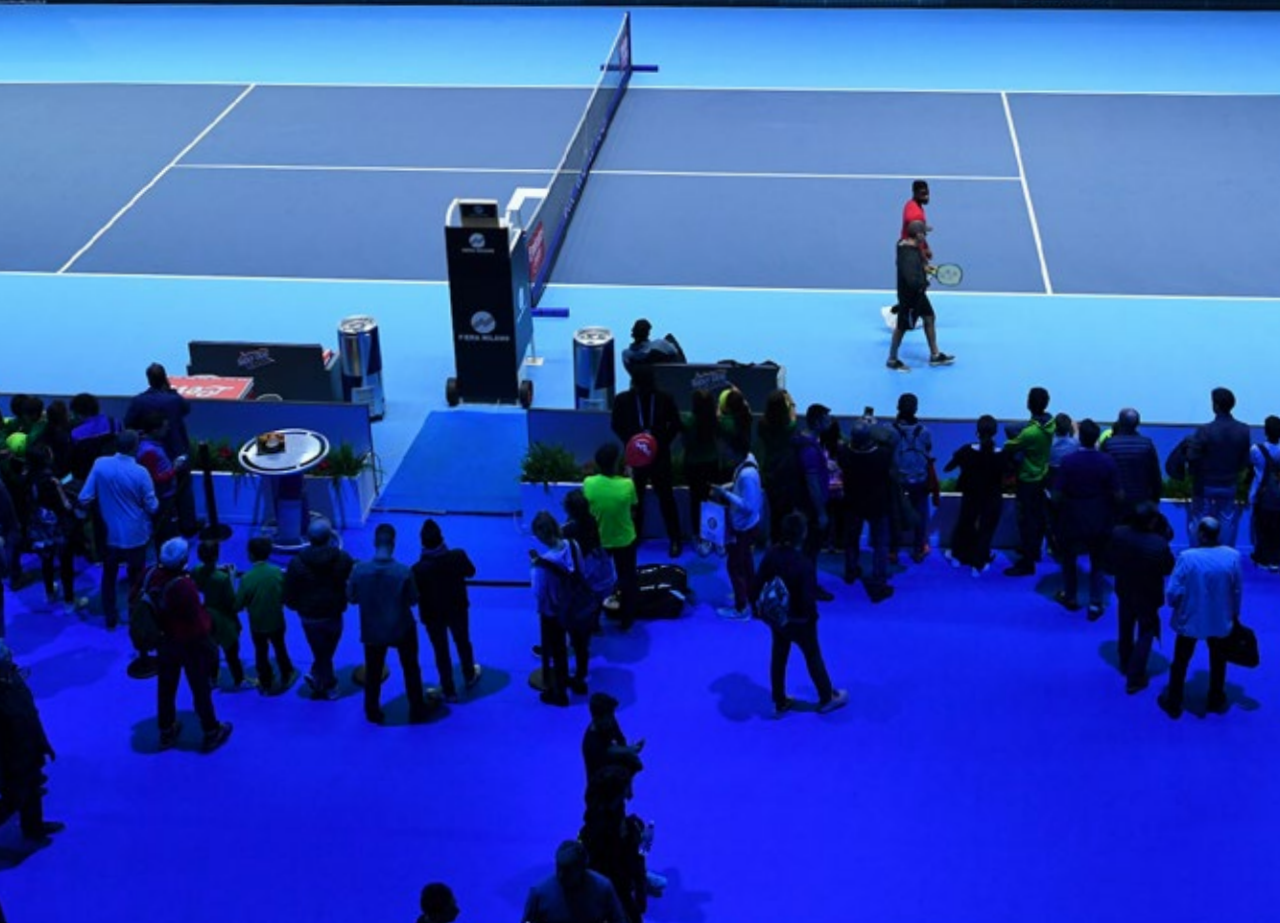


EXCITING FAN ZONE

Sponsors had the opportunity to engage with fans onsite in their booths in the fan zone.



Fans were able to enjoy the great atmosphere of the Next Gen ATP Finals and get up close to their Next Gen heroes practicing on a dedicated practice court.



CLASS OF 2019


These players are among the many that will battle for one of the coveted spots in Milan in November.



