


ODLUM BROWN
VANOPEN

AUGUST 12-20, 2017 • VANCOUVER, BC



ADVERTISING OPPORTUNITIES

2017

2017 ODLUM BROWN VANOPEN EVENT OVERVIEW

The Odlum Brown VanOpen is the largest and most celebrated Men's and Women's professional tennis tournament in Western Canada and the Pacific Northwest.

The event takes place August 12–20, 2017 at the spectacular Hollyburn Country Club in West Vancouver, BC:

- A 14 year history of top players in Men's and Women's tennis playing the tournament from 2002–2015
- Proven history of generating more than 13,000 spectators over the 9 days
- Media coverage provided by more than a dozen local, national and international journalists and photographers

The Odlum Brown VanOpen Official Program is distributed to all hospitality suites, VIP ticket holders and made available to all spectators, players and media.

The official resource guide for the tournament:

- 3,000 copies are printed
- Contains feature articles, player profile sharing facts, statistics and photos & biographies of the top players
- Makes for a great autograph opportunity creating a life-long keepsake!



TENNIS IN BC & CANADA



Tennis is the fastest growing sport in Canada.



BC is one of the major hubs of tennis interest & participation in Canada.



1,633,064 BC residents qualifying as core tennis fans and over 375,000 people playing more than 3 times per week.



Tennis fans are highly educated, affluent and skewed heavily towards business decision makers, doctors and other professionals.

EVENT PROGRAM

The Odlum Brown VanOpen Official Program will be available to more than 15,000 tournament attendees and will provide an opportunity to gain exposure with an affluent, active and informed demographic.

With 1/4 page to full page advertisements available in the program, there is an ad that fits every marketing budget.

We are offering a special package: purchase a full page program ad and we will include a copy specially autographed by our 2017 Champions! You will also receive 2 complimentary tickets to either Super Saturday (August 19th) or Championship Sunday matches (August 20th).

All other sized program ad purchases will receive 2 complimentary tickets to Monday August 14th or Wednesday August 16th of the Odlum Brown VanOpen.



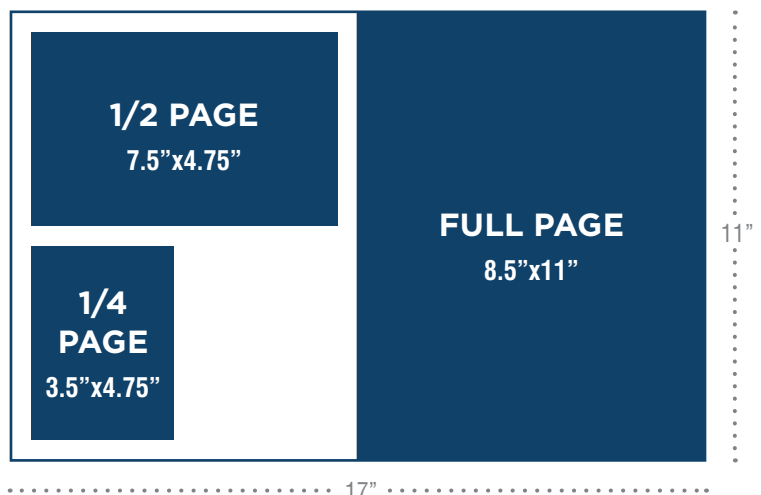
FULL COLOUR ADS

Should you wish to advertise in the Odlum Brown VanOpen Official Program, the deadline for ad submissions is Monday, July 3, 2017.

| | |
|------------------|---------------|
| FULL PAGE | \$1000 |
| 1/2 PAGE | \$600 |
| 1/4 PAGE | \$400 |

For more information or to place an order, please contact:

Sharolyn Brewer
sharolyn@vanopen.com



TEMPLATE ADVERTISEMENTS

The Odlum Brown VanOpen wants to make it easy for your business to have the opportunity to show your support and advertise in the program without having the burden of reaching out to a designer.

Choose from 2 sizes in 2 different styles to represent your brand in a clean and sophisticated context. Our design team will take your brand and implement it into the chosen template. You will be sent a design proof to review and—upon approval—your company’s advertisement will be sent to print!

YOUR COMPANY MUST PROVIDE THE FOLLOWING MATERIAL

VISUAL ASSETS

LOGO

Vector EPS or PDF File

PHOTOGRAPHY

High Resolution (300 PPI) JPG or TIFF File

FONTS

Submit the name of 1 font that represents your brand. A font may otherwise be selected for you.

