

# 2022

# SUMMARY REPORT

ODLUM BROWN VANOPEN • WESTERN CANADA'S #1 TENNIS EVENT

ODLUM BROWN  
**VANOPEN**

**AUGUST 13-21, 2022**

HOSTED AT HOLLYBURN COUNTRY CLUB





## 2022 ODLUM BROWN VANOPEN - BIGGER & BETTER THAN EVER!

**We are pleased to report that the 2022 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 very excited this year to be able to raise the level of play by moving up to a WTA 125 on the women's side and an ATP Challenger 125 on the men's side. After a two year hiatus, the tennis community here in Vancouver was ready to welcome back these international professional tennis players with incredible hospitality and enthusiastic crowds.

We were fortunate to have the incredible support of Odlum Brown and all our partners, as well as our volunteers, host families, ball crew and the team at Hollyburn Country Club to make it all happen.

We are proud to report that Tennis Canada, the ATP (Association of Tennis Professionals) and the WTA (Women's Tennis Association) were all impressed with the caliber of tournament we can put on here in Vancouver at Hollyburn Country Club.

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 Birds Nest Properties, 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 2023 Odlum Brown VanOpen taking place August 12 – 20.

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



### BALL CREW



### COMMUNITY DAY



### VOLUNTEER



### BALL



### KIDS' DAY



## CONTRIBUTING PARTNERS



## MEDIA PARTNERS



## PATRONS

Natallie and Amar Doman • Five Mile Enterprises Ltd. • Fred Deeley Ltd. • Floyd Hill  
• Malcolm and Janice Hunter • Graeme Robertson and Lisa Dunne

## SUPPORTERS & VENDOR VILLAGE

Café Umbria • Hekate • Hollyburn Country Club Sports Boutique • Jon Benjamin Photography  
• Officewise • T-shirtprintingcompany.com • Trevor Haqq, truMedic

# TOURNAMENT FACTS

CHARITY PARTNERS	<ul style="list-style-type: none"> <li>CLICK (Contributing to Lives of Inner City Kids)</li> <li>Tennis BC's outreach programs</li> </ul>
TOURNAMENT PURSE & DRAWS	<p>Total Men's Purse: \$159,360 USD</p> <p>Total Women's Purse: \$115,000 USD</p> <p>Singles Draw 32 Players</p> <p>Doubles Draw 16 Teams</p>
SPECTATORS	13,000
ATHLETES	128
COUNTRIES	35
VOLUNTEERS	130
BALL CREW	120
OFFICIALS	71
TENNIS ASSOCIATION PARTNERS	<ul style="list-style-type: none"> <li>Association of Tennis Professionals (ATP)</li> <li>Women's Tennis Association (WTA)</li> <li>Tennis Canada</li> </ul>
FAMOUS ALUMNI	<p>Bianca Andreescu, Eugenie Bouchard, Milos Raonic, Maria Sharapova, Johanna Konta, Andy Murray, Vasek Pospisil, Félix Auger-Aliassime, Karolina Pliskova, Marcos Baghdatis, Kevin Anderson, Leylah Fernandez</p>
2022 SPECIAL EVENTS	<p>The Odium Brown VanOpen is more than just tennis:</p> <ul style="list-style-type: none"> <li>Community Day presented by Birds Nest Properties: June 11</li> <li>Odium Brown VanOpen Pro-Am: August 14</li> <li>Opening Ceremonies and VIP Reception: August 16</li> <li>Kids' Day presented by Fresh St. Market: August 17</li> <li>Players' Party: August 17</li> <li>Volunteer Appreciation Party: August 2</li> <li>Partners' Reception: October 25</li> </ul>





## COMMUNITY INVOLVEMENT

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THE ODLUM BROWN VANOPEN RAISED \$15,000 THROUGH THE RAFFLE AND 50/50 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 VIP package for two to the 2023 National Bank Open in Toronto, presented by Rogers, including round trip airfare, 3-nights accommodation, tickets to the final weekend of play and access to the BMW VIP Lounge. Our second prize was the tennis inspired Baseline Edition watch from Strathcona International Watches, and our third prize was a tennis session and lunch for up to three people at Hollyburn Country Club with Rik de Voest, former ATP professional and OBVO Tournament Director. A big thank you goes out to everyone that purchased tickets.



