Bid Document Guidelines for Hosting Davis Cup by BNP Paribas USA v. Spain or France * November 23-25, 2018 World Final

* This tie will only take place if the United States defeats Croatia in the Semi Final Round September 14-16.
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Thank you for expressing interest in hosting the World Final of the Davis Cup by BNP Paribas, the largest and oldest men’s international team tennis event. The US Davis Cup Team will continue its quest for the 2018 title away, against Croatia, this September. Should the US win the semifinals, we will host France or Spain in the World Final scheduled for November 23 - 25, 2018.

As the US national governing body for the sport of tennis, the mission of the USTA is to promote and develop the growth of tennis. Hosting Davis Cup events in different venues across the United States each year is one of the many ways the USTA works to achieve this goal.

This presentation is intended to highlight the major aspects of hosting a Davis Cup event. You will find an introduction to the basic organizational components and answers to the most frequently asked questions. Should you decide to submit a bid for this potential BNP Paribas Davis Cup Final, please follow the Bid Document Guidelines at the end of this presentation.

Thank you again for your interest in the Davis Cup. I look forward to possibly working with you and your local organizing committee.

Jeff Ryan
Sr. Director, USA Team Events
In 1900, Dwight Filley Davis of St. Louis, Missouri, then a 21-year-old senior at Harvard University and a leading American player, put into competition the International Lawn Tennis Challenge Trophy. Inspired by the America's Cup sailing races, Davis envisioned an annual tournament in which sportsmen would visit one another's countries for matches.

Great Britain and the United States competed in the first Davis Cup matches, with the United States (led by Davis), defeating the Brits 3-0 at the Longwood Cricket Club in Boston, MA.

The success of competition was almost immediate and the sterling silver bowl soon became known as the Davis Cup. While only two nations participated in 1900, the competition swelled to become the world's largest annual international sporting competition with approximately 135 nations participating. 15 nations have won this prestigious Davis Cup title, led by the United States which has a record 32 titles. Following the US are Australia (28), Great Britain and France (10 each), Sweden (7), Spain (5), Germany (3), Russia and Czech Republic (2). Argentina, Croatia, Czechoslovakia, Italy, Serbia and South Africa (1 each).

Players that have excelled in Davis Cup matches for their nations include John McEnroe who holds or shares 20 US Davis Cup records, Roy Emerson who helped Australia to an incredible eight Davis Cup titles in the 1960s, and the famed Four Musketeers from France (Jean Borotra, Jacques Brugnon, Henri Cochet and Rene Lacoste) whose success in Davis Cup called for the construction of Roland Garros stadium, now the site of the French Open.
With more than 115 years of tradition, the Davis Cup is the premier team competition in men's professional tennis. The Davis Cup competition is owned and managed by the International Tennis Federation (ITF) based in London. The United States Tennis Association (USTA) oversees the United States’ participation in Davis Cup.

The top 16 nations compete in the prestigious World Group which consists of four single elimination rounds each year with each tie being contested either home or away depending on which country hosted the previous tie. The remaining nations are divided into three regional Zones depending on their location. Only nations in the current year’s World Group are eligible to compete for the Davis Cup title. The eight World Group nations that lose in the first round must compete in the World Group Playoffs against the eight winners from Zone Group 1 with the winning nations moving into the World Group the following year.

In each round, team matches are played over a three day period. Two singles matches are played on the first day (Friday), one doubles match on the second day (Saturday) and two singles matches on the third day (Sunday*). These five collective matches are called a “tie”. The first country to win three matches wins the tie.

Each team is comprised of up to five players and each team’s respective captain has until 10 days before the tie to nominate their team. Recent U.S. team members have included John Isner, Jack Sock, Steve Johnson, Sam Querrey and Ryan Harrison.

Davis Cup ties have been held in all corners of the earth. They have been held in front of heads of state, celebrities and the most voracious, patriotic fans in sport. Earning a position on your nation’s Davis Cup team is the highest honor bestowed on a tennis player in their respective nation. Many of the game’s all-time greats have been featured in the competition throughout its history.

