



A TENNIS CANADA
EVENT



CHALLENGER
TOUR



ODLUM BROWN VANOPEN

HOSTED AT HOLLYBURN COUNTRY CLUB

PARTNERSHIP OPPORTUNITIES 2019

VANCOUVER, BC

JOHANNA KONTA / GBR

2013/2015 Singles Champion
2015 Doubles Champion
CAREER HIGH RANKING #4

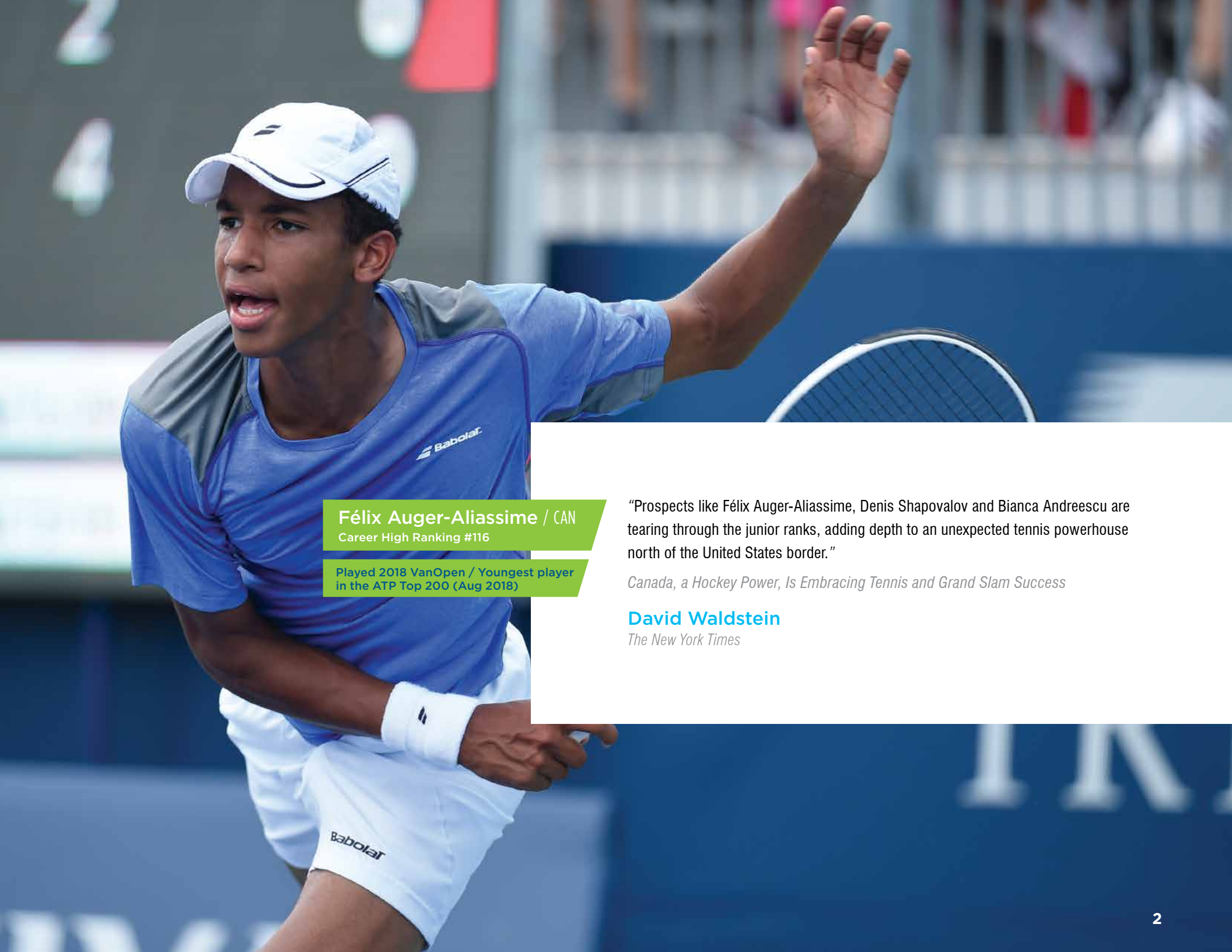
MARCOS BAGHDATIS / CYP

2009/2014 Singles Champion
CAREER HIGH RANKING #8

VASEK POSPISIL / CAN

2013 Singles Champion
CAREER HIGH RANKING #25





Félix Auger-Aliassime / CAN
Career High Ranking #116

Played 2018 VanOpen / Youngest player
in the ATP Top 200 (Aug 2018)

“Prospects like Félix 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



Marcos Baghdatis / CYP
Career High Ranking #8

2009 VanOpen Singles Champion
2014 VanOpen Singles Champion

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Jelena Ostapenko / LAT
Career High Ranking #5

Played VanOpen 2015

2019 EVENT OVERVIEW

The 2019 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.