# ODLUM BROWN VANOPEN COMMUNITY DAY

PRESENTED BY



## JUNE 11, 2022 – CELEBRATING FOUR YEARS OF HELPING YOUTH ACHIEVE THEIR POTENTIAL.

Forty youth from Tennis BC's Girls in Action outreach program and CLICK: Contributing to Lives of Inner City Kids took to the courts at Hollyburn Country Club on Saturday as part of the fourth annual Odlum Brown VanOpen Community Day; this year it was presented by Birds Nest Properties.

The fun-filled event saw youth take part in a morning of tennis provided by Hollyburn Country Club tennis coaches and Odlum Brown VanOpen Tournament Director and former ATP Tour pro Rik de Voest. The youth were provided breakfast when they arrived and a BBQ lunch after the workshop. In addition, they all went home with a new tennis racquet, balls and a prize.

In addition to having a lot of fun on the tennis courts, attending youth also heard Tennis Canada Head of High Performance for Western Canada Oded Jacob, National junior champions Joyce Geng, Gary Jiang, and Owen Nguyen, and other High Performance program players Barbora Bulinova and Daniel Dong each share stories of how to overcome adversity, set and achieve goals, and make dreams become reality.



## BIG THANKS



# MARKETING & COMMUNICATIONS CAMPAIGN

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THE 2022 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



## MEDIA RELATIONS AND COMMUNICATIONS

- Media advisories
- Press releases
- TV interviews
- Radio interviews
- VanOpen E-newsletters
- Event listings - print and online
- Website: [vanopen.com](https://vanopen.com)
- Social media: Facebook, Instagram, Twitter, YouTube, TikTok, Flickr



## 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

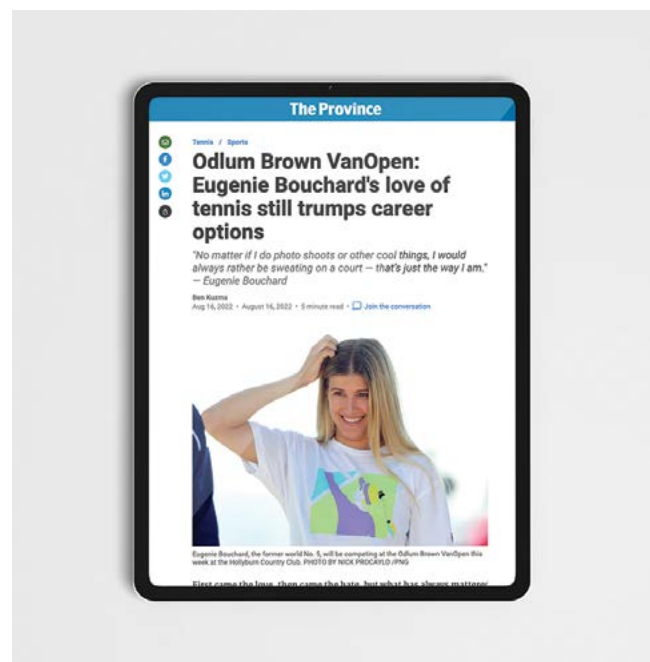




## ADVERTISING

In 2022, the Odlum Brown VanOpen had an extensive advertising campaign. Print advertisements were placed in the Vancouver Sun, The Province, North Shore News, Vancouver Is Awesome, Richmond News and Burnaby Now.