STEFANOS TSITSIPAS
CAREER HIGH RANKING* 10 AGE 20 



ALEX DE MINAUR
CAREER HIGH RANKING* 26 AGE 20 



FRANCES TIAFOE
CAREER HIGH RANKING* 34 AGE 21 



FELIX AUGER-ALIASIME
CAREER HIGH RANKING* 57 AGE 18 



DENIS SHAPOVALOV
CAREER HIGH RANKING* 23 AGE 19 



MIOMIR KECCMANOVIC
CAREER HIGH RANKING* 95 AGE 19 



UGO HUMBERT
CAREER HIGH RANKING* 63 AGE 20 



CASPER RUUD
CAREER HIGH RANKING* 98 AGE 20 



ALEXEI POPYRIN
CAREER HIGH RANKING* 119 AGE 19 



CORENTIN MOUTET
CAREER HIGH RANKING* 136 AGE 19 



MIKAEL YMER
CAREER HIGH RANKING* 198 AGE 20 



NICOLA KUHN
CAREER HIGH RANKING* 255 AGE 18 

UNIQUE SPONSOR OPPORTUNITIES



TITLE SPONSOR

COURT BRANDING
COURT END

PRICE
€800,000



VIP TICKETS
PER SESSION

36

PRIVATE
HOSPITALITY

MAX
80
SQM

COMMERCIAL
BOOTH

MAX
64
SQM

CREDENTIALS

20

PARKING PASSES
PER SESSION

10

- ✓ LOGO ON PROMO MATERIAL
- ✓ LOGO ON BACK OF TICKETS
- ✓ SPONSOR BOARDS
- ✓ MEDIA BACKDROP
- ✓ LOGO ON TOURNAMENT WEBSITE WITH LINK TO SPONSOR'S WEBSITE
- ✓ SOCIAL MEDIA EXPOSURE
- ✓ LOGO ON MERCHANDISING

PLATINUM SPONSOR

COURT BRANDING
**BACKDROP
SIDE**

PRICE
€250,000



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VIP TICKETS
PER SESSION

14

PRIVATE
HOSPITALITY

MAX
48
SQM

COMMERCIAL
BOOTH

MAX
32
SQM

CREDENTIALS

12

PARKING PASSES
PER SESSION

6

- ✓ LOGO ON PROMO MATERIAL
- ✓ SPONSOR BOARDS
- ✓ MEDIA BACKDROP
- ✓ LOGO ON TOURNAMENT WEBSITE WITH LINK TO SPONSOR'S WEBSITE
- ✓ SOCIAL MEDIA EXPOSURE