In 2018 this event had a combined purse of \$200,000 USD with \$100K going to the men and \$100K to the women.

The event takes place **August 12–18, 2019** at the spectacular Hollyburn Country Club in West Vancouver, BC. Set against the dramatic back drop of the North Shore Mountains, 130 professional tennis stars from over 35 countries will attend. Past champions include the likes of Maria Sharapova, Marcos Baghdatis, Aleksandra Wozniak, Kevin Anderson 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.





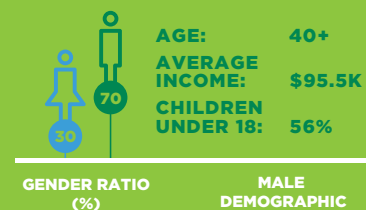
VANOPEN IN VANCOUVER

TENNIS CULTURE

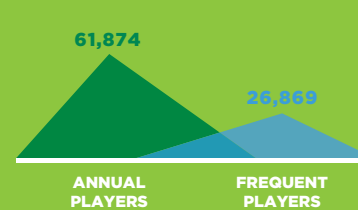
- The Odum Brown VanOpen has a 16 year history of top players in men's and women's tennis playing the tournament from 2002–2018
- Over 13,000 spectators
- The Odum Brown VanOpen is an important warm up event to the US Open and other tournaments
- Tennis fans are deeply connected to the sport and its lifestyle
- Tennis attracts spectators and players across all ages and demographics
- Tennis fans are highly educated, affluent and skewed heavily towards business decision-makers and other professionals
- Over 1.6 million BC residents qualify as core tennis fans and over 375,000 people play more than 3 times per week

TENNIS PARTICIPATION IN BC

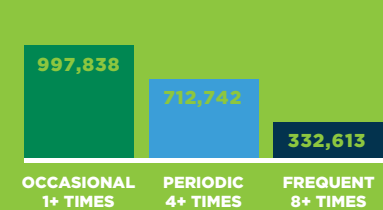
AVERAGE PLAYER



YOUNG PLAYERS (6–11YRS)



ANNUAL PLAYERS





Sasha Vagramov / CAN
Junior Career High Ranking #108

U18 Canadian National Champion

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."

Debi Hewson

President and CEO, Odlum Brown Limited



ODLUM BROWN
Investing for Generations®

"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

Tennis Canada Head of High Performance for Western Canada





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 Odlum 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 proudly supports 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 also proudly supports **CLICK (Contributing to Lives of Inner City Kids)**, 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.

In 2018 the Odlum Brown VanOpen raised over \$11,000 for our charity partners. We also held our second annual Community Day presented by London Drugs in June. The fun-filled day saw youth from both organizations participate in a day of tennis provided by Hollyburn Country Club and Tennis Canada coaches. All participants left with a racket, two cans of tennis balls, a t-shirt and a prize!

"For 14 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."

CLICK Contributing to Lives of Inner City Kids
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



MARKETING & MEDIA

Marketing & Promotions _____ 10

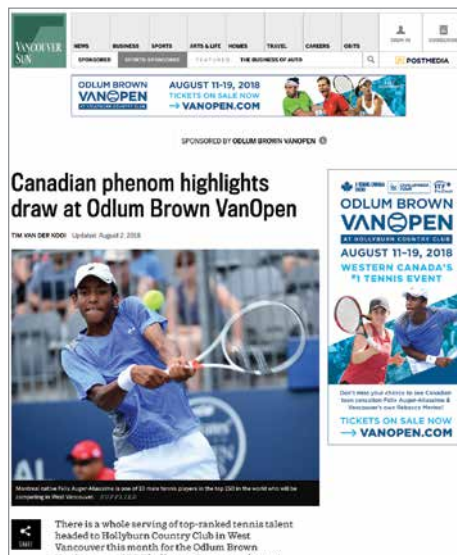
Media Partners & Coverage _____ 11



MARKETING & PROMOTIONS

The Odlum Brown VanOpen will implement a complete marketing and promotions plan with the goal to drive attendance and brand awareness for event partners.

