



Hosting Opportunities Qualifier 2024



This tie will only take place if the United States draws a home tie when the draw takes place in December.



DAVIS CUP OVERVIEW

- Annual men's team tennis competition featuring over 140 nations
- Inaugural tie played in 1900
- One of the most prestigious international team tennis competitions in the world
- USA leads all nations with 32 Davis Cup titles, the last coming in 2007
- USA last hosted ties in Reno, NV (2022) and Honolulu, HI (2020).



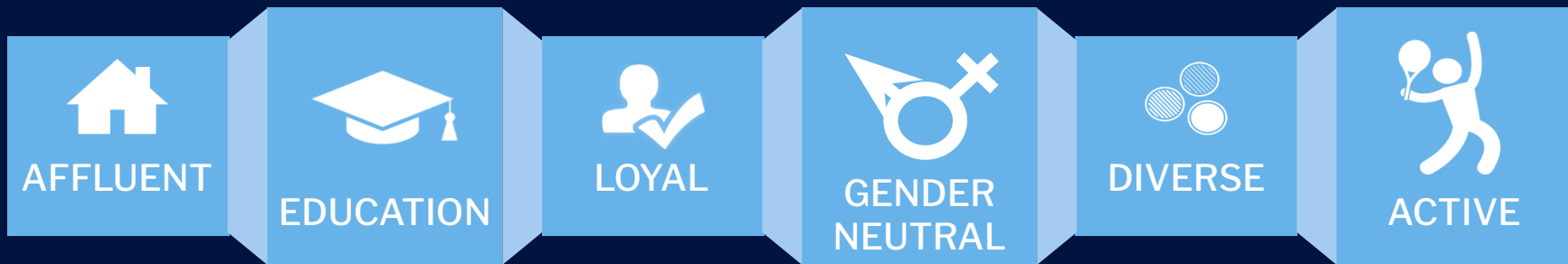
HIGHLIGHTS FROM RENO 2022



Click Picture or Scan QR Code



ATTENDEES



USTA members are typically:

- ✓ 49% male, 51% Female
- ✓ 53% Caucasian, 47% Non Caucasian
- ✓ Have four year degree or higher: 61%
- ✓ 58% have income of \$100,000+
- ✓ Ages: 26-55: 38%; 56+: 29%
- ✓ Passionate advocates and community focused

LOCAL ECONOMIC IMPACT

- A potential audience of more than 1.5 billion that could be exposed to your city through broadcast hits and website posts on ITF/USTA websites
- Millions in advertising value associated with television/radio coverage, broadcast, social media, websites
- Potential mentions nationally and internationally, from USA Today, NBC Sports, ESPN, ABC News, AP, FOX Sports, Sports Illustrated, MSN.com and Yahoo, among others

"The Palm Beach County Sports Commission is thrilled to host the Billie Jean King Cup in The Palm Beaches," said George Linley, Executive Director of the Palm Beach County Sports Commission. "This is a premier international team tennis event that will be exciting for sports fans around the world as well as our local hospitality and business community which will benefit greatly from the economic impact brought by an influx of visitors."

\$8 million impact expected from Billie Jean King Cup in Asheville

The logo for Belmont University, featuring a building icon and the text "OFFICE of COMMUNICATIONS BELMONT UNIVERSITY".

Davis Cup in Nashville Brings Big Wins for Team USA, Belmont University
International tennis event places Belmont, Nashville on worldwide stage

For Immediate Release
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"It's a privilege to welcome the U.S. Tennis Association to Northern Nevada," said Visit Reno Tahoe President and CEO Charles Harris. "This is a great opportunity for the Reno Tahoe community to experience professional tennis, and also a great honor for the athletes who work so hard to represent the USA at the very highest level. We're all looking forward to an exciting tournament."

PRINCIPLE COMPONENTS OF HOSTING

VENUE AND STAFFING*

- Provide the USTA a venue for exclusive use during the period of Sunday, Jan. 28 – Sunday, Feb. 4, 2024.
- Matches will be played Friday 2nd & Saturday 3rd

HOTEL*

- Provide local hotel options for the USTA with their preference being IHG properties, from which the USTA will make final selection. The hotels will provide at least 150 complimentary room nights and a reasonable rate.

SPONSORSHIP BENEFITS*

- Opportunity to receive commission on sponsorship leads. USTA to provide sponsorship benefits.

VOLUNTEERS*

- Local Organizing Committee

* These are aspirational in nature. If not all conditions can be met, reasonable expressions of interest are still encouraged. The contents and benefits contained herein are non-binding, conditional, and subject to change at the USTA's sole discretion. The period may be changed by the ITF at its sole discretion.

VENUE AND STAFFING

- Venue should be available for a period of eight (8) days from the beginning of load-in to the end of load-out. Rent, if any, is intended but not limited to encompass exclusive use of facilities over the entire period defined in final agreement and for purposes of set up, operation and final tear down.
- Staffing is defined as and typically includes but is not limited to: ushers, ticket takers, ticket sellers, box office personnel, conversion crew labor, maintenance staff, event coordinator(s), janitorial, housekeeping, house light and sound technicians, house electricians, IT personnel, security staff, in house staff and requisite on-site medical, fire and police coverage as required by law.
- Concession and parking staff shall remain under control of venue or 3rd party operators, however for these purposes shall be considered as covered within the staffing.

