

ODLUM BROWN  
VANOPEN



# EVENT PACKAGE

2017

**AUGUST 12-20**  
VANCOUVER, BC

Marcos Baghdatis / CYP  
Career High Ranking #8

2009 VanOpen Singles Champion  
2014 VanOpen Singles Champion

“Prospects like Felix Auger-Aliassime, Denis Shapovalov and Bianca Andreescu are tearing through the junior ranks, adding depth to an unexpected tennis powerhouse north of the United States border.”

*Canada, a Hockey Power, Is Embracing Tennis and Grand Slam Success*

**David Waldstein**

*The New York Times*



# EVENT OVERVIEW



2017 

## TICKETS GO ON SALE MAY 15, 2017

The 2017 Odium Brown VanOpen will be the largest and most celebrated Men's and Women's professional tennis tournament in Western Canada and the Pacific Northwest.

This event has a combined purse of \$200,000 USD with \$100K going to the Men and \$100K to the Women.

The event takes place **August 12–20, 2017** at the spectacular Hollyburn Country Club in West Vancouver, BC. Set against the dramatic back drop of the North Shore Mountains, 140 professional tennis stars from over 45 countries will attend. Past champions include the likes of Maria Sharapova, Marcos Baghdatis, Aleksandra Wozniak and Vasek Pospisil.

The Odium Brown VanOpen will provide its partners with unique opportunities to reach an upscale, affluent audience; maintaining increased exposure through print and digital advertising, broadcast media, on-site signage and displays. As well as offering exclusive hosting opportunities.

**Johanna Konta** / GBR  
Career High Ranking #9

2013 VanOpen Singles Champion

2015 VanOpen Singles  
and Doubles Champion



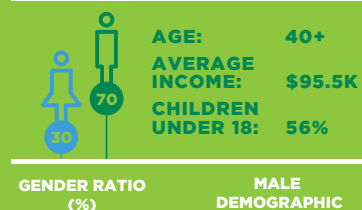
# VANOPEN IN VANCOUVER

## TENNIS CULTURE

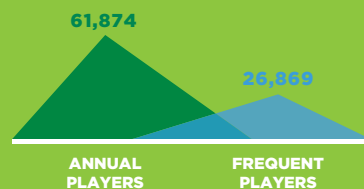
- The Odium Brown VanOpen has a 14 year history of top players in Men's and Women's tennis playing the tournament from 2002–2015
- Over 13,000 spectators
- It is an important warm up event to the US Open and other tournaments
- Tennis fans are deeply connected to the sport and its lifestyle
- Tennis attracts spectators and players across all ages and demographics.
- BC is one of the major hubs of tennis interest & participation in Canada with 1,633,064 BC residents qualifying as core tennis fans

## TENNIS PARTICIPATION IN BC

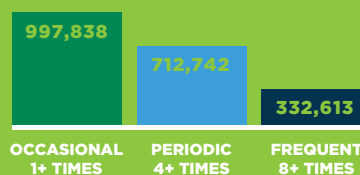
### AVERAGE PLAYER



### YOUNG PLAYERS (6–11Yrs)



### ANNUAL PLAYERS





# SUPPORTING TENNIS IN BC & CANADA

The Odlum Brown VanOpen is committed to supporting the development of professional tennis in BC. With the support of local associations and partners, we are devoted to producing a best-in-class tennis tournament for players and fans for years to come.

*"The Odlum Brown VanOpen is an important event to our city and to the Canadian tennis community," says Odlum Brown President and Chief Executive Officer Debra Hewson. "We are very proud of our long-standing relationship with this high-calibre tournament, and are excited to return as Title Sponsor."*



**ODLUM BROWN**  
Investing for Generations®

**Debi Hewson**

President and CEO, Odlum Brown Limited

*"Tennis BC enthusiastically supports this high quality professional tournament in Vancouver. Tennis BC supports all levels of developmental play, throughout the province and adding an event of this magnitude gives our fans and players the opportunity to experience world-class play in our own backyard. This event will further enhance the rapid growth of our sport in BC and in particular provide inspiration to our junior players to achieve their best on a world stage."*



**Mark Roberts**

CEO Tennis BC

*"Having a world class professional tennis event in Vancouver brings on an enormous contribution to the City and to the Province of BC. Besides the huge and unique stage for young Canadian Professionals to compete and experience the highest levels of the game on home soil, such an event has a much wider and invaluable Regional impact. It plants the seeds of a culture of excellence and sports entertainment for so many sport lovers, families, tennis fans, next generation junior players and younger children in the community. This type of event places the city of Vancouver on the world map of the professional tennis tour and the world's leading sporting events."*



**Oded Jacob**

National Junior Training Program (BC) Head National Coach

**Sasha Vagramov / CAN**

Junior World #300

**U18 Canadian National Champion**

# COMMUNITY INVOLVEMENT

Sports are a fantastic way to develop a sense of community and bring people together. It can teach youth the value of teamwork, self-worth and integrity, as well as keeping them active and healthy.

The Odium Brown VanOpen supports youth at risk programs to help achieve their potential and overcome adversity. Every child deserves the opportunity to explore, learn, play and potentially develop a lifelong interest in sports, either competitively or recreationally.

The Tournament will proudly support Tennis BC's **The Girls in Action** outreach program for youth at risk. Volunteers work with 150 girls to engage them in tennis while also working on increasing their social and emotional resiliency.

The Tournament will also be supporting **CLICK (Contributing to Lives of Inner City Kids)**, is a community-based charitable foundation. CLICK is focused on raising funds for community programs and services that support inner city children and youth in Vancouver; helping them to develop critical skills and providing access to activities, food programs, out-of-school care, literacy, sports & recreation and arts & culture.