Partners will receive a significant online presence during the lead up to the tournament, social media integration and strong on-site branding opportunities.



- On-site banners and signage
- Exhibit, retail and sampling opportunities to 13,000 spectators
- Tournament posters (general event poster, ball crew and volunteer recruitment posters)
- Newspaper advertisements
- Magazine advertisements
- Official tournament program
- Event Accreditation
- Invitations
- Radio promotions
- Partner logos and link on tournament website
- Integration into social media plan through Twitter, Facebook, Instagram and nightly podcasts
- Tournament will be included in 80 online event listings
- e-Newsletter distribution





Vasek Pospisil / CAN
Career High Ranking #25

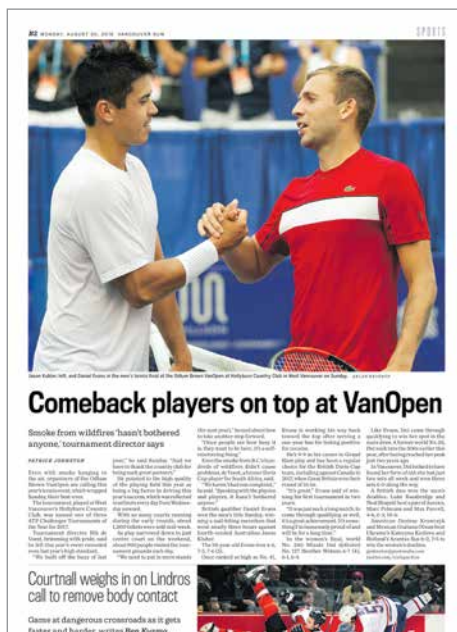
2013 VanOpen Singles Champion

MEDIA PARTNERS & COVERAGE

Brand alignment with the Odlum Brown VanOpen will complement the presenting partner brand and flow seamlessly through all marketing collateral, on-site signage and social media channels.

In addition, earned media through editorial coverage on television, print and radio is considerable with over 16.6 million impressions in 2018. Odlum Brown VanOpen receives daily coverage throughout the seven day tournament, as well as in depth pieces diving into the individual players and general tennis lifestyle. The global tennis community follows this tournament and, through the ATP live streaming, it reaches a worldwide market.

Odlum Brown VanOpen has built strong relationships with local and regional media outlets.





PARTNERSHIP OPPORTUNITIES

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PLATINUM PARTNER

Becoming a Platinum Partner of the Odlum Brown VanOpen offers the following benefits:

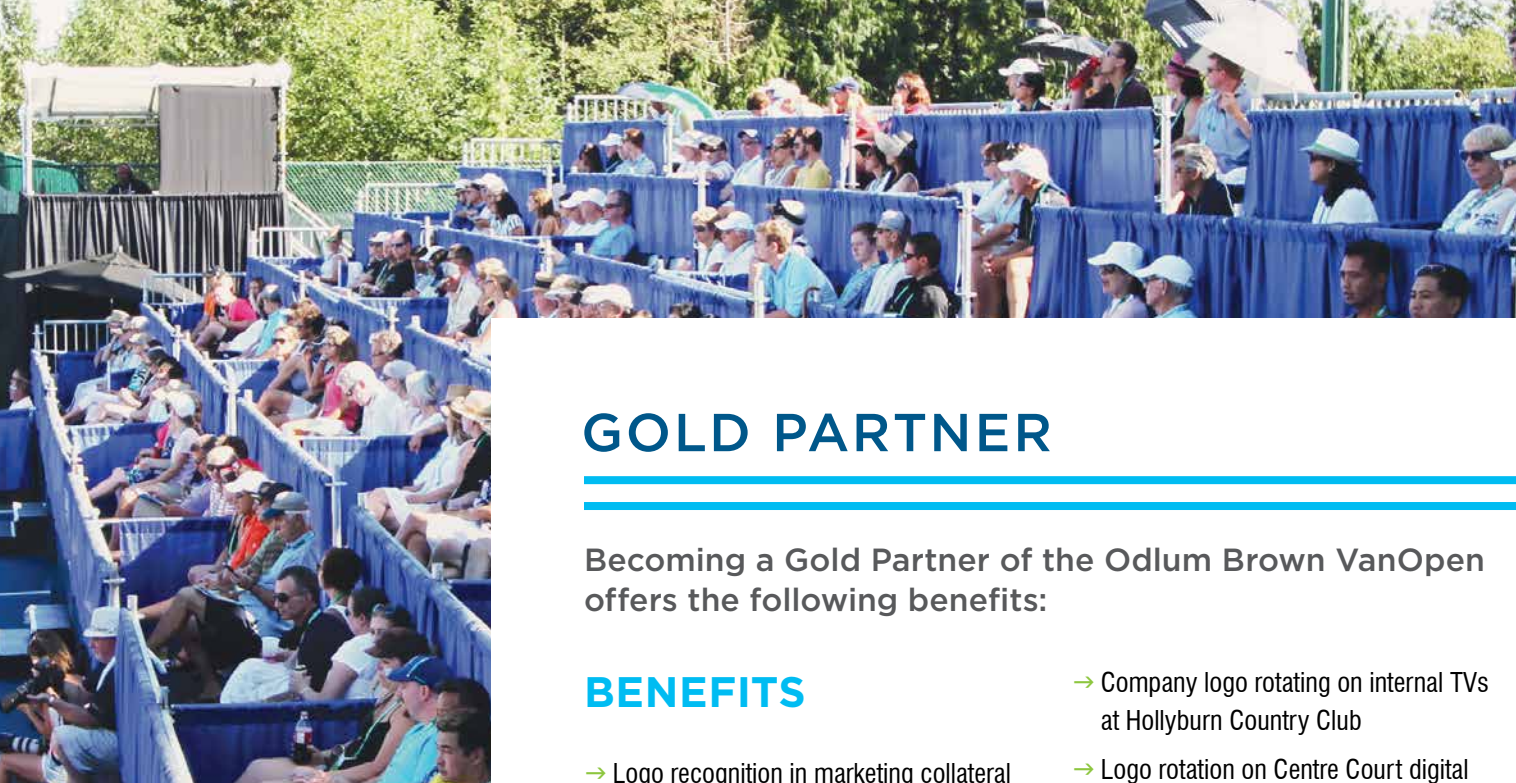
BENEFITS

- Customized on-site experiential marketing program
- Logo recognition in marketing collateral including: newsletters, website with hyperlink, tournament posters (general event poster, ball crew and volunteer recruitment posters) and advertisements
- Company logo on back wall signage on Stadium Court and one additional show court
- Opportunity to provide 4 company banners on-site (provided by partner) and 2 sidewall banners for Centre Court (provided by tournament)
- Logo recognition in the official tournament program
- Half-page ad in the official tournament program
- Half-page advertisement in Hollyburn's member magazine The View
- Rotating box advertisement on event website
- Name mention in daily PA announcements
- Company logo rotating on internal TVs at Hollyburn Country Club
- Logo rotation on Centre Court digital scoreboard
- Opportunity to conduct media promotions in conjunction with the event. e.g. ticket giveaways and money can't buy experiences
- Opportunity to do sampling for spectators and corporate box holders in the VIP area
- 10x10 space in the Vendor Village for exhibit/retail
- Sampling opportunities to 13,000 spectators
- Integration into social media plan
- Right to use event intellectual property for marketing purposes in association with the tournament, including access to images, video, downloads etc.

HOSPITALITY & TICKETING

- 1 Premium Box w/ 4 transferable passes
 - › 4 Box passes per day
 - › 2 Parking passes per day
- 36 Single day event tickets
 - › 6 Tickets per day / Mon–Thu
 - › 4 Tickets per day / Fri–Sun
- 10 Passes to the VIP party and opening ceremonies
- 4 Hollyburn guest passes for the week





GOLD PARTNER

Becoming a Gold Partner of the Odlum Brown VanOpen offers the following benefits:

BENEFITS

- Logo recognition in marketing collateral including: newsletters and website with hyperlink
- Opportunity to provide 2 company banners on-site (provided by partner) and 1 sidewall banner for Centre Court & 1 sidewall banner on Stadium Court (provided by tournament)
- Logo recognition in the official tournament program
- Rotating box advertisement on event website
- Half page advertisement in Hollyburn's member magazine The View
- Name mention in daily PA announcements
- Company logo rotating on internal TVs at Hollyburn Country Club
- Logo rotation on Centre Court digital scoreboard
- Opportunity to conduct media promotions in conjunction with the event. e.g. ticket giveaways and money can't buy experiences
- Opportunity to do sampling for spectators and corporate box holders in the VIP area
- Sampling opportunities to 13,000 spectators
- Integration into social media plan
- Right to use event intellectual property for marketing purposes in association with the tournament, including access to images, video, downloads etc.