PLATINUM SPONSOR

COURT BRANDING
**UMPIRE
CHAIR**

PRICE
€200,000

VIP TICKETS
PER SESSION

14

PRIVATE
HOSPITALITY

MAX
48
SQM

COMMERCIAL
BOOTH

MAX
32
SQM

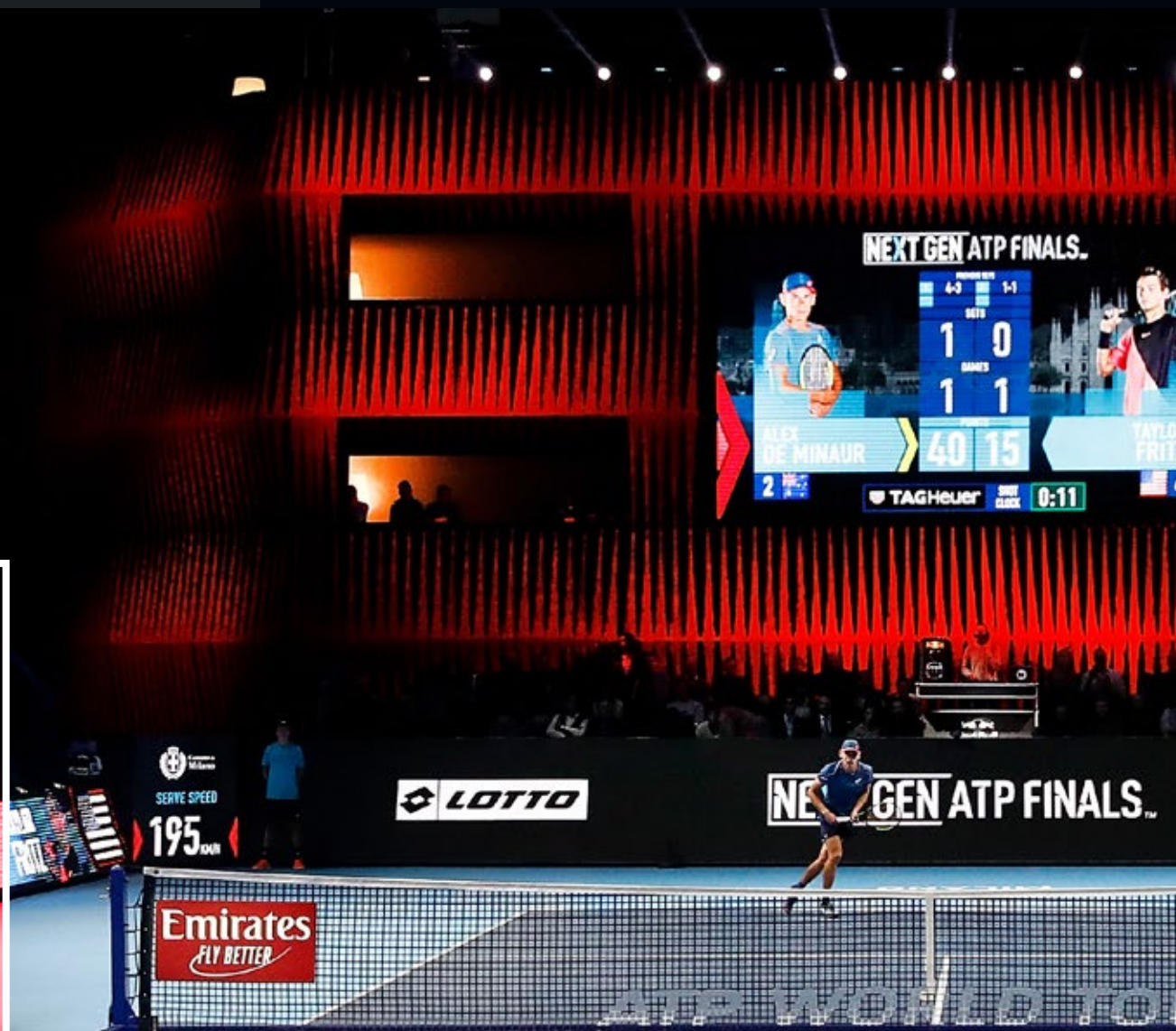
CREDENTIALS

12

PARKING PASSES
PER SESSION

6

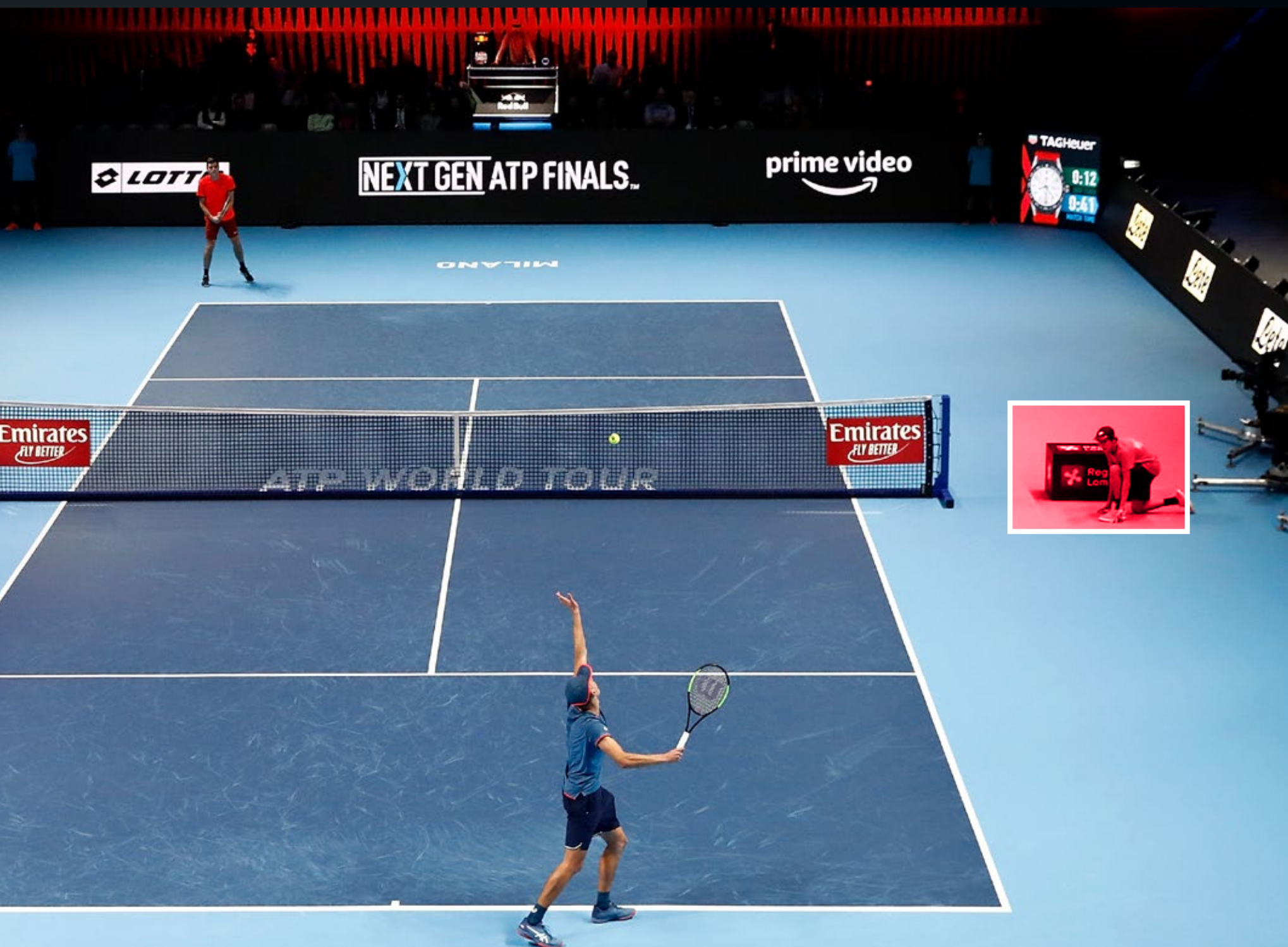
- ✓ LOGO ON PROMO MATERIAL
- ✓ SPONSOR BOARDS
- ✓ MEDIA BACKDROP
- ✓ LOGO ON TOURNAMENT WEBSITE WITH LINK TO SPONSOR'S WEBSITE
- ✓ SOCIAL MEDIA EXPOSURE



GOLD SPONSOR

COURT BRANDING
**NET JUDGE
BOX**

PRICE
€90,000



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VIP TICKETS
PER SESSION **12**

SHARED
HOSPITALITY
PASSES PER SESSION **12**

COMMERCIAL
BOOTH **MAX
16
SQM**

CREDENTIALS **6**

PARKING PASSES
PER SESSION **2**

- ✓ LOGO ON PROMO MATERIAL
- ✓ SPONSOR BOARDS
- ✓ MEDIA BACKDROP
- ✓ LOGO ON TOURNAMENT WEBSITE WITH LINK TO SPONSOR'S WEBSITE
- ✓ SOCIAL MEDIA EXPOSURE