Radio spots were produced and aired on SPORTSNET650 and NEWS1130. Global BC was our official television partner with a strong promotional campaign. 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 tournament offers a total of \$274,360 USD in prize money and provides players with the opportunity to gain valuable world-ranking points on both the ATP and WTA Tours. It annually attracts approximately 130 international and professional players from over 35 countries.

Media relations initiatives to promote the 2022 Odlum Brown VanOpen included:

- In-studio TV interview with Tournament Director Rik de Voest on Global BC.
- On-air radio interviews on 980 CKNW, CBC Radio Vancouver, Radio-Canada 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 2022 ODLUM BROWN VANOPEN GARNERED IMPRESSIVE COVERAGE  
AND SAW EDITORIAL COVERAGE INCREASE FROM 2019.

THE EVENT WAS COVERED BY THE FOLLOWING MEDIA OUTLETS:

## PRINT

Global Times (China), Le Journal de Montreal, Le Journal de Quebec, Lethbridge Herald (Lethbridge, AB), Nanaimo Magazine, North Shore News, Penticton Herald, The Chronicle Herald (Halifax, NS), The Daily Courier (Kelowna), The Globe and Mail, The Hamilton Spectator, The Province Newspaper, The Standard (St. Catharines, ON), Toronto Star, Vancouver Sun, Victoria Times Colonist, Waterloo Region Record (Waterloo, ON), West Vancouver Magazine