CONTENT

MESSAGE

Supporting statement or brand tagline

PERTINENT INFO

Contact information, website, social media outlets

ALL MATERIAL MUST BE RECEIVED BY JUNE 15, 2017

FULL COLOUR TEMPLATES

1/2 PAGE \$850

1/4 PAGE \$650

For more information or to place an order, please contact:

Sharolyn Brewer
 sharolyn@vanopen.com



4.75"

7.5"



4.75"

3.5"

ADVERTISING PACKAGES

A fully integrated, multi-targeted advertising campaign is also offered. An array of pre-tournament and event advertising opportunities can be tailored to your needs.

POTENTIAL BENEFITS

PRINT MEDIA

Full colour ad in the event supplement in The Province Newspaper

LIVE STREAMING

30 sec TVC broadcast to over 1 million viewers worldwide

MAGAZINE ADVERTISING

Full colour ad in the official Event Program

ONLINE ADVERTISING

Video and text advertising on vanopen.com

SOCIAL MEDIA

Twitter, Facebook, Flickr, YouTube

ELECTRONIC SCOREBOARD ADVERTISING

SIGNAGE

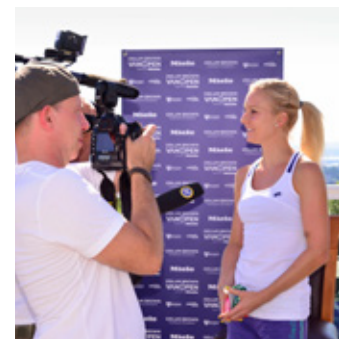
Event venue signage

VERBAL ANNOUNCEMENTS

Daily acknowledgments on Centre Court

SAMPLING

Exposure to over 13,000 spectators



To customize a comprehensive advertising package contact:

Jessica Walker
jessica@vanopen.com

SPECIFICATIONS

The following requirements ensure that your ad is printed with accuracy and professional quality. Please contact us if you have questions about the specifications outlined below.

FULL PAGE REQUIREMENTS

FILE TYPE

High quality print ready PDF

COLOUR SPACE

CMYK

Do not use Spot Colours or RGB files

PHOTOGRAPHY

High Resolution 300 DPI files

Low quality images will not reproduce well in print

TYPOGRAPHY

Fonts must be outlined as graphics

Live fonts may default to unwanted alternatives

BLEED

Full Bleed Option

To ensure your ad meets the trim, include a 0.125" bleed on all sides

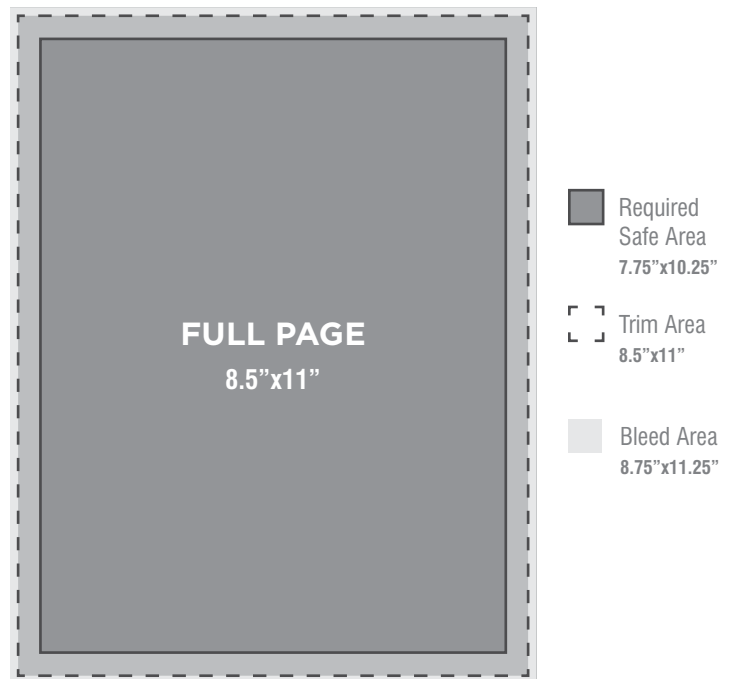
Border Option

To include a white border around your ad, keep all content & imagery within the dimensions of the Required Safe Area.

REQUIRED SAFE AREA

Keep all information and important imagery within the designated area

This will protect your advertisement against trimming irregularities



1/2 & 1/4 PAGE REQUIREMENTS

FILE TYPE

High quality print ready PDF

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CMYK

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High Resolution 300 DPI files

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TYPOGRAPHY

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RECOMMENDED SAFE AREA

Keep all information and important imagery within the designated area

This will keep your advertisement balanced with other content on the page



SUBMISSION DEADLINE: JULY 3, 2017

Submit files via email or WeTransfer to:

Sharolyn Brewer

sharolyn@vanopen.com