HOSPITALITY & TICKETING

- 1 Premium Box with 4 transferable passes
 - › 4 Box passes per day
 - › 2 Parking passes per day
- 28 Single day event tickets
 - › 4 Tickets per day / Mon–Sun
- 4 Passes to the VIP party and opening ceremonies
- 2 Hollyburn guest passes for the week





Misaki Doi / JPN
Career High Ranking #30

2018 VanOpen Singles Champion



SILVER PARTNER

Becoming a Silver Partner of the Odlum Brown VanOpen offers the following benefits:

BENEFITS

- Opportunity to provide 2 company banners on-site and 1 sidewall banner for Centre Court (provided by partner)
- Logo recognition in the official tournament program
- Rotating box advertisement on event website
- Name mention in daily PA announcements
- Logo rotation on Centre Court digital scoreboard
- Sampling opportunities to 13,000 spectators
- Integration into social media plan
- Logo and link on the tournament website
- Right to use event intellectual property for marketing purposes in association with the tournament, including access to images, video, downloads etc.

HOSPITALITY & TICKETING

- 1 Premium Box with 4 transferable passes
 - › 4 Box passes per day
 - › 2 Parking passes per day
- 14 Single day event tickets
 - › 2 Tickets per day / Mon–Sun
- 4 Passes to the VIP party and opening ceremonies
- 2 Hollyburn guest passes for the week



CENTRE COURT SCOREBOARD PARTNER

Becoming the Centre Court Scoreboard Partner of the Odlum Brown VanOpen offers the following benefits:

BENEFITS

- Scoreboard signage rights on Centre Court
- Logo recognition in marketing collateral including: newsletters, website with hyperlink, tournament posters (General event poster, ball crew and volunteer recruitment posters) and advertisements
- Opportunity to provide 4 company banners on-site (provided by partner) and 2 sidewall banners for Centre Court (provided by tournament)
- Logo recognition in the official tournament program
- Half-page ad in the official tournament program
- Quarter-page ad in Hollyburn's member magazine The View
- Name mention in daily PA announcements
- Company logo rotating on internal TVs at Hollyburn Country Club
- Logo rotation on Centre Court digital scoreboard
- Opportunity to conduct media promotions in conjunction with the event. e.g. ticket giveaways and money can't buy experiences
- Rotating box advertisement on event website
- Opportunity to do sampling for spectators and corporate box holders in the VIP area
- Sampling opportunities to 13,000 spectators
- Integration into social media plan
- Right to use event intellectual property for marketing purposes in association with the tournament, including access to images, video, downloads etc.

HOSPITALITY & TICKETING

- 1 Premium Box with 4 transferable passes
 - › 4 Box passes per day
 - › 2 Parking passes per day
- 14 Single day event tickets
 - › 2 Tickets per day / Mon–Sun
- 4 Passes to the VIP party and opening ceremonies
- 2 Hollyburn guest passes for the week



STADIUM COURT NAMING RIGHTS

Becoming the Stadium Court Naming Partner of the Odlum Brown VanOpen offers the following benefits:

BENEFITS

- Stadium Court referred to as "(company name) Court"
- Court signage outside of court entrance
- Logo recognition in marketing collateral including: website with hyperlink
- Opportunity to provide 2 company banners on-site (provided by partner) and 1 sidewall banner for Centre Court (provided by tournament)
- Logo recognition in the official tournament program
- Rotating box advertisement on event website

- Name mention in daily PA announcements
- Company logo rotating on internal TVs at Hollyburn Country Club
- Logo rotation on Centre Court digital scoreboard
- Sampling opportunities to 13,000 spectators
- Integration into social media plan
- Right to use event intellectual property for marketing purposes in association with the tournament, including access to images, video, downloads etc.