## TV

Global BC, CTV, Novus TV, CityNews

## RADIO

980 CKNW, Radio-Canada, Sportsnet 650, News1130

## ONLINE

Abbotsford News, ABS-CBN News (Filipino media company), Airdrie Today (Airdrie, AB), Alaska Highway News (Fort St. John, BC), Alberta Prime Times, Athabasca Advocate (Athabasca, AB), ATP Tour, Barrie Today (Barrie, ON), battlefordsNOW (Battlefords, SK), BayToday.ca (North Bay, ON), BC Business, Belleville Intelligencer (Belleville, ON), Bonnyville Nouvelle (Bonnyville, AB), Bowen Island Undercurrent (Bowen Island, BC), Bradford Today (Bradford, ON), Brandon Sun (Brandon, MB), Burnaby Now (Burnaby, BC), Calgary Herald, Cambridge Today (Cambridge, ON), Castanet (Kelowna, BC), CBC, CFJC Today Kamloops, CFJC Today Kamloops, CHAT News Today (Medicine Hat, AB), CHAT News Today (Medicine Hat, AB), CKPGToday.ca (Prince George, BC), CKPGToday.ca (Prince George, BC), Coast Reporter (Sunshine Coast, BC), Cochrane Today (Cochrane, AB), Collingwood Today (Collingwood, ON), Corriere dello Sport (Italian sports newspaper), CP24 (Toronto), CTV News (Montreal), CTV News website, Daily Herald Tribune (Grande Prairie, AB), Daily Hive, Dawson Creek Mirror (Dawson Creek, BC), Delta Optimist (Delta, BC), Eagle Valley News, Elliot Lake News (Elliot Lake, ON), EssentiallySports, EverythingGP (Grande Prairie, AB), Fairplay News, Flin Flon Reminder (Flin Flon, MB), Fort McMurray Today (Fort McMurray, AB), Global BC, Greek City Times, Guelph Today (Guelph, ON), Hamilton Spectator (Hamilton, ON), InfoTel.ca, Kelowna Capital News, Kelowna Daily Courier (Kelowna, BC), Keremeos Review (Keremeos, BC), La Presse, Lake Country Calendar, LarongeNOW (La Ronge, SK), Le Journal de Quebec, Lethbridge News Now (Lethbridge, AB), LifeVancouver (Japanese news website), meadowlakeNOW (Meadow Lake, SK), Medicine Hat News (Medicine Hat, AB), Melfort Journal (Melfort, SK), Midland Today (Midland, ON), Montreal Gazette, Moose Jaw Today (Moose Jaw, SK), Mountainview Today (Olds, AB), MSN Canada, Nanaimo Magazine, NanaimoNewsNOW (Nanaimo, BC), National Post, New West Record (New Westminster, BC), Newmarket Today (Newmarket, ON), News 24 (South African online news publication), Niagara Falls Review (Niagara Falls, ON), northeastNOW (Melfort, SK), Okotoks Today (Okotoks, AB), Ottawa Sun, Owen Sound Sun Times, paNOW (Prince Albert, SK), Penticton Herald (Penticton, BC), Penticton Western News, Peterborough Examiner (Peterborough, ON), Pique Newsmagazine (Whistler, BC), Postmedia Network across Canada, Powell River Peak (Powell River, BC), Prince George Citizen (Prince George, BC), rdnewsNOW (Red Deer, AB), Revelstoke Review, Richmond News (Richmond, BC), Rocky Mountain Outlook (Bow Valley, AB), Salmon Arm Observer, SaskToday.ca (Saskatchewan), Sekeres and Price Show, Sherwood Park News (Sherwood Park, AB), Simcoe Reformer (Simcoe, ON), Similkameen Spotlight, SooToday.com (Sault Ste. Marie, ON), Sportskeeda, Sportsnet, Sportsnet 650, Sportswave, Squamish Chief (Squamish, BC), St. Albert Gazette (St. Albert, AB), St. Catharines Standard (St. Catharines, ON), Summerland Review, Tennis Canada, Tennis Majors, Tennis TourTalk, Tennis.com, Tenuisuptodate.com, The Bharat Express News, The Chronicle Journal (Thunder Bay, ON), The Globe and Mail, The Golden Star, The Lethbridge Herald (Lethbridge, AB), The Province, The Sarnia Observer (Sarnia, ON), Thorold News (Thorold, ON), Tiebreaker Times (Philippine sports news website), Timmins Press (Timmins, ON), Toronto Star, Toronto Sun, Tri-City News (Coquitlam, BC), TSN, Tuttosport (Italian sports newspaper), United News of India, Vancouver Is Awesome, Vancouver Sun, Vaughan Today (Vaughan, ON), Vernon Matters (Vernon, BC), Vernon Morning Star, Victoria Times Colonist (Victoria, BC), Virden Empire-Advance (Virden, MB), VITA Daily, Waterloo Region Record (Waterloo, ON), Welland Tribune (Welland, ON), WFMZ-TV (Allentown, PA), Winnipeg Free Press, WTA Tour, Yahoo Sports



## The Province

Tennis / Sports

### It's happy Valentini's day at VanOpen, as Greek underdog claims women's singles title

*Grammatikopoulou, who came into the week ranked No. 239 in the world, becomes the first winner in the tournament's history to come through the qualifying round*

Steve Ewen

Aug 21, 2022 • August 21, 2022 • 3 minute read • [Join the conversation](#)



Valentini Grammatikopoulou of Greece beat Lucia Bronzetti during Women's final at the Odlum Brown VanOpen at Hollyburn Country Club on Sunday. PHOTO BY ARLEN REDEKOP /PNG

With the apologies to the Rupert Holmes classic tune, Valentini Grammatikopoulou likes pina colodas and winning the Odlum Brown VanOpen.

LIVE SPORTS, SPORTSCENTRE AND MORE — STREAM ON TSN.CA AND

TSN

SPORTS VIDEO EDGE THE SHIFT DOCS BARDOWN

TENNIS > NEWS VIDEO BRACKET ATP ATP ON TSN WTA CDN RANKING

TENNIS

Aug 18, 2022

### Pospisil brings the heat in gritty VanOpen singles win over Australian Thompson

The Canadian Press



Vasek Pospisil, The Canadian Press

VANCOUVER — It's difficult to talk about the Vancouver tennis scene without the names of Rebecca Marino and Vasek Pospisil popping up.

