

Bid Document Guidelines for Hosting Davis Cup by BNP Paribas

USA v. Belgium or Hungary*
April 6-8, 2018
Quarterfinals

* This tie will only take place if the United States defeats Serbia in the First Round February 2-4.

UNITED STATES
DAVIS CUP TEAM

USTA
find yourself in the game

Contents

I.	Davis Cup Overview	3
II.	2018 World Group Draw	4
III.	Worldwide/Team Sponsors	5
IV.	Venue Confirmation/Availability	6
V.	Venue Requirements.	7 – 8
VI.	Special Considerations	9
VII.	Hotel Requirements	10
VIII.	USTA Responsibilities	11
IX.	Tie Sponsorship Opportunities	12
X.	Tie Sponsorship Restrictions	13
XI.	Friends of the Tie Concept	14
XII.	Bid Document Enhancements	15
XIII.	Bid Document Guidelines	16
XIV.	Bid Document Submission	17
XV.	Economic Impact Snapshot	18

Davis Cup Overview

With more than 115 years of tradition, Davis Cup is the premier team competition in men's professional tennis as well as the largest annual international team competition in sport with approximately 135 nations taking part each year. 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.

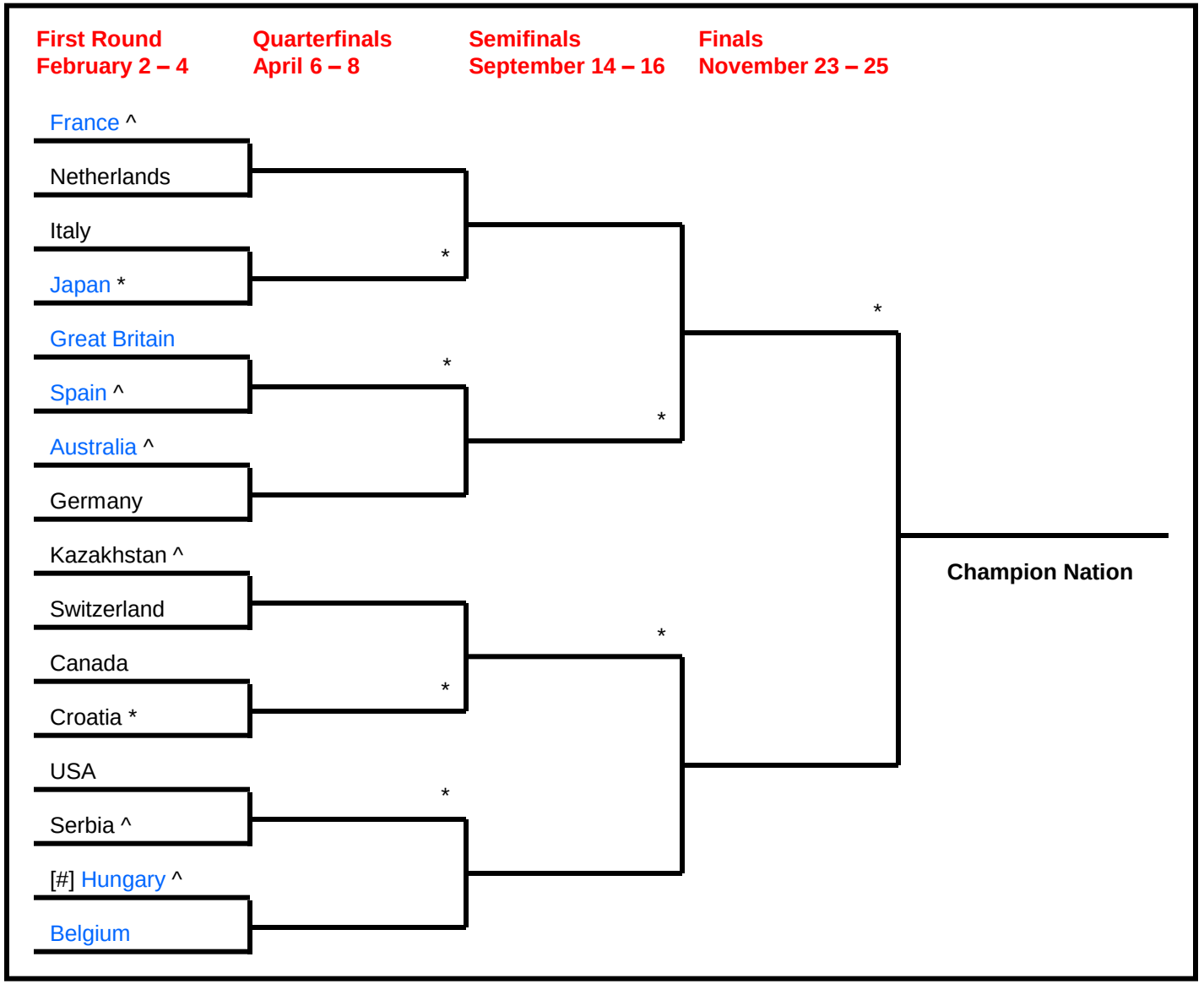
The top sixteen nations compete in the prestigious World Group which consists of four single elimination rounds each year with each tie being contested either home or away depending on which country hosted the previous tie. The remaining nations are divided into three regional Zones depending on their location. Only nations in the 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. Based on 2017 results, the United States competes in the World Group in 2018.

