

ODLUM BROWN VANOPEN

AUGUST 12-18, 2019

HOSTED AT HOLLYBURN COUNTRY CLUB



EUGENIE BOUCHARD / CAN
CAREER HIGH #5

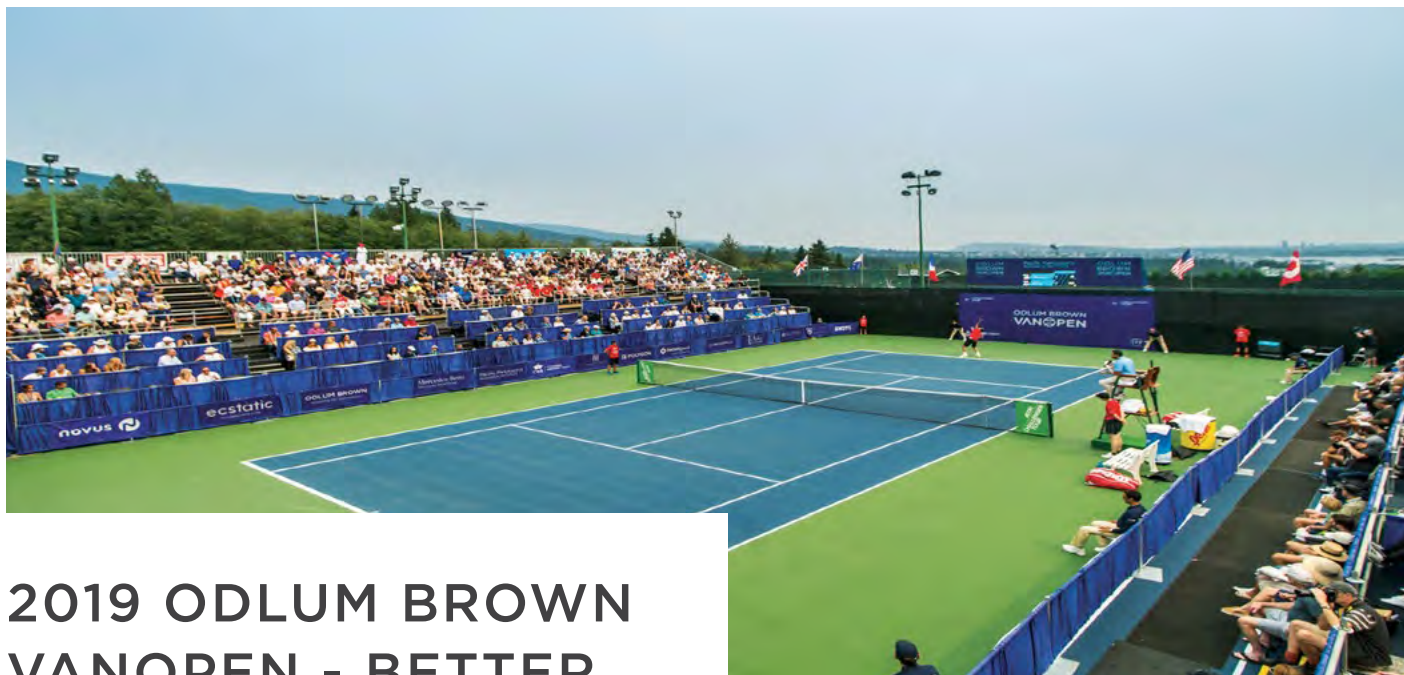
BRAYDEN SCHNUR / CAN
CAREER HIGH #97

VASEK POSPISIL / CAN
CAREER HIGH #25

2019

SUMMARY REPORT ODLUM BROWN VANOPEN

Western Canada's #1 Tennis Event



2019 ODLUM BROWN VANOPEN - BETTER THAN EVER!

We are pleased to report that the 2019 Odlum Brown VanOpen was a tremendous success! Western Canada's #1 tennis tournament saw record crowds and the best field of play in the history of the event.

As Tournament Chair and Tournament Director, we were thrilled with the results of this year's tournament. We were fortunate to have so many of our own top Canadians on the roster this year, including Vasek Pospisil, Eugenie Bouchard, Brayden Schnur and the up and coming Leylah Annie Fernandez. We are proud to report that Tennis Canada, the ATP (Association of Tennis Professionals) and the ITF (International Tennis Federation) were impressed with the tournament and were appreciative that our local community along with our valued partners bring such a quality tournament to the tours.