* Sunday match schedule can be reduced if result is achieved after Saturday doubles.
2018 World Group Draw

First Round
February 2 – 4

Quarterfinals
April 6 – 8

Semifinals
September 14 – 16

Finals
November 23 – 25

France ^

Netherlands

Italy

Japan *

Great Britain

Spain ^

Australia ^

Germany

Kazakhstan ^

Switzerland

Canada

Croatia *

USA

Serbia ^

[#] Hungary ^

Belgium

France

Italy *

Spain *

Germany

Kazakhstan

Croatia *

USA *

USA

USA

Champion Nation

^ indicates choice of ground / * indicates choice of ground if decided by lot
[#] Belgium given choice to host First Round as 2017 finalist
USA would play countries in blue at home.
Worldwide/Team Sponsors

Title Sponsor

BNP PARIBAS
The bank for a changing world

International Sponsors

Adecco  ROLEX

Team Sponsors

Deloitte  Wilson

Official Ball of U.S. Davis and Fed Cup Teams
Venue Confirmation/Availability

The USTA must have written confirmation of the venue before a bid can be seriously considered and/or accepted. Bids should clearly define any requirements for venue rent and/or building expenses. The USTA prefers a rent free relationship, however, reduced rental rates or rent based on ticket sales may be considered.

The venue should be available for a period of ten (10) days (except in the case of temporary stadiums which require a longer period of time) from the beginning of load-in to the end of load-out. Below is an outline of the ideal schedule for load-in, normal operation and strike:

Period: Saturday, November 17 – Monday, November 26

Load In: Saturday, November 17
Sunday, November 18

Practice Days: Monday, November 19 beginning at 9:00 AM
Tuesday, November 20
Wednesday, November 21
Thursday, November 22 (USA: Thanksgiving)

Days of Play: Friday, November 23
Saturday, November 24
Sunday, November 25

Load Out: Monday, November 26
Venue Requirements

- **Stadium Court**: Space for one (1) stadium court measuring no less than 66’ x 132’ with a minimum of 12,000 seats (facilities with less seats may be considered).

- **Practice Court (s)**: In the case of indoor venues, waivers may be obtained to exclusively use the stadium court for practice as well as competition. In the case of outdoor venues, at least two (2) practice courts of identical surface to that of stadium court must be available to the teams during the same period the stadium court is in operation.

- **Ceiling Height**: Ceiling height of an indoor venue must have a minimum 40’ clearance.

- **Box Office**: A full service box office, including advanced and day-of sales outlets as well as Will Call windows for the general public and media.

- **Office Space**: A minimum of twelve (12) office spaces for the USTA, ITF, Production, Officials, Ballpersons, Entertainment, and Volunteers. Each office should have access to telephone, electrical and high speed Internet.

- **Locker & Facilities**: 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.

- **Hospitality Areas**: Adequate space for USTA, ITF, international sponsor and local sponsor hospitality.

- **Media Facilities**: Adequate space for media work, interview and dining areas.

- **Power & Lighting**: 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.

- **Internet**: A minimum of 20 MB upload/20 MB download connectivity is required.

- **Television Facilities**: 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.
Venue Requirements

- **Public Restrooms**: Adequate public restrooms for spectator and staff areas.
- **Parking**: 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 Bid Document must confirm the commitment of local authorities to support the event, paying particular attention to special event permits.
- **Personnel**: Adequate personnel must be available to assist in planning for and executing the event on the venue’s behalf. Please define any union labor requirements in the Bid Document.
- **Retail/Display Areas**: Adequate space to accommodate retail and sponsor display areas.
- **Venue Signage**: The ITF requires a “clean” venue. 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 ITF’s ability to maintain sponsor exclusivity and a clean venue.
Special Considerations

- **Financial Commitment:** The USTA requires an up-front financial commitment of no less than $400,000. We do remain open to alternative and creative funding mechanisms.