In each round, team matches are played over a three day period with two singles matches 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 four players and each team's respective captain has until ten days before the tie to nominate their team. Recent U.S. team members have included John Isner, Jack Sock, Steve Johnson and Sam Querrey along with many others ready to answer their country's call.

Davis Cup ties have been contested in all corners of the earth and 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 and many of the game's all-time greats have been featured in the competition throughout its history. Only fourteen nations have won the prestigious Davis Cup title, led by the United States which has a record 32 titles.

2018 World Group Draw



^ 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 Sponsor

Deloitte.

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.

Ideally the venue should be available for a period of nine (9) 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:	Sunday, April 1 – Monday, April 9
Move-In:	1 – 2 days
Practice:	4 days
Days of Play:	3 days (Friday, Saturday & Sunday – unless weather delays)
Strike:	1 day (unless weather delays)

Venue Requirements

- **Stadium Court:** Space for one (1) stadium court measuring no less than 66’ x 132’ with a minimum of 6,000 seats (facilities with less seats may be considered).
- **Ceiling Height:** Ceiling height of an indoor venue must have a minimum 40’ clearance.
- **Box Office:** A full service box office, including advance and day-of sales outlets as well as Will Call windows for the general public and media.
- **Office Space:** A minimum of seven (7) 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, 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.
- **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.
- **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.

Venue Requirements

- **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 welcomes an up-front financial commitment which should be disclosed in the Bid Document. Historically this commitment has been in the range of $200,000-$400,000 and is an important aspect when evaluating bids. However, a lower financial commitment may be considered in exchange for added value and/or expense savings. We 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 ITF's international sponsors as indicated on page 13. Sample sponsorship benefits are outlined under "Tie Sponsorship Opportunities" on page 12.
- **Ticketing:** The USTA looks to retain all revenues derived from event ticket sales but remains open to revenue sharing partnerships. The Bid Document should disclose all existing venue ticketing agreements and associated operational costs. The USTA will abide by these agreements assuming the cost of operation is in line with industry standards.
- **Merchandising:** The USTA looks to retain 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.

Hotel Requirements

The USTA must have written confirmation of hotel availability before a bid can be seriously considered and/or accepted.

The Bid Document must include 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. Please see the table below for rooming patterns from the last few home ties.

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.

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
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**
September 2014 / Playoffs USA v. Slovakia Hoffman Estates, IL	0	0	8	34	43	51	78	121	139	136	79	8	**697**
February 2014 / First Round USA v. Great Britain San Diego, CA	9	29	51	55	62	71	103	171	175	170	119	10	**1,025**
April 2013 / Quarterfinals USA v. Serbia Boise, ID	0	16	48	55	60	70	10	148	155	153	132	7	**948**
February 2013 / First Round USA v. Brazil Jacksonville, FL	1	3	18	51	70	79	120	186	215	199	143	7	**1,092**

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

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 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, posters, press releases, direct e-mail, 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 on on-court or in-stadium signage.
- **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.
- **Special Event Invitations:** A mutually agreed upon number of invitations to the Official Team Dinner and Draw Ceremony.
- **Entertainment/Hospitality:** Use of an area on-site for client entertainment/hospitality.

Tie Sponsorship Restrictions

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 title sponsor of the U.S. Davis Cup Team. 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.

Friends of the Tie 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 Tie" program to help offset the financial commitment.

The "Friends of the Tie" 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 Tie" packages have included the following:

- Tickets
- Parking passes
- Passes to a "Friends of the Tie" hospitality area (secured, coordinated and paid for by the Local Organizing Committee)
- Signage/branding opportunities within "Friends of the Tie" hospitality area (ITF sponsorship restrictions would not apply)
- Invitations to Official Team Dinner and/or 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 Tie" 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 that enhance a city's bid. With this in mind and remembering 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 local prominent 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 strategic priority for the USTA and one of our core values. Diversity allows us to touch "All of America" and Inclusion allows "All of America" to touch us.

Bid Document Guidelines

When submitting the Bid Document to the USTA, please adhere to the following outline:

- Overview
  - Statement of intentions
  - Commitment to understanding basic terms & conditions
  - Designate Local Organizing Committee & 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
  - Indicate ability to meet requirements and address any issues/conflicts
- 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.

Bid Document Submission

The deadline to notify the USTA of intent to bid is Friday, December 15, 2017 and the deadline to submit the Bid Document is Friday, January 12, 2018. Please submit both documents via mail or e-mail to the following contact:

United States Tennis Association
Attn: Jeff Ryan
70 West Red Oak Lane
White Plains, NY 10604
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 would be no later than the week of February 19, 2018. The USTA reserves the right to adjust the above dates at its discretion.

Economic Impact Snapshot

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.