HOSPITALITY & TICKETING

- 1 Premium Box with 4 transferable passes per day
 - › 4 Box passes per day
 - › 2 Parking passes per day
- 28 Single day event tickets
 - › 4 Tickets per day / Mon–Sun
- 4 Passes to the VIP party and opening ceremonies
- 2 Hollyburn guest passes for the week



STADIUM COURT SCOREBOARD PARTNER

Becoming the Stadium Court Scoreboard Partner of the Odlum Brown VanOpen offers the following benefits:

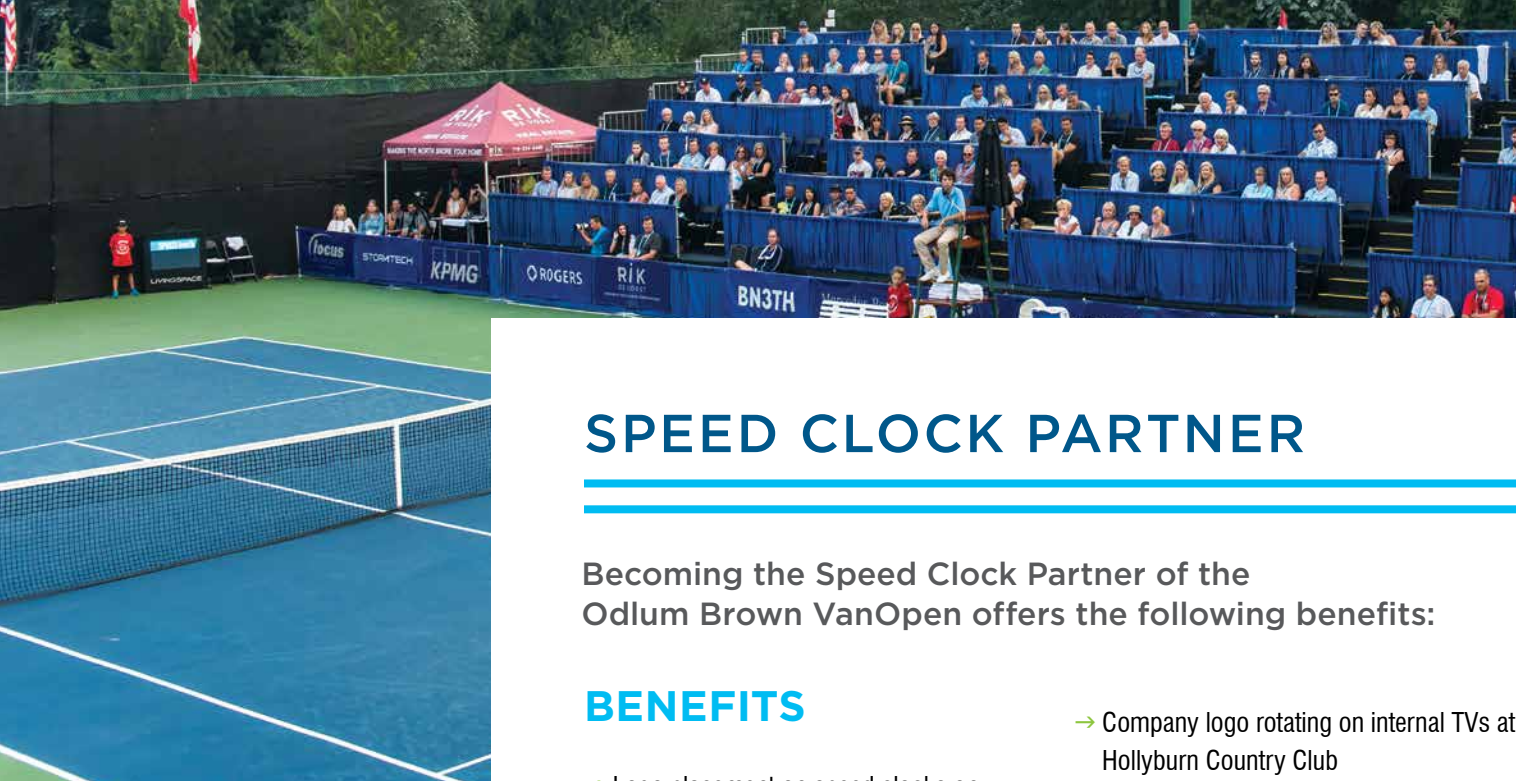
BENEFITS

- Scoreboard signage rights on Stadium Court
- Logo recognition on website with hyperlink
- Opportunity to provide 2 company banners on-site (provided by partner) and 1 sidewall banner for Centre Court (provided by tournament)
- Logo recognition in the official tournament program
- Quarter-page ad in Hollyburn's member magazine The View
- Name mention in daily PA announcements
- Company logo rotating on internal TVs at Hollyburn Country Club