- **Sponsorship:** To offset the financial commitment, the USTA is prepared to grant the Local Organizing Committee certain event specific benefits. These benefits may in turn be sold to a maximum of five (5) tie sponsors. The USTA will determine the sponsorship allocation to the Local Organizing Committee based on a number of factors, including but not limited to the financial commitment. The Bid Document should disclose the number of tie sponsor allocations that the Local Organizing Committee desires to obtain. Tie sponsors may not conflict with the Worldwide/Team sponsors as indicated on page 7. Sample sponsorship benefits are outlined under “Tie Sponsorship Opportunities” on page 15.

- **Ticketing:** The USTA looks to retain all revenues derived from event ticket sales but remains open to revenue sharing partnerships. The USTA has an existing relationship with Ticketmaster and it is our preferred vendor. The Bid Document should disclose all existing venue ticketing agreements and associated operational costs.

- **Merchandising:** The USTA retains the rights to all on-site merchandise sales. The Bid Document must clearly explain any pre-existing agreements that could impact transactions in this area.

- **Marketing Support:** The USTA strives for support from the LOC to identify and provide the services of a local marketing agency to assist the USTA in developing a mutually agreed upon marketing and promotional plan (at the USTA’s expense) and placing all media as needed at preferred rates on a non-commissionable basis for the event. This support should be noted in the Bid Document.

- **Conflicting Events:** Determine if there are other major activities or events during the same time period in the market which may impact attendance or hotel availability. This information must be noted in the Bid Document.
Outlined below is a sampling of actual room use during recent home US Davis Cup ties. None of the below examples involve a final, therefore please be careful to note the scope of the final block outlined on page 13 vs the sampling below.

The USTA and select 3rd parties will ultimately negotiate and contract all hotel agreements.

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^ Only room nights under the guidance of the USTA are indicated (totals do not include general spectators attending the event).
Davis Cup Final Hotel Requirements

The USTA must have written confirmation of hotel availability before a bid can be seriously considered and/or accepted. Hotels will be required to hold blocks of rooms for 21 days after the venue is announced and to allow 3rd parties sufficient time to inspect and decide.

For a Davis Cup Final, the demand on premium hotels is high and the Bid Document must include provisions for the USTA to secure a sufficient amount of hotel rooms for the USTA, home and away teams, their entourages, the ITF, the ITF Board of Directors, Davis Cup Committee, ITF staff, Title sponsor, International sponsors, media, officials and third party vendors who provide travel and hotel packages to world wide fans.

Categories of hotels shall include at least three (3) premier class hotels one 5 stars, one 5-4 stars and one 4-3 stars to accommodate the respective parties noted above.

All hotels must be in a location convenient to the venue. The Bid Document should indicate that competitive and reduced room rates will be offered by select hotels.

The USTA requests a minimum of 250 complimentary room nights at the primary and/or secondary hotel(s) to be used at its discretion (prior to and during the event); the arrangement of which should be disclosed in the Bid Document. The USTA will ultimately negotiate all hotel agreements.

### 2018 Davis Cup Final
Projected Room Block

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2018 Davis Cup Final
Projected Room Block
USTA Responsibilities

- Act as the promoter and organizer of the event including ultimate and full responsibility to the ITF.
- Determine ticket pricing and oversee the Box Office.
- Set the starting times for the matches.
- Specify the court surface and type of tennis ball to be used.
- Install or resurface the match court.
- Select, supervise and compensate the Referee, Chair Umpires and Line Umpires.
- Produce the Official Program.
- Have the final authority over all organizational matters relating to the event.
- Select the U.S. Team captain, players, practice players, coaches and support staff.
- Determine and be responsible for all professional fees paid to the U.S. Team captain, players, practice players, coaches and support staff.
- Secure domestic and international television coverage of the event.
- Handle all advertising, media relations and PR activities related to the event.
- Costs for all long distance telephone charges for the USTA offices and media facilities.
- Costs to provide meals for all players, media, volunteers and staff.
- Work with the Local Organizing Committee and USTA Section to host youth and community tennis activities surrounding the event.
Tie Sponsorship Opportunities

To offset the financial commitment, the USTA is prepared to grant the Local Organizing Committee certain event specific benefits. These benefits may in turn be sold to a maximum of five (5) tie sponsors. The USTA will determine the sponsorship allocation to the Local Organizing Committee based on a number of factors, including but not limited to the financial commitment. Benefits available to tie sponsors may include:

- **Designation/Marks**: Right to use the Davis Cup words, logo and trophy imagery as well as the official event title in relation to the specific tie (not the Davis Cup competition as a whole) to promote and advertise association with the event.