The Odlum Brown VanOpen enhances many facets of tennis extending beyond competing, including; coaching and officiating, our ball crew program and youth tennis outreach through our Community Day presented by The Fulmer Foundation, and Kids' Day presented by Fresh St. Market.

As ambassadors for tennis in British Columbia, we want to thank all of our partners for participating in this year's event. Without a doubt, your enthusiasm and support were fundamental in making this year another terrific success. We look forward to working with you again as we plan for the upcoming 2020 Odlum Brown VanOpen taking place August 16 – 23. We thank you in advance for your continued support!

Carlota Lee

CARLOTA LEE

Tournament Chair

Rik de Voest

RIK DE VOEST

Tournament Director

THANK YOU TO OUR PARTNERS AND PATRONS

TITLE PARTNER



HOST VENUE



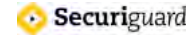
FUNDING PARTNER



PLATINUM PARTNERS



GOLD PARTNERS



SILVER PARTNERS



OFFICIAL PARTNERS

HOTEL



KIDS' DAY



BALL CREW



COMMUNITY DAY



VOLUNTEER



BALL



CONTRIBUTING PARTNERS



MEDIA PARTNERS



PATRONS

Ivan and Allison Bebek • Five Mile Enterprises Ltd. • Fred Deeley Ltd. • Terry and Cheryl Hooge
• Malcolm and Janice Hunter • Graeme Robertson and Lisa Dunne • Keith and Susan Wales

SUPPORTERS & VENDOR VILLAGE

Ace Athletics • Akuspike • Cascadia Board Co. • Dalina and Caffè Umbria • Hollyburn Country Club Sports Boutique
• Innovative Fitness • Jon Benjamin Photography • Officewise • T-shirtprintingcompany.com • West Coast Fishing Club

TOURNAMENT FACTS

CHARITY PARTNERS	<ul style="list-style-type: none"> → CLICK (Contributing to Lives of Inner City Kids) → Tennis BC's outreach programs
MEDIA COVERAGE	<p>Print impressions: 6,500,000</p> <p>Estimated TV audience reach: 13,500,000</p> <p>Radio reach: 315,000</p> <p>Online news: 48 outlets posted articles</p>
SPECTATORS	13,000
ATHLETES	130
COUNTRIES	35
VOLUNTEERS	150
BALL CREW	98
OFFICIALS	71
TENNIS ASSOCIATION PARTNERS	<ul style="list-style-type: none"> → Association of Tennis Professionals (ATP) → International Tennis Federation (ITF) → Tennis Canada
FAMOUS ALUMNI	<p>Bianca Andreescu, Eugenie Bouchard, Milos Raonic, Maria Sharapova,</p> <p>Johanna Konta, Andy Murray, Vasek Pospisil, Félix Auger-Aliassime,</p> <p>Karolina Pliskova, Marcos Baghdatis, Kevin Anderson</p>
2019 SPECIAL EVENTS	<p>The Odium Brown VanOpen is more than just tennis:</p> <ul style="list-style-type: none"> → Community Day presented by The Fulmer Foundation: June 22 → Odium Brown VanOpen Pro-Am: August 11 → Opening Ceremonies with 2018 ATP Challenger of the Year award presentation: August 13 → Kids' Day presented by Fresh St. Market: August 14 → Players' Party: August 14 → Volunteer Appreciation Party: August 20



COMMUNITY INVOLVEMENT

THE ODLUM BROWN VANOPEN RAISED \$15,000 IN RAFFLE TICKET SALES WITH PROCEEDS GOING TO CLICK (CONTRIBUTING TO LIVES OF INNER CITY KIDS) AND TENNIS BC'S OUTREACH PROGRAMS.

The grand prize was a chance to experience the world's best salmon and halibut fishing in majestic Haida Gwaii with The West Coast Fishing Club! This all-inclusive fishing adventure for two valued at \$15,000 included five-star gourmet dining, luxurious accommodations and guided fishing at their flagship lodge, The Clubhouse, located on world-famous Langara Island. The second prize was a 90 minute tennis session with Rik de Voest for up to 3 people with lunch included, at Hollyburn Country Club. The third prize was a tennis gift basket from Hollyburn Sports Boutique valued at over \$500. A big thank you goes out to everyone that purchased tickets.



