



# Hosting Opportunities 2022



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



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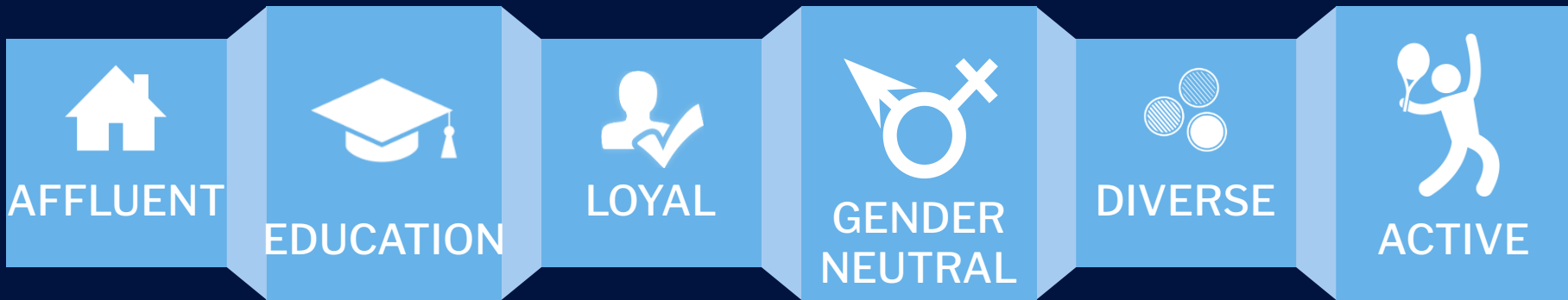


## DAVIS CUP OVERVIEW

- Annual men's team tennis competition featuring over 140 nations
- Inaugural tie played in 1900
- One of the prestigious international team tennis competition in the world
- USA leads all nations with 32 Davis Cup titles, the last coming in 2007
- USA last hosted ties in Honolulu, HI in 2020 and Nashville, TN at Belmont University in 2018 which sold over 5000 tickets each day



# ATTENDEES



- **USTA members are typically:**
  - ✓ **49% male/51% Female**
  - ✓ **50% Caucasian, 50% Non Caucasian**
  - ✓ **Have four year degree or higher: 70%**
  - ✓ **40% have income of \$125,000+**
  - ✓ **Ages: 35-64 – 49%; 55+ - 26%**
  - ✓ **Passionate advocates and community focused**

# LOCAL ECONOMIC IMPACT

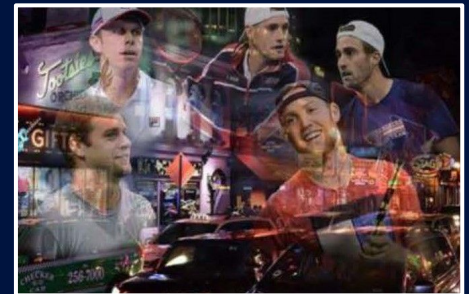
- Estimates from NewsPowerOnline, indicated a potential audience of more than 1.7 billion were exposed to Belmont University through broadcast hits and website posts on Davis Cup
- Meltwater Media, calculated a potential reach of 1.7 billion with more than 900 million of that coming from the first week of April alone, the period when Team USA was on Belmont's campus
- A Meltwater analysis also indicated the University received an estimated \$12.5 million in advertising value associated with Davis Cup coverage
- Belmont University received mentions nationally and internationally, including hits in USA Today, NBC Sports, ESPN, ABC News, AP, FOX Sports, Sports Illustrated, MSN.com and Yahoo, among others



For Immediate Release  
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## **Davis Cup in Nashville Brings Big Wins for Team USA, Belmont University**

*International tennis event places Belmont, Nashville on worldwide stage*



# PRINCIPLE COMPONENTS OF HOSTING

## VENUE AND STAFFING\*

- Provide the USTA with an acceptable venue for exclusive use during period of February 27 –March 6, 2022 (Appendix A)

## SPONSORSHIP BENEFITS\*

- Agree to secure two local sponsors for a fee of \$25,000. USTA to provide sponsorship benefits (Appendix B)
- Opportunity to receive up to 20% commission on additional sponsorship leads

## 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 nights to offset hotel expenses and a reasonable rate for which the USTA would be responsible (estimated total block can be found in Appendix C)