*"For 12 years, CLICK's totally volunteer board has been raising funds for more than 200 grassroots programs that make a massive, daily difference to thousands of children and youth living in poverty in Vancouver. Without support, these kids will fall through the cracks. With support, they can dream, set goals and succeed in life."*



**Catherine Atyeo**

President and co-founder of CLICK  
clicktokids.ca





# VENUE

## HOLLYBURN COUNTRY CLUB



Hollyburn Country Club is one of North America's premier tennis, fitness and social clubs.

Situated mountainside, overlooking downtown Vancouver, the Country Club sits on 42 acres of West Vancouver's renowned British Properties. Over the past 5 years Hollyburn has completed over \$20 million dollars of improvements, making this country club's facilities unrivalled and award winning.

- 25 tennis courts featuring all three playing surfaces: hard, clay and grass
- State of the art facility including two swimming pools, three ice rinks, badminton gym, seven squash courts, fitness centre, wellness centre, restaurant and bistro
- Home away from home for over 2,500 families from North and West Vancouver
- Patio and Lounge have breathtaking skyline views of the North Shore Mountains, Downtown Vancouver and Burrard Inlet
- Excellent place to entertain clients and friends
- Banquet rooms and meeting rooms available with in-house catering services

### 📍 LOCATION

West Vancouver, British Columbia

20 minutes from Vancouver's downtown core

### 👤 MEMBERS

Affluent families living healthy, active lifestyles



# TOURNAMENT TEAM

The 2017 Oldum Brown VanOpen has an experienced team dedicated to producing a high quality tennis tournament, while also providing an exciting and impressive on-site fan experience. The entire team has years of involvement with the previous events and is committed to bringing it back with unrivalled success.

## Carlota Lee

*Tournament Chair*

As Tournament Chair, Carlota coordinates and oversees the efforts of one of North America's most accomplished and skilled tennis tournament teams. For more than a decade, her management of the Pro-Am fundraiser, players' social and the North Shore billeting program has been an integral part of the success of the Odium Brown VanOpen. A tireless ambassador for tennis, Carlota uses her experience as a former chartered accountant, her strong business and community relationships, and her first-hand experience with the world's greatest professional tournaments to ensure the VanOpen is one of the most respected and enjoyed tournaments by sponsors, players and fans.

## Kathryn Hegger

*Director of Sales & Marketing,  
Hollyburn Country Club*

Kathryn has worked at Hollyburn Country Club for the past 8 years and has been the lead contact between the Club, as the host venue, and the other stakeholders involved including organizing the Odium Brown VanOpen each year. Kathryn has been the main liaison at the Club for all Club areas including food and beverage, staff management, facility management and marketing. Kathryn knows the importance of upholding a strong brand image, like Hollyburn's, and knows what it takes to host a high-class event.

## Rik de Voest

*Tournament Director*

Rik was a professional tennis player for 16 years on the ATP World Tour and competed at all the majors, including Wimbledon and the US Open, as well as against top players such as Rafael Nadal, Novak Djokovic, Andy Roddick, and Andy Murray. Career highlights include winning the prestigious Davis Cup Commitment Award, the singles title at the Odium Brown VanOpen in 2006, and the doubles title at the same tournament in 2007 and 2009. Rik's inside knowledge and perspective of the ATP Tour combined with both his player relations and VanOpen tournament experience, will be invaluable in the running of the event.

## Jessica Walker

*Director of Events,  
Pace Group Communications*

Each year, Jessica manages some of British Columbia's biggest sporting, community and special events, including international conferences, sporting events and parades that draw 300,000 people. With the support of her team at Pace Group, Jessica has overseen the previous two Odium Brown VanOpen's pre-event planning and onsite event management, including staffing, marketing, advertising and sponsorship. Her experience and expertise in event management and sponsorship fulfillment ensures the tournament runs flawlessly and that sponsor expectations are exceeded year after year.

## Ed McLaughlin

*CEO, Hollyburn Country Club*

Ed has been the CEO of Hollyburn Country Club for the past 13 years and is one of the major contributors to making the Odium Brown VanOpen a world-class event over the past ten years. Ed understands the importance the tournament has to Hollyburn members, the community at large and to the sport of tennis. With an extensive background in club management and a passion for sports, Ed knows how to create memorable experiences and thoroughly understands how a well-run event should be operated. Most importantly, Ed thrives at culturing relationships and recognizes the importance of fostering relationships with stakeholders.

## Chrystale Thompson

*Principal and Creative Director,  
Ecstatic*

Chrystale and her studio have been providing exceptional design services for the Odium Brown VanOpen events for several years. Chrystale's depth of experience and meticulous approach to visual storytelling is demonstrated through Ecstatic's body of work, testimonials and studio culture. As a whole Ecstatic understands the importance of collaboration, on-brand design and creating a memorable voice. They are dedicated to creating dynamic and compelling collateral in-line with the tournament's vision and that of our partnerships.



# ODLUM BROWN VANOPEN

As one of Western Canada's highest profile sporting events, the 2017 Odium Brown VanOpen provides a unique opportunity to build your brand awareness and host clients, all while enjoying some of the best tennis in North America.

To ensure the maximum ROI for our partners and sponsors, our tournament team has designed a comprehensive marketing and promotions plan designed to meet the goals of our event and our sponsors.

From pre-event planning and promotions to on-site activation, the Odium Brown VanOpen provides a wide range of marketing tools and sponsor benefits that we can customize to meet your company's specific needs, including entertainment packages, hosting opportunities, courtside banners, box seats, online content, advertising and social media integration.

**To receive your sponsorship package, please contact us today and join us for the 2017 Odium Brown VanOpen!**

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## SPONSORSHIP CONTACT

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