- **Advertising**: Name or logo inclusion in all advertising placed by the USTA to promote the event (e.g., print ads, press releases, direct e-mail, social and digital media, etc.).

- **Television**: A mutually agreed upon number of 30-second television spots per day on the domestic telecast of the event (Tennis Channel).

- **Signage**: Logo inclusion in on-court or in-stadium signage, depending on commitment level.

- **Host City on-court ID**: Name of host City can be painted on the stadium court.

- **Display Booth**: Booth space on the concourse or designated display area of the venue to distribute pre-approved marketing materials to attendees.

- **Program Ad**: Advertisement in the Official Program produced by the USTA (size TBD / artwork provided by sponsor).

- **Tickets**: A mutually agreed upon number of tickets to the event in various price levels.

- **Official Event Invitations**: A mutually agreed upon number of invitations to the Official Dinner (Wednesday) and the Official Draw Ceremony (Thursday).

- **Entertainment/Hospitality**: Use of an existing area on-site for client entertainment/hospitality after all contractual obligations for spaces for Worldwide/Team Sponsorships have been allocated.
The following sponsorship categories are currently closed for the international sponsors of Davis Cup as secured by the ITF: banks/financial services (BNP Paribas), staffing services/personnel recruitment (Adecco), and watches/time keeping devices (Rolex). In addition, Deloitte (professional services) is the overall team sponsor of the U.S. Davis Cup Team and Wilson (Tennis Balls) is the official ball. No tie sponsor may conflict with any of these categories.

All tie sponsor proposals must be approved by the USTA in advance. Sample sponsorship proposals may be obtained from the USTA by request. The USTA will designate a day to day contact to work in alignment with the Local Organizing Committee on the in market sales efforts.
Friends of the Team Concept

Although ITF regulations limit the number of tie sponsors, previous Local Organizing Committees have been successful in securing additional monetary support by developing a “Friends of the Team” program to help offset the financial commitment.

The “Friends of the Team” concept gives local companies as well as individuals certain event benefits in exchange for their financial support. Companies participating in such a program are not encumbered by the ITF sponsorship restrictions. Previous “Friends of the Team” packages have included the following:

- Tickets
- Parking passes
- Passes to a “Friends of the Team” hospitality area (secured, coordinated and paid for by the Local Organizing Committee)
- Signage/branding opportunities within “Friends of the Team” hospitality area (ITF sponsorship restrictions would not apply)
- Invitations to the Official Dinner and Draw Ceremony.
- Invitations to special events developed by the Local Organizing Committee and/or the USTA Section (e.g., kick-off parties, community events, etc.)
- Additional elements available pending further discussion

The Local Organizing Committee develops the package(s) with any number of the above benefits, determines pricing based on its hard costs and revenue goals, and is responsible for selling the packages to the local community. The Local Organizing Committee would be responsible for all costs associated with a “Friends of the Team” hospitality area which must be a separate space from the USTA hospitality area. The Local Organizing Committee must purchase certain elements from the USTA (e.g., tickets, invitations to official events, etc.).
Bid Document Enhancements

The USTA is always open to alternative and creative ideas to enhance a bid. With this in mind and the USTA’s mission to promote and develop the growth of tennis in the United States, the following are examples of enhancements derived from actual bids from previous host cities:

