

Emirates

OPEN DE NICE CÔTE D'AZUR
AN ATP WORLD TOUR EVENT



May 16-22, 2010

الإمارات
Emirates

OPEN DE NICE COTE D'AZUR — A Unique Event

- Historical tournament and club of the french sporting inheritance
- Favorable site towards players / fans proximity

- High quality Public Relations
- Customization of the offers and flexibility of the organization



- Roland Garros ambushing
- Last preparation for the French Open in the heat of the clay season
- Last stop before a grand slam which entails broad international media coverage

- Melting pot between top french players and top 15 members of the ATP world tour

OPEN DE NICE CÔTE D'AZUR: A COMPETITION



15 years later, it's coming back...

OPEN DE NICE CÔTE D'AZUR

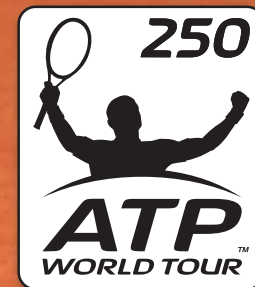
ATP WORLD TOUR Tournament – THE ATP RANKING IS WHAT ESTABLISHES THE WORLDWIDE TENNIS HIERARCHY

ATP : ASSOCIATIONS OF TENNIS PROFESSIONALS CREATED IN 1974

- The ATP Tour regroups 65 international tennis tournaments of different categories, each marked by the difference of prize money and points awarded.
- The rankings are evolves every week taking into account the results of players over the past 12 months.
- The rankings take into account the results over the past 52 weeks and breaks down into the points accumulated on the four Grand Slams, the nine Masters 1000 as well as the five best results of all other tournaments played.
- This ranking is recalculated every Monday and allows tournament organizers to establish the draws and designate seeds. The ATP Race ranking no longer exists.
- The ATP and the ITF (International Tennis Federation) share the organization of men's professional tennis.

POSITIONING

- As does Marseille, Metz and Lyon, the Open de Nice Côte d'Azur positions itself as high level sporting event with a strong local impact both socially and economically.
- On a sporting point of view, the Open de Nice Côte d'Azur is amongst the top 10 ATP World Tour 250 events.
- The Open de Nice Côte d'Azur will be, for the players, a dress rehearsal for the French Open. Roland Garros, the second Grand Slam of the season takes place the following week. Court conditions and balls will be identical to those of the French Open.



OPEN DE NICE CÔTE D'AZUR

ATP WORLD TOUR CALENDAR

A FRENCH RIVIERA TOURNAMENT JUST BEFORE ROLAND GARROS

• THE ATP CALENDAR

3 new tournaments in the 2010 ATP calendar : Nice, Atlanta and Santiago

65 tournaments through-out the year played in 31 different countries ranging from \$ 400 000 to \$ 3 200 000 of prize money.

161 lower level tournaments in a category named "Challenger" ranging from \$25 000 to \$150 000 of prize money.

4 Grand Slams, the Davis Cup and Futures (3rd level tournaments) are organized by the ITF.

OPEN DE NICE CÔTE D'AZUR :





Last stop before Roland-Garros

The Open de Nice Côte d'Azur will be held from May 16th to May 22nd

28 players will compete for the title amongst which Davydenko, Verdasco, Simon, Soderling and Ljubicic.

Outdoor.

Prize Money: 450 000€

Category	Date	Name	Surface	Prize money
	02/05/10	BMW Open (Munich)	Clay	450 000 €
	03/05/10	Serbia Open (Belgrade) Estoril Open (Estoril)	Clay Clay	425 000 € 450 000 €
	09/05/10	Madrid Open	Clay	2 750 000 €
	16/05/10	Arag ATP world team championship (Dusseldorf)	Clay	
		Open de Nice Cote D'azur	Clay	450 000 €
GRAND SLAM	23/05/10	Roland Garros	Clay	

OPEN DE NICE CÔTE D'AZUR

Nice LTC

A CLUB DESIGNATED AS "HISTORICAL" BY THE FRENCH TENNIS FEDERATION

- 1890 : Creation of the Nice Lawn and Tennis Club

A club in downtown Nice – Place Mozart

18 courts

Over 1300 members

Beauty of the environment

Prestigious Past

Strong Identity



TOURNAMENT DIRECTION

Jean-François Caujolle

Former professional ATP tennis player from 1972 to 1981

Founder and director of the Open 13 of Marseille

Director of the BNP Paribas Masters (Paris Indoor) since 2006

Member of the European board of the ATP tournament directors

Jean-François Caujolle benefits of a dedicated organizational team at the OPEN 13 as well as at the Open de Nice Côte d'Azur.

THE PLAYERS

NIKOLAY DAVYDENKO

Best ranking : **3**



Age: 28 (02.06.1981)
 Birthplace:
 Severodonezk, Ukraine
 Residence: Volgograd,
 Russia
 Height : 178 cm
 Weight : 70 kg
 Plays : right-handed
 Turned pro : 1999
 Coach: Eduard Davydenko

ROBIN SODERLING

Best ranking : **7**



Age: 25 (14.08.1984)
 Birthplace :
 Tibro, Sweden
 Residence: Monte Carlo,
 Monaco
 Height : 193 cm
 Weight : 87 kg
 Plays : right-handed
 Turned pro: 2001
 Coach: Magnus Norman

IVAN LJUBICIC

Best ranking : **3**



Age: 31 (19.03.1979)
 Birthplace :
 Banja Luka, Bosnia-
 Herzegovin
 Residence: Monte Carlo
 Height : 193 cm
 Weight : 92 kg
 Plays : right-handed
 Turned pro: 1998
 Coach: Ricardo Piatti

FERNANDO VERDASCO

Best ranking : **7**



Age: 26 (15.11.1983)
 Birthplace :
 Madrid, Spain
 Residence:
 Madrid, Spain
 Height : 188 cm
 Weight : 81 kg
 Plays : left-handed
 Turned pro : 2001
 Coach : Darren Cahill

THE FRENCH PLAYERS

RICHARD GASQUET

Best ranking : 7



Age: 23 (18.06.1986)
 Birthplace:
 Beziers, France
 Residence:
 Neuchatel, Switzerland
 Height: 185 cm
 Weight: 75 kg
 Plays: Right-handed
 Turned pro: 2002
 Coach: Gabriel Markus

GILLES SIMON

Best ranking : 6



Age: 25 (27.12.1984)
 Birthplace :
 Nice, France
 Residence: Neuchatel,
 Switzerland
 Height: : 180 cm
 Weight: 69 kg
 Plays: Right-handed
 Turned pro: 2002
 Coach : Thierry Tulasne

GAEL MONFILS

Best ranking : 9



Age: 23 