- Logo rotation on Centre Court digital scoreboard
- Opportunity to conduct media promotions in conjunction with the event. e.g. ticket giveaways and money can't buy experiences
- Rotating box advertisement on event website
- Opportunity to do sampling for spectators and corporate box holders in the VIP area
- Sampling opportunities to 13,000 spectators
- Integration into social media plan
- Right to use event intellectual property for marketing purposes in association with the tournament, including access to images, video, downloads etc.

HOSPITALITY & TICKETING

- 1 Premium Box with 4 transferable passes
 - › 4 Box passes per day
 - › 2 Parking passes per day
- 14 Single day event tickets
 - › 2 Tickets per day / Mon–Sun
- 4 Passes to the VIP party and opening ceremonies
- 2 Hollyburn guest passes for the week



SPEED CLOCK PARTNER

Becoming the Speed Clock Partner of the Odium Brown VanOpen offers the following benefits:

BENEFITS

- Logo placement on speed clocks on Centre Court
- Logo recognition on website with hyperlink
- Opportunity to provide 2 company banners on-site and 1 sidewall banner for Centre Court (provided by partner)
- Logo recognition in the official tournament program
- Rotating box advertisement on event website
- Name mention in daily PA announcements

- Company logo rotating on internal TVs at Hollyburn Country Club
- Sampling opportunities to 13,000 spectators
- Integration into social media plan
- Right to use event intellectual property for marketing purposes in association with the tournament, including access to images, video, downloads etc.

HOSPITALITY & TICKETING

- 1 Premium Box with 4 transferable passes per day
 - › 4 Box passes per day
 - › 2 Parking passes per day
- 28 Single day event tickets
 - › 4 Tickets per day / Mon–Sun
- 4 Passes to the VIP party and opening ceremonies
- 2 Hollyburn guest passes for the week



VENDOR VILLAGE NAMING RIGHTS

Becoming the Vendor Village Partner of the Odium Brown VanOpen offers the following benefits:

BENEFITS

- Naming rights and logo integration throughout Vendor Village
- Logo recognition on website with hyperlink
- Opportunity to provide 2 company banners on-site and 1 sidewall banner for Centre Court (provided by partner)
- Logo recognition in the official tournament program
- Rotating box advertisement on event website
- Name mention in daily PA announcements

- Company logo rotating on internal TVs at Hollyburn Country Club
- Logo rotation on Centre Court digital scoreboard
- Sampling opportunities to 13,000 spectators
- Integration into social media plan
- Right to use event intellectual property for marketing purposes in association with the tournament, including access to images, video, downloads etc.

HOSPITALITY & TICKETING

- 1 Premium Box with 4 transferable passes per day
 - › 4 Box passes per day
 - › 2 Parking passes per day
- 28 Single day event tickets
 - › 4 Tickets per day / Mon–Sun
- 4 Passes to the VIP party & opening ceremonies
- 2 Hollyburn guest passes for the week



TOURNAMENT TEAM

The 2019 Odlum 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 year after year.

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 Odlum 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 partners, players and fans.

Kathryn Cowden

Director of Sales & Marketing, Hollyburn Country Club

Kathryn has worked at Hollyburn Country Club for the past 10 years and has been the lead contact between the Club, as the host venue, and the other stakeholders involved in organizing the Odlum 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 Odlum 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, is invaluable in the running of the event as Rik goes into his third year as Tournament Director.

Jessica Walker

Tournament Manager

Jessica has managed some of British Columbia's biggest sporting, community and special events, including international conferences and parades that draw 300,000 people. Jessica has overseen the 2014, 2015, 2017 and 2018 Odlum Brown VanOpen's pre-event planning and onsite event management, including staffing, marketing, advertising and sponsorship. Her experience and expertise in event management and partnership fulfillment ensures the tournament runs flawlessly and that partners' expectations are exceeded year after year.

Ed McLaughlin

CEO, Hollyburn Country Club

Ed has been the CEO of Hollyburn Country Club for the past 15 years and is one of the major contributors in making the Odlum 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 Odlum 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.



PARTNERSHIP CONTACTS

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