They are lovable underdogs, passionate players, gritty fighters and, in the case of the annual Odlum Brown VanOpen, great draws and ambassadors.

So it was fitting Wednesday, on one of the hottest nights of Vancouver's summer, the 32-year-old Pospisil sweated two hours and 40 minutes to post a thrilling 3-6, 6-2, 6-3 men's singles victory over Jordan Thompson of Australia at the Hollyburn Country Club to advance to the ATP Challenger event's quarterfinals.

The popular B.C. athlete, who while growing up in the Okanagan community of Vernon became a thing on the tennis court, now calls Vancouver home. And Wednesday night, the West Coast tennis fans were proud of his never-say-die




**The Province**

**Odlum Brown VanOpen: Towering Gabriel Diallo aims high as future face of Canadian tennis**

*Twenty-year-old Montrealer looks to good friend Auger-Aliassime for inspiration, both on and off the court*

Ben Kuzma  
Aug 17, 2022 • August 17, 2022 • 6 minute read • [Join the conversation](#)



Montreal's Gabriel Diallo returns a shot during his match against Ricardas Berankis of Lithuania at the Odlum Brown VanOpen tournament in West Vancouver on Wednesday. Diallo lost 4-6, 1-6 to the defending event champion. PHOTO BY NICK PROCAILO /PNG

Gabriel Diallo would embrace the pressure and prestige of becoming the face of Canadian tennis.

**NATIONAL POST**


PMN Tennis / PMN Sports

**Canada's Vasek Pospisil moves on to VanOpen semifinals with straight sets win**

SPORTS TENNIS

**Metro Vancouver's pro tennis tournament returns after a two-year absence**


Adam Laskaris | Feb 2 2022, 10:39 am



Pro tennis is returning to Metro Vancouver once again.

**ODLUM BROWN VANOPEN: A CROWN JEWEL ON THE CANADIAN TENNIS CALENDAR**

AMJ CAMPBELL  
MAKE YOUR BEST MOVE™



POPULAR READS

CANADIAN STACY PUNG WINS PREDECTOR ITP EVENT







## DIGITAL COVERAGE

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### WEBSITE

We continue to include sponsor ads on our sidebar, providing a great digital benefit to our partners. The website had over 231,154 page views in August 2022. This is a 33% increase in website traffic from our previous edition of the tournament.

### NEWSLETTER

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

### SOCIAL MEDIA

The Odlum Brown VanOpen continues to grow our social media networks and integrated TikTok this year. We look forward to the continued growth of our networks and sharing our stories.



[@vanopentennis](#) (1,858 followers)



[@vanopentennis](#) (2,167 followers)



[Odlum Brown VanOpen](#) (1,400 followers)



[Odlum Brown VanOpen](#)



[@vanopentennis](#)



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RCMP, Hollyburn GM Kathryn Cowden, Tournament Chair Carlota Lee, Men's Singles Champion Constant Lestienne (FRA), Runner Up Arthur Rinderknech (FRA), Tournament Director Rik de Voest, RCMP.



RCMP flanking Singles Women's Champion Valentini Grammatikopoulou (GRE). She is the first winner in our tournament's history to come through the qualifying round.



Men's Doubles Champions Ben McLachlan (JPN) and Andre Goransson (SWE).



Tournament Chair Carlota Lee, Women's Doubles Champions Miyu Kato (JPN) and Asia Muhammad (USA), Runners Up Timea Babos (HUN) and Angela Kulikov (USA), Tournament Director Rik de Voest.























ODLUM BROWN  
**VANOPEN**

HOSTED AT HOLLYBURN COUNTRY CLUB



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CONTACT US TO CONFIRM YOUR 2023 PARTNERSHIP

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"COMING TOGETHER IS THE BEGINNING. KEEPING TOGETHER IS PROGRESS.  
WORKING TOGETHER IS SUCCESS!"

- HENRY FORD