## ADDITIONAL INFORMATION\*

- Appendix D

\* 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 – APPENDIX A

- 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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# SPONSORSHIP BENEFITS - APPENDIX B

- Category Exclusivity
- Right to Davis Cup by Rakuten Logo\*\*\*
- Logo Inclusion\*
  - Advertising & collateral materials
- Name Recognition\* (press releases)
- 1 - On-Court Sidewall signage Logo
  - In-camera\*\*
- 1 - On-Court Sidewall signage Logo
  - Off-camera view\*\*
- 1 - Display Booth Space 10'x10\*
- 2 - Logo Inclusion\*
  - In-stadium video boards/scoreboards
- 2 - Video Board Commercial Units :30^^
- 1 - Program Full-Page Ad\*
- 4 - President's Box Tickets/Hospitality (per day)\*
- 25 - Price Level 1 Tickets (per day)\*
- 25 - Price Level 2 Tickets (per day)\*
- 25 - Price Level 3 Tickets (per day)\*
- 4 - Official Dinner Invitations\*
- 4 - Draw Ceremony Invitations\*
- 4 - Parking Spaces (per day)\*

\* Subject to change

\*\* Tie sponsor will receive logo inclusion on such signage (logo in light grey on black 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.

\*\*\* In association with specific tie only.

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# HOTEL HISTORY - APPENDIX C



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
<b>March 2020 / First Round</b> USA v. Uzbekistan - Honolulu, HI	0	2	15	29	51	57	69	81	81	74	11	3	<b>473</b>
<b>April 2018 / Quarterfinals</b> USA v. Belgium - Nashville, TN	1	1	11	20	57	67	100	154	172	166	118	4	<b>871</b>
<b>February 2017 / First Round</b> USA v. Switzerland - Birmingham, AL	0	2	8	43	50	54	101	180	205	191	132	5	<b>971</b>
<b>July 2016 / Quarterfinals</b> USA v. Croatia - Portland, OR	7	12	20	60	63	69	99	159	165	165	156	15	<b>990</b>
<b>September 2014 / Playoffs</b> USA v. Slovakia - Hoffman Estates, IL	0	0	8	34	43	51	78	121	139	136	79	8	<b>697</b>
<b>February 2014 / First Round</b> USA v. Great Britain - San Diego, CA	9	29	51	55	62	71	103	171	175	170	119	10	<b>1,025</b>
<b>April 2013 / Quarterfinals</b> USA v. Serbia - Boise, ID	0	16	48	55	60	70	10	148	155	153	132	7	<b>948</b>
<b>February 2013 / First Round</b> USA v. Brazil - Jacksonville, FL	1	3	18	51	70	79	120	186	215	199	143	7	<b>1,092</b>

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# HOTEL MISC – APPENDIX C

- 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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# ADDITIONAL INFORMATION – APPENDIX D

- **Venue Availability:** The venue must be available for a eight day period starting February 27 through March 6, 2022
- **Stadium Court:** Space for one (1) stadium court measuring no less than 71' x 140' with a minimum of 4,000 seats (facilities with less seats or more may be considered).
- **Locker & Facilities:** Venue must have two (2) fully equipped locker rooms (one for each team) with an additional two (2) rooms in close proximity to the locker rooms for team lounges.
- **Office Space:** A minimum of eight (8) office spaces are needed for the USTA, ITF, Production, Officials, Ball persons, Entertainment and Volunteers. Each office should have access to telephone, electrical and high speed Internet.
- **Ceiling Height:** Ceiling height of an indoor venue must have a minimum 40' clearance.
- **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 150 foot candles evenly distributed across the entire court surface.

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- **Box Office:** Is defined as a full service box office, including advance and day-of sales outlets as well as Will Call windows for the general public and media.
- **Hospitality Areas:** Venue must have adequate space for USTA, international and local sponsor hospitality.
- **Retail/Display Areas:** Venue must have adequate space to accommodate retail and sponsor display areas.
- **Media Facilities:** Venue must have adequate space for media work, interview and dining areas.
- **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 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.

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- **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 eight (8) camera positions. The USTA will serve as the broadcast liaison and be responsible for implementing their operational requirements.
- **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.
- **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.
- **Personnel:** 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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