COMMUNITY DAY



PRESENTED
BY



THE
FULMER
FOUNDATION

ODLUM BROWN VANOPEN

JUNE 22, 2019 - ODLUM BROWN VANOPEN COMMUNITY DAY PRESENTED BY THE FULMER FOUNDATION CELEBRATES THREE YEARS OF HELPING YOUTH ACHIEVE THEIR POTENTIAL

The fun-filled day saw youth from Tennis BC's Girls in Action outreach program and CLICK (Contributing to Lives of Inner City Kids) participate in a day of tennis provided by Hollyburn Country Club and Tennis Canada coaches.

In addition to having fun on the courts, the youth attending also heard from Tennis Canada Head of High Performance for Western Canada Oded Jacob and players from the High Performance program. All participants left with a new HEAD racket, tennis balls from Babolat, a T-shirt from T-shirtprintingcompany.com and a prize! Ace Athletics provided a bag to hold all their new goodies and a water bottle. Prizes were donated by Hollyburn Country Club Sports Boutique, Babolat, Rackets & Runners and Toy Jungle, Park Royal.



BIG THANKS



MARKETING & COMMUNICATIONS CAMPAIGN

THE 2019 ODLUM BROWN VANOPEN WAS PROMOTED THROUGH THE FOLLOWING INITIATIVES:



ADVERTISING

- Newspaper
- Street banners: Cambie Street Bridge and Burrard Street
- TV
- Radio
- Online digital campaign: Postmedia and Ryznar Media



OTHER PROMOTIONS:

- Printed event program
- Postering in all North Shore Community Centres and Metro Vancouver tennis clubs
- Inclusion in the following private tennis club member newsletters:
 - » Hollyburn Country Club
 - » North Shore Winter Club
 - » Richmond Country Club
 - » Arbutus Club
 - » Vancouver Lawn Tennis & Badminton Club
 - » Jericho Tennis Club
 - » West Vancouver Tennis Club



MEDIA RELATIONS AND COMMUNICATIONS

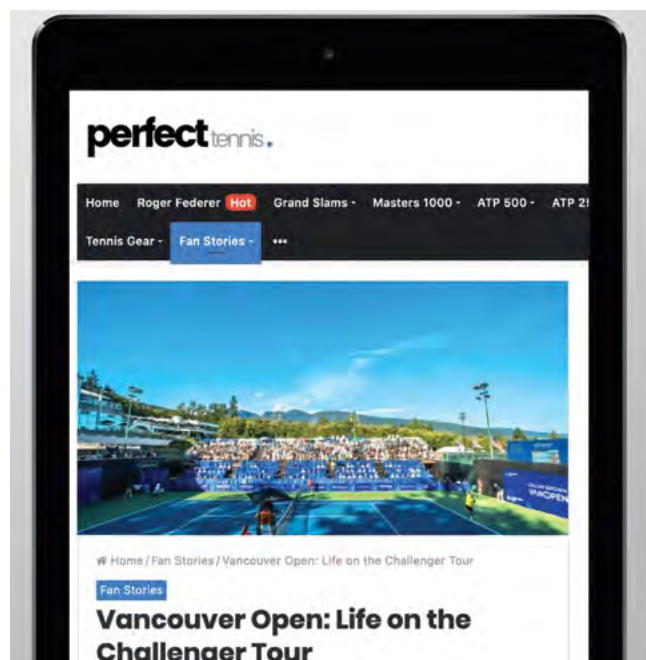
- Media advisories
- Press releases
- TV interviews
- Radio interviews
- VanOpen E-newsletters
- Event listings - print and online
- Nightly podcasts during tournament (vanopen.com/podcasts)
- Website: vanopen.com
- Social media: Facebook, Instagram, Twitter, Flickr



ADVERTISING

In 2019, the Odlum Brown VanOpen had an extensive advertising campaign. Print advertisements were placed in the Vancouver Sun, The Province, North Shore News, Vancouver Courier, Richmond News and Burnaby Now.

Radio spots were produced and aired on SPORTSNET650 and NEWS1130. Global BC was our official television partner and new this year were 7 second TV advertisements. In addition, digital campaigns were executed through Postmedia and Ryznar Media. The Odlum Brown VanOpen was pleased to have street banners on the Cambie Street Bridge and north end of Burrard Street in downtown Vancouver.





MEDIA RELATIONS

THE ODLUM BROWN VANOPEN IS WESTERN CANADA'S LARGEST AND MOST CELEBRATED TENNIS EVENT.