- Reach out to other parts of the community to create unique tie-ins such as an art contest with a Davis Cup theme, fundraising events and local tennis clinics to promote awareness of the event as well as generate interest in playing tennis.
- Seek to involve prominent local citizens, celebrities and government agencies to help promote the event and organize ancillary activities.
- Local organizations (e.g., restaurants and retail businesses) can promote the event via posters, beverage coasters and flyers within the community.
- Place ads in local publications to promote the event and increase the visibility of tennis in the community.
- Partner with a local radio station to generate incremental awareness for the event (e.g., write-in campaign in support of bid, public relations push, listen-to-win contests, etc.).
- Work to involve all cultures and nationalities to participate and attend the event. Promote multiculturalism through targeted outreach to various ethnicities in the area to create an atmosphere that represents what Davis Cup is – an all inclusive event that celebrates the uniqueness of all nations.
- Diversity and inclusion is a core value and strategic priority for the USTA. Diversity allows us to touch “All of America” and inclusion allows “All of America” to touch us.
- Youth clinics of all kinds and in alignment with USTA’s youth initiative: Net Generation.
When submitting the Bid Document to the USTA, please adhere to the following outline:

- **Overview**
  - Statement of intentions
  - Commitment to understanding basic terms and conditions
  - Designate Local Organizing Committee and Chairperson

- **Venue Confirmation/Availability**
  - Confirm venue and availability dates
  - Confirm venue rent and/or building expenses (if any)

- **Venue Requirements**
  - Indicate ability to meet requirements and address any issues/conflicts

- **Special Considerations**
  - Financial Commitment (indicate level of financial commitment)
  - Sponsorship (address intention to secure sponsorship assets)
  - Ticketing (address any issues/conflicts)
  - Merchandising (address any issues/conflicts)
  - Marketing Support (indicate level of support, if any)
  - Conflicting Events (address any potential negative impacts)

- **Hotel Requirements**
  - Confirm ability to meet requirements and address any issues/conflicts
  - Include specific availability/holds by hotel property with star ratings

- **Bid Enhancements**
  - Outline any special/unique elements of bid

- **Closing Remarks**

- **Letters of Support**

Please keep in mind that this document is meant as a guideline for cities/venues interested in preparing a bid. If you feel your city/venue is unable to meet certain criteria as outlined on the previous pages, please contact us as we are always open to alternative and creative ideas. We are committed to working with each and every potential host city/venue to explore the possibility of bringing a Davis Cup tie to the area.
The deadline to notify the USTA of intent to bid is Monday, July 23, 2018 and the deadline to submit the Bid Document is Monday, August 6, 2018. Please submit both documents via mail or e-mail to the following contact:

United States Tennis Association
Attn: Jeff Ryan
10000 USTA Blvd.
Orlando, FL 32827
ryan@usta.com
914.696.7246

In the event there are additional questions, please feel free to contact Jeff Ryan at 914.696.7246 or ryan@usta.com. The anticipated date to announce the site selection is on or before the week of September 24, 2018. The USTA reserves the right to adjust the above dates at its discretion.
Austin, TX / USA v. Spain / Quarterfinals / July 2011

- Estimated economic impact of more than $4.9M
- Total expenses of over $2M managed by the USTA including a local vendor spend of over $670,000
- Total three-day attendance of 48,807
- Tickets sold-out in less than 1 hour
- 54% of ticket buyers came from outside a 80-mile drive radius
- Over 7,450 room nights attributable to the event of which over 2,700 (652 at peak) were under the guidance of the USTA
- Internal food & beverage spend with the arena of over $156,900
- Arena merchandise sales of over $344,000
- Arena concession sales of over $356,900
- More than 110 local & international media credentialed to cover the event
- Site announcement picked up by more than 170 outlets including The New York Times, USA Today, Washington Post, Miami Herald, SI.com and ESPN.com
- Team announcement picked up by more than 400 outlets
- Local newspaper generated more than 30 articles during Davis Cup week and all local television stations covered the event
- Local advertising spend of over $58,500
- Over 13 hours of live domestic television coverage (Tennis Channel)
- International television coverage by 20 broadcasters reaching 79 territories
- Over 100 support staff in-market for 9-12 days during event week
- USTA investment of over $41,000 to leave a permanent tennis legacy in the community
For additional information, please contact Jeff Ryan with the USTA at ryan@usta.com or 914.696.7246.