GOLD SPONSOR

COURT BRANDING
**CORNER
RADARS**

PRICE
€100,000

VIP TICKETS
PER SESSION

12

SHARED
HOSPITALITY
PASSES PER SESSION

12

COMMERCIAL
BOOTH

MAX
16
SQM

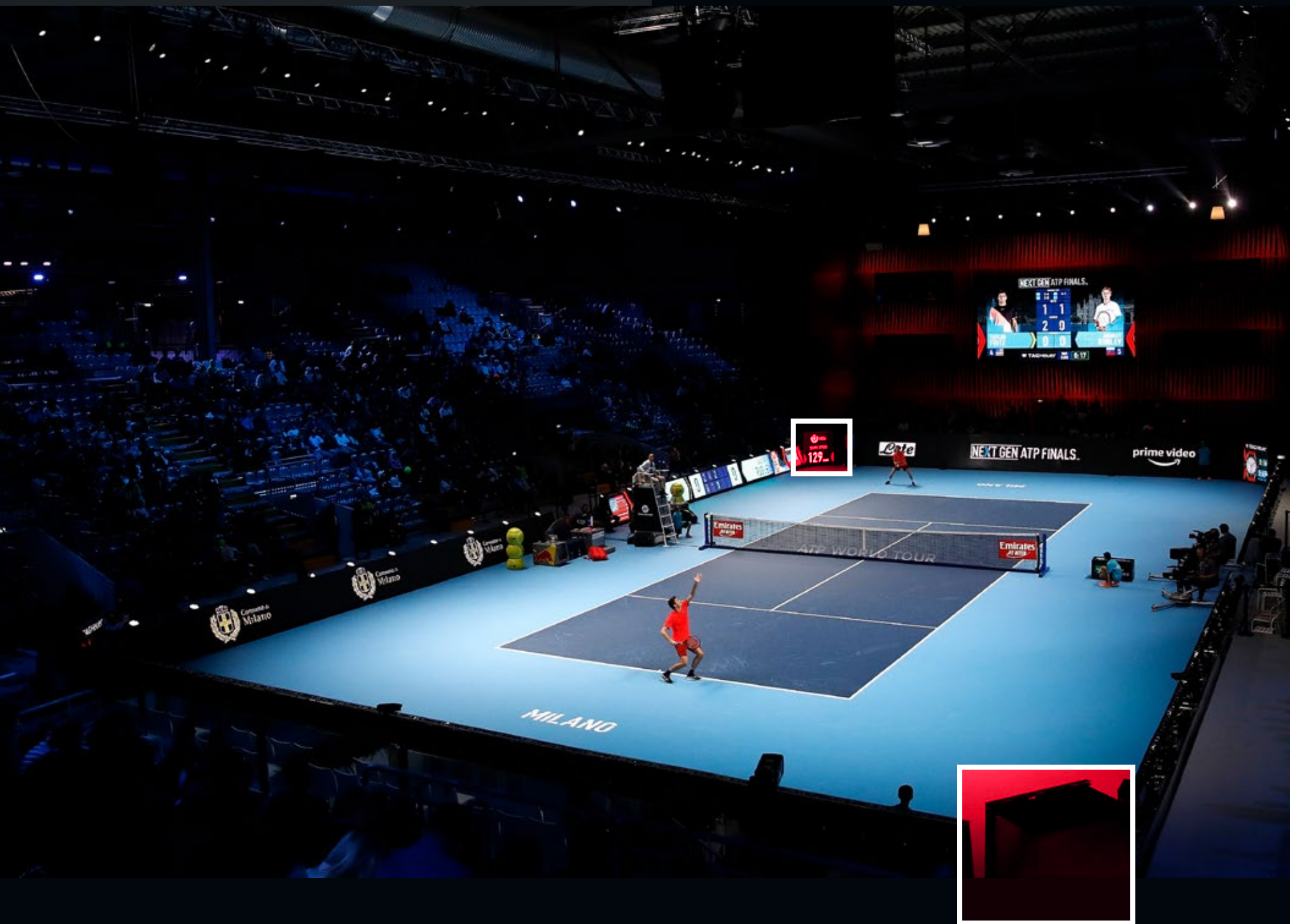
CREDENTIALS

6

PARKING PASSES
PER SESSION

2

- ✓ LOGO ON PROMO MATERIAL
- ✓ SPONSOR BOARDS
- ✓ MEDIA BACKDROP
- ✓ LOGO ON TOURNAMENT WEBSITE WITH LINK TO SPONSOR'S WEBSITE
- ✓ SOCIAL MEDIA EXPOSURE