The Odlum Brown VanOpen is Western Canada's largest and most celebrated tennis event. It offers a total of \$208,320 USD in prize money and provides players the opportunity to gain valuable world-ranking points on both the ATP and ITF Tours. It annually attracts 130 international and professional players from over 35 countries.

Media relations initiatives to promote the 2019 Odlum Brown VanOpen included:

- In-studio TV interview with Tournament Director Rik de Voest on Global BC.
- On-air radio interviews on TSN1040, CBC Radio Vancouver and Sportsnet650.
- Pre-event media advisories and pitching to all Metro Vancouver area, daily press releases with results and photographs were distributed to the media during the tournament week.
- Results were also distributed through social media channels.

Find us: @vanopentennis



MEDIA COVERAGE

THE 2019 ODLUM BROWN VANOPEN GARNERED IMPRESSIVE COVERAGE AND SAW TV EDITORIAL COVERAGE DOUBLE FROM 2018 TO 2019.

PRINT IMPRESSIONS: 6,500,000

ESTIMATED TV AUDIENCE REACH: 13,500,000

RADIO REACH: 315,000

ONLINE NEWS: 48 outlets posted articles

THE ODLUM BROWN VANOPEN WAS COVERED BY
THE FOLLOWING MEDIA OUTLETS:

PRINT

The Province Newspaper, Vancouver Sun, North Shore News

TV

Global BC and Global BC 1, CTV, CHBC Kelowna, CityNews (Vancouver, Edmonton, Montreal, Prince George)

RADIO

CBC Radio (Vancouver, Brantford ONT, London ONT, Prince Rupert, Quebec, Regina, Saskatoon), CKNW, News1130, Sportsnet650, TSN1040

ONLINE

604 Now, ATP Tour, Canada.com, Castanet.net, China Post, CityNews, CTV News, Daily Hive, Delfi.lt - Lithuanian News Website, Fedecoltenis - Colombian Tennis Federation, Finanzen.ch - Swiss News Website, FN 24.hu - Hungarian News Website, Focus Taiwan, Global News Canada, Glowbi.net - French News Website, Hirekma.hu - Hungarian News Website, Inside Vancouver Blog, Korea Joongang Daily, La Nacion Paraguay, Lithuanian Radio and TV, mexicokid blog, Nate.com - Korean News Website, National Post, Naver - Korean News Website, Net Radio Online (Spanish online radio), News1130, PerfectTennis, Respublika - Lithuanian News Website, SIRC News Hub, South Africa Today, Sport.co.uk, Tennis Canada, Tennis Tour Talk, Tennis World, The Big Racket Blog, The Chronicle Herald (Halifax, NS), The Georgia Straight, The Province, Tokyo Daily News, Tourism Vancouver, Trail Daily Times, TV3 Lithuania, Vancouver is Awesome, Vancouver Sun, Vernon Morning Star, World Tennis Magazine, WoW Korea

*These numbers do not include impressions received through paid advertisements and media partnership advertisements and are subject to what we could accurately monitor.




Courtesy ATP Challenger Tour

The Province NEWS SPORTS ARTS & LIFE DRIVING MORE

Eugenie Bouchard, Vasek Pospisil to play in Vancouver Open

SCOTT BROWN
More from Scott Brown

Published: July 16, 2019
Updated: July 16, 2019 3:04 PM PDT
Filed Under: The Province > Sports > Tennis



Eugenie Bouchard, the former No. 5 player in the world, will compete in the Odium Brown VanOpen. *By Man Kwiat / for PNG*


Rebecca Marino of Vancouver and Brayden Schnur of Pickering, Ont., are also in the Odium Brown Van Open field

LATEST IN SPORTS


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Canada's #1 Community Newspaper

Spokane Artwork  A Celebration of Visual Artists in Squamish

Home > Sports

VanOpen tennis tournament wraps up with thrilling final matches

Ben Bengtson / North Shore News
AUGUST 20, 2019 01:12 PM



Ricardas Berankis of Lithuania took home the top prize in the men's finals of the Odium Brown VanOpen tennis tournament over the weekend. The annual tournament saw more than 130 pro tennis players from around the world compete. photo Supplied Joe Ng

It was the continuation of a landmark year for one competitor, and sweet redemption for another, at the conclusion of this year's Odium Brown VanOpen tennis tournament in West Vancouver.