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VENUE INFORMATION

- **Venue Availability:** The venue must be available for a eight or nine day period starting January 28 through February 4, 2024
- **Stadium Court:** Space for one (1) stadium court measuring no less than 71' x 140' with a minimum of 3,000 seats (facilities with less seats or more will be considered).
- **Locker & Facilities:** Venue must have two (2) locker rooms (one for each team) with an additional two (2) rooms in close proximity to the locker rooms for team lounges.
- **Office Space:** Seven (7) spaces are needed for the USTA, ITF, Production, Officials, Ball persons, Entertainment and Volunteers. Each office should have access to electrical and high speed Internet.
- **Ceiling Height:** Ceiling height of an indoor venue must have a minimum 40' clearance.
- **Box Office:** Is defined as a full service box office, including advance and day-of sales outlets including Will Call windows for the general public and media.

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VENUE INFORMATION

- **Retail/Display Areas:** Venue must have space to accommodate retail and sponsor display areas.
- **Media Facilities:** Venue must have space for media work, interview and dining areas.
- **Hospitality Areas:** Venue must have space for USTA, international and local sponsor hospitality.
- **Television Facilities:** Venue must have adequate space to accommodate the temporary set-up of the television compound, including space for broadcast commentary (domestic & international) and an estimated five (5) camera positions. The USTA will serve as the broadcast liaison and be responsible for implementing their operational requirements.
- **Venue Equipment:** Venue will provide venue owned equipment in their inventory to support the event such as forklifts, scissor lifts, tables, chairs, barricade fence, etc.
- **Parking:** Venue must provide at no additional cost a minimum of 150 complimentary parking spaces for the duration of the event for staff, VIPs and volunteers plus sufficient parking for spectators along with the ability to staff these areas for the duration of the event.

VENUE INFORMATION

- **Power & Lighting:** Venue must have adequate power to all relevant areas, either permanent or temporary, including sufficient power for the television compound. Lighting of court must be a minimum reading of 112 foot candles (1200 lux) evenly distributed across the entire court surface.
- **Team Sponsorship:** There are international and team sponsors that garner exclusivity.
- **Venue Signage:** The USTA requires a “clean” venue which means all existing sponsor signs within the venue bowl must be covered for the duration of the event, regardless of whether they are permanent or temporary. Please define any conflicting agreements that may restrict the USTA’s ability to maintain sponsor exclusivity and a clean venue, a requirement of the competition.
- **Permits:** Many cities and their local authorities around the country require special event and/or building permits. The USTA requires commitment of local authorities to support the event, paying particular attention to special event permits and pro bono City services.

HOTEL

- Provisions for the USTA to secure at least one (1) premier class hotel to accommodate the USTA and its partners as well as a comparable secondary hotel(s) in the event the visiting team and/or other groups request alternate accommodations and/or if the primary hotel is unable to accommodate the entire group as outlined in hotel history.
- All hotels must be in a location convenient to the venue. It is recommended that competitive and reduced room rates be offered by select hotels. The USTA requests a minimum of 150 complimentary room nights to be used at the primary and/or secondary hotel(s) at its sole discretion (prior to and during the event).
- The USTA will ultimately negotiate all hotel agreements.

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HOTEL HISTORY

Tie	Thu. Rooms	Fri. Rooms	Sat. Rooms	Sun. Rooms	Mon. Rooms	Tue. Rooms	Wed. Rooms	Thu. Rooms	Fri. Rooms	Sat. Rooms	Sun. Rooms	Mon. Rooms	Total Nights
March 2022 / Qualifying * USA v. Colombia Reno, NV	4	18	26	41	69	84	102	124	125	121	20	5	739
March 2020 / First Round * USA v. Uzbekistan Honolulu, HI	0	2	15	29	51	57	69	81	81	74	11	3	473
April 2018 / Quarterfinals USA v. Belgium Nashville, TN	1	1	11	20	57	67	100	154	172	166	118	4	871
February 2017 / First Round USA v. Switzerland Birmingham, AL	0	2	8	43	50	54	101	180	205	191	132	5	971
July 2016 / Quarterfinals USA v. Croatia Portland, OR	7	12	20	60	63	69	99	159	165	165	156	15	990

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*Starting in 2020 the ties were two events days. Pre 2020 the event days were 3 days

POTENTIAL SPONSORSHIP BENEFITS

- Category Exclusivity
- Right to Davis Cup Logo*
- Logo Inclusion†
 - Advertising & collateral materials
 - In-stadium video boards
- Name Recognition† (press releases)
- On-Court and off-court signage‡
- Display Booth Space 10'x10'†
- Video Board Commercial Units :30§
- Digital Program Full-Page Ad†
- President's Box Tickets/Hospitality†
- Tickets†
- Access to Official Event†
 - Welcome Reception
 - Draw Ceremony
- Parking Spaces†

* In association with specific tie only.

† Subject to change

‡ Tie sponsor will receive logo inclusion on such signage (logo in light green on green background - no exceptions). No sponsor may receive more than 4 logo positions.

§ Pending agreement with broadcaster, these benefits will be split evenly each day over two days.

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VOLUNTEERS

- The USTA will look for adequate volunteers to help manage the event. These volunteers would be used in but not limited to the following areas:
 - Volunteer Coordinator, Operations, Credentials, Hospitality, Ushers, Greeters, Transportation
- A Local Organizing Committee should be formed with adequate personnel to be available to assist in planning for and executing the event on the venue's behalf. Venue must disclose and define any union labor requirements the venue may have.

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For additional information:

www.sites.google.com/usta.com/ustateamevents

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This tie will only take place if the United States draws a home tie when the draw takes place in December.



**THE
WORLD
CUP_{OF}
TENNIS[®]**