SILVER SPONSOR

COURT BRANDING
**LIVE
SCORING**

PRICE
€25,000

VIP TICKETS
PER SESSION

12

SHARED
HOSPITALITY
PASSES PER SESSION

12

COMMERCIAL
BOOTH

MAX
16
SQM

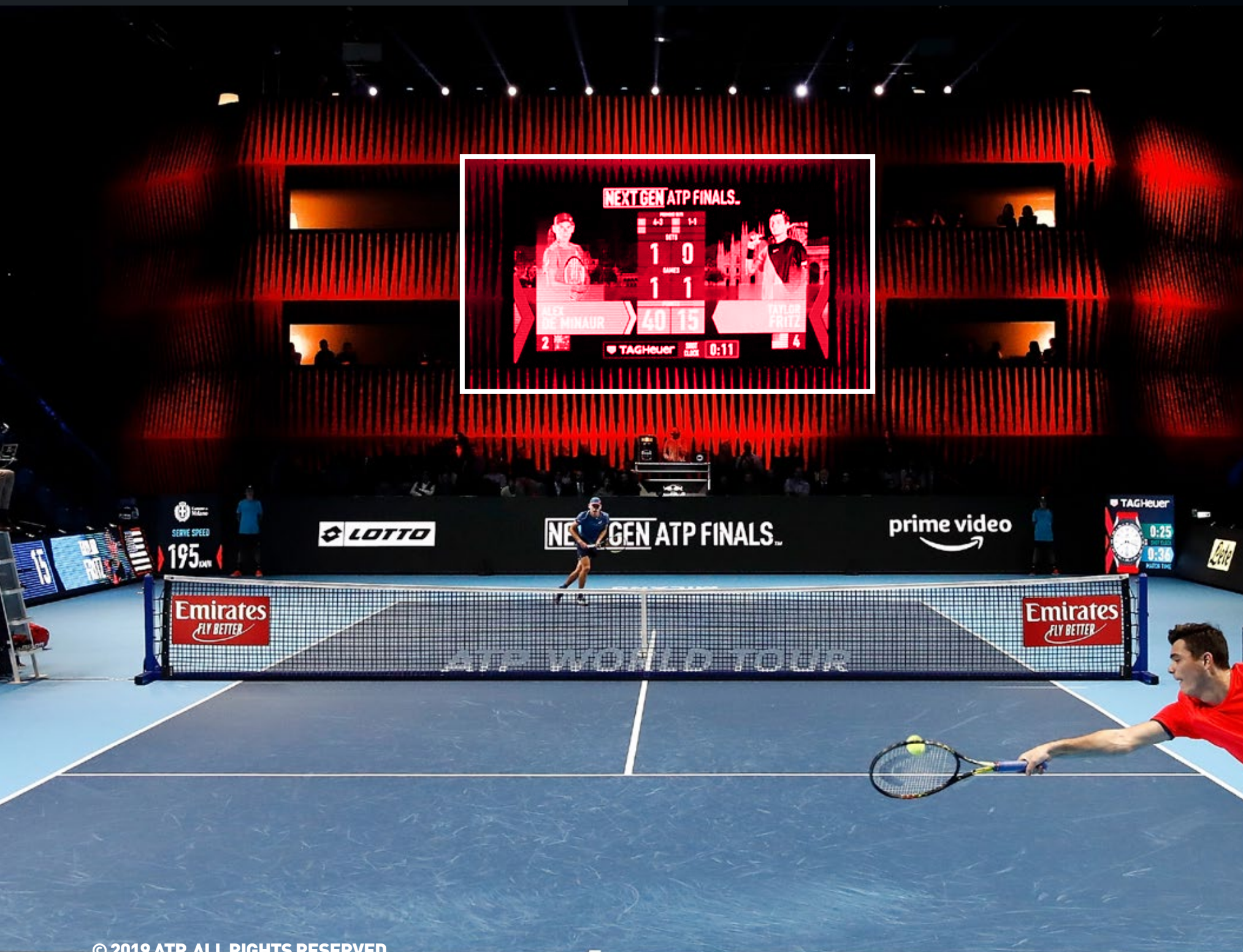
CREDENTIALS

6

PARKING PASSES
PER SESSION

2

- ✓ LOGO ON
PROMO MATERIAL
- ✓ SPONSOR BOARDS
- ✓ LOGO ON TOURNAMENT
WEBSITE WITH LINK
TO SPONSOR'S WEBSITE
- ✓ SOCIAL MEDIA EXPOSURE