Top-seeded Ricardas Berankis of Lithuania continued his banner year, defeating 10th-seeded Jason Jung, who represents Chinese Taipei, 6-3, 5-7, 6-4 during the men's final held Sunday. In the women's final, also held Sunday, sixth-seeded Heather Watson of Great Britain bested third-seeded Sara Sorribes Tormo of Spain 7-5, 6-4 to take home the championship hosted at Hollyburn Country Club.

VANCOUVER SUN	NEWS	BUSINESS	SPORTS	ARTS & LIFESTYLE	TRAVEL	CAREERS	SOBITS	CLASSIFIEDS
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Brayden Schnur of Pickering, Ont., will be among the Canadians competing at the Odium Brown VanOpen in West Vancouver.
SUPPLIED

The Odium Brown VanOpen has always provided an opportunity for future Canadian stars to shine. Last year, Montreal's Felix Auger-Aliassime, then 17, entered the tournament poised for a breakout. He has since skyrocketed from No. 120 to No. 23 and is regarded as one of the ATP's brightest young stars. Although Auger-Aliassime is not playing in the tournament this year, de Voest said 16-year-old Canadian Leylah Annie Fernandez, also of Montreal, will be this year's rising star to watch. She has been flying up the world rankings from No. 808 to start the year to No. 257 with a big win at the junior French Open and strong showings in other events.

"She could certainly follow what Felix has done in terms of how fast she is accelerating up the rankings," said de Voest.



DIGITAL COVERAGE

WEBSITE

The Odium Brown VanOpen website was redesigned in April 2017. We continue to include sponsor ads on our sidebar providing a great digital benefit to our partners. The website had over 173,254 page views during August 2019.

NEWSLETTER

With over 3500 subscribers and growing, the Odium Brown VanOpen e-newsletter provides engaging general tennis news and tournament information all year round.

SOCIAL MEDIA

The Odium Brown VanOpen has started to tap into the power of social media and is actively growing our networks. We've tripled our Instagram followers between 2017 to 2019. We look forward to the continued growth of our networks and sharing our stories.



@vanopentennis (1,684 followers)



@vanopentennis (1,510 followers)



Odium Brown VanOpen (1,294 followers)



Odium Brown VanOpen



Constable Harpreet Kombo, Tournament Director Rik de Voest, Women's Singles Runner Up Sara Sorribes Tormo (ESP), Women's Singles Champion Heather Watson (GBR), Tournament Chair Carlota Lee, Sergeant Janice Svendsen.



Constable Harpreet Kombo, Men's Singles Champion Ricardas Berankis (LTU), Sergeant Janice Svendsen.



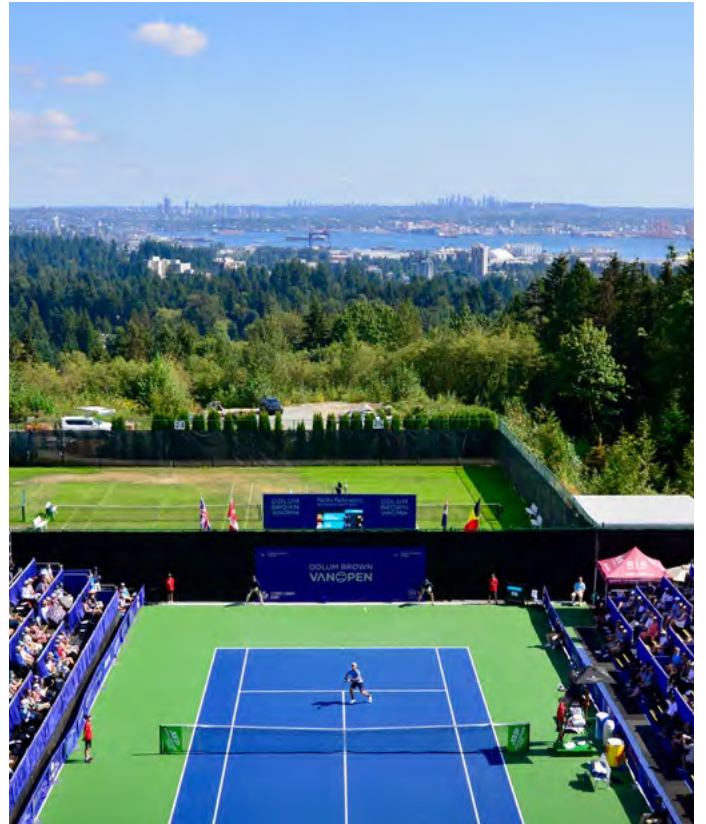
Women's Doubles Champions Miya Kato (JPN) and Nao Hibino (JPN)



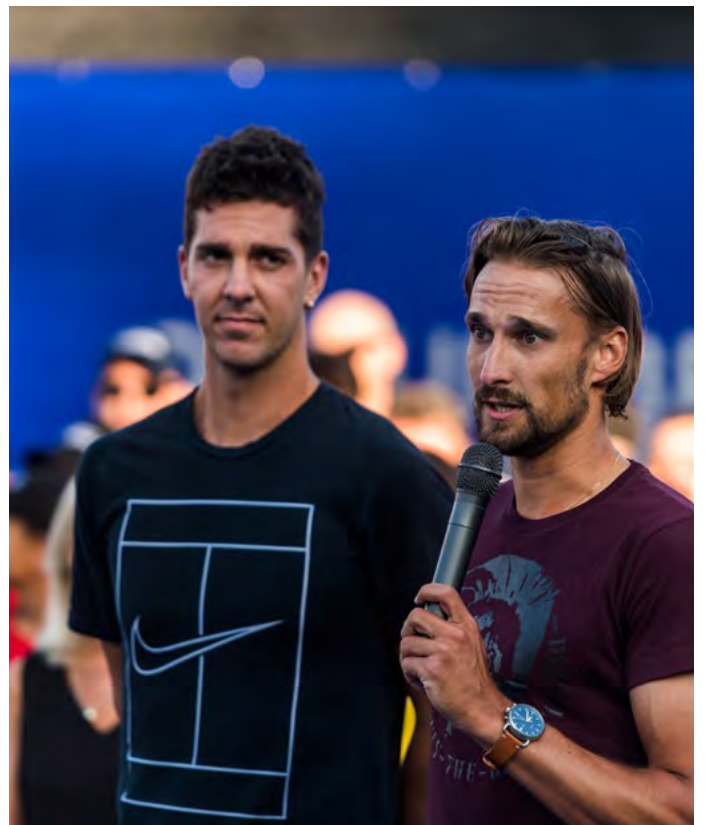
Tournament Director Rik de Voest, Men's Doubles Champions Robert Lindstedt (SWE) and Jonny O'Mara (GBR), Tournament Chair Carlota Lee.