BRONZE SPONSOR

COURT BRANDING
**SIDE WALL
ROTATION**

PRICE
€75,000

VIP TICKETS
PER SESSION **12**

SHARED
HOSPITALITY
PASSES PER SESSION **12**

COMMERCIAL
BOOTH **MAX
16
SQM**

CREDENTIALS **6**

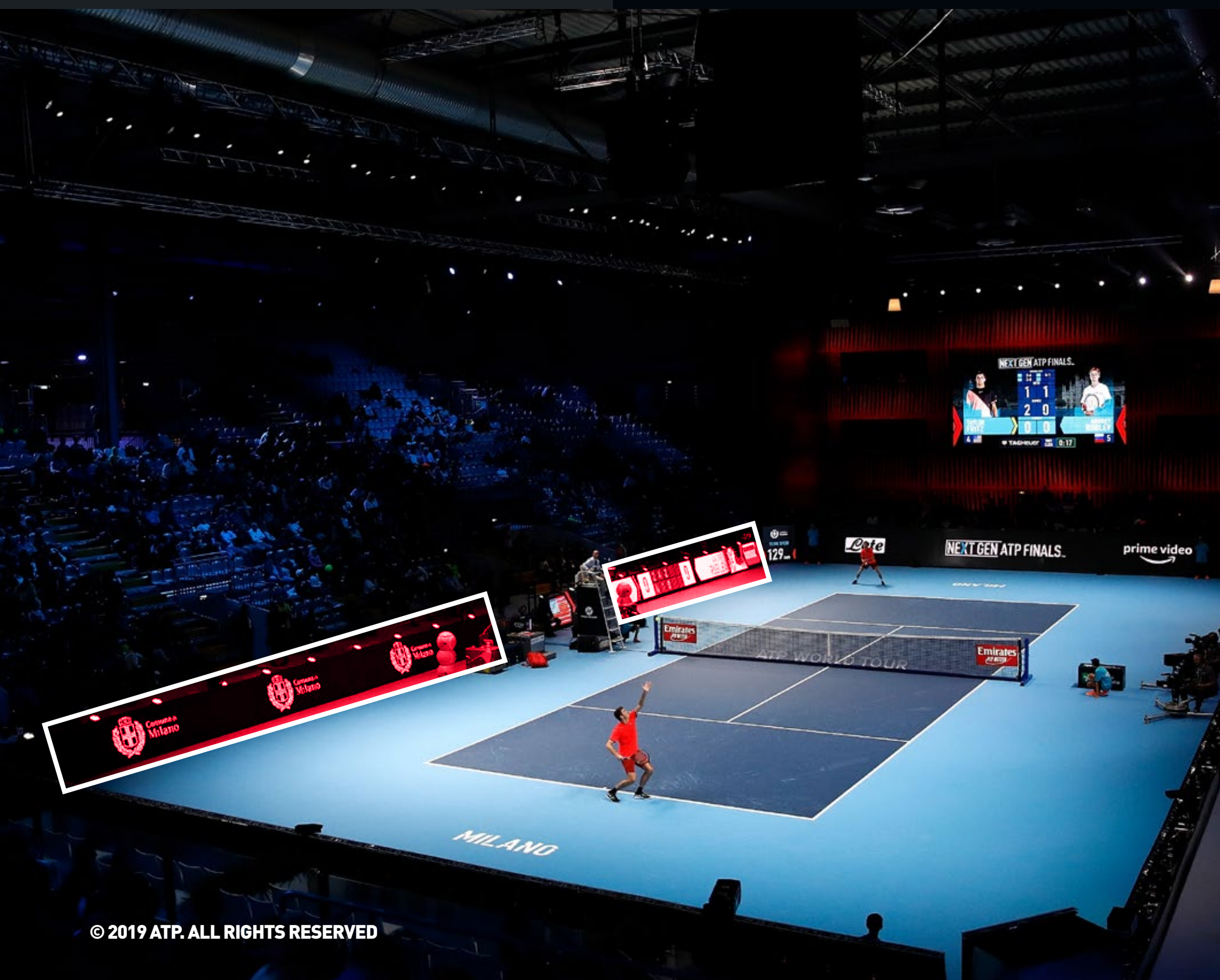
PARKING PASSES
PER SESSION **2**

✓ SPONSOR BOARDS

✓ MEDIA BACKDROP

✓ LOGO ON TOURNAMENT
WEBSITE WITH LINK
TO SPONSOR'S WEBSITE

✓ SOCIAL MEDIA EXPOSURE



SUPPLIER

**OFFICIAL
RACQUET**

PRICE
€25,000

**VIP TICKETS
PER SESSION**

4

**COMMERCIAL
BOOTH**

MAX
16
SQM

CREDENTIALS

6

**PARKING PASSES
PER SESSION**

2

- ✓ **SPONSOR BOARDS**
- ✓ **LOGO ON TOURNAMENT WEBSITE** WITH LINK TO SPONSOR'S WEBSITE
- ✓ **SOCIAL MEDIA EXPOSURE**

COMMERCIAL PARTNER

PRICE
€7,000

VIP TICKETS
PER SESSION

2

COMMERCIAL
BOOTH

MAX
16
SQM

CREDENTIALS

6

PARKING PASSES
PER SESSION

2

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