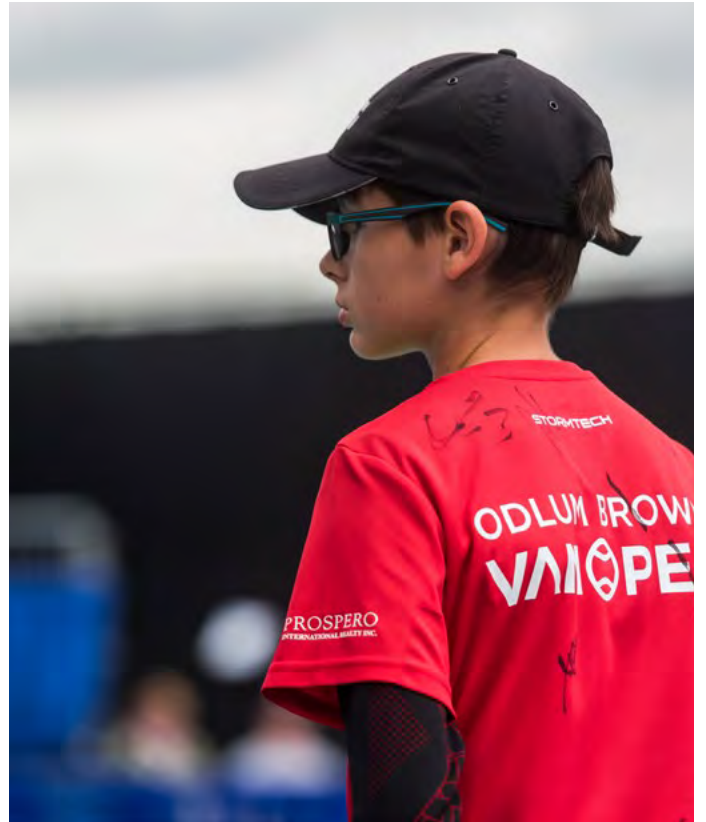


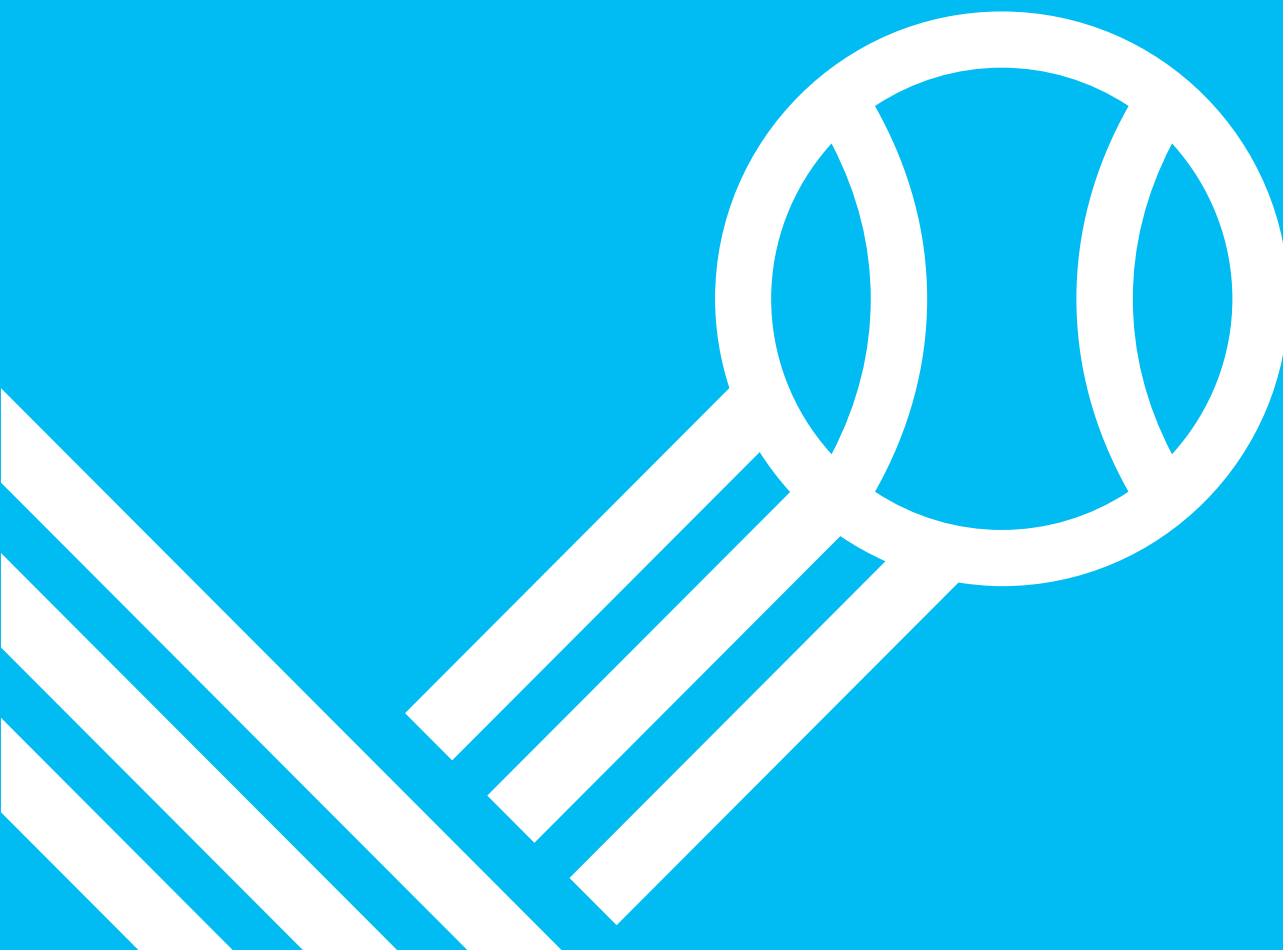












ODLUM BROWN
VANOPEN

HOSTED AT HOLLYBURN COUNTRY CLUB



CONTACT US TO CONFIRM YOUR 2020 PARTNERSHIP

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“COMING TOGETHER IS THE BEGINNING. KEEPING TOGETHER IS PROGRESS.
WORKING TOGETHER IS SUCCESS!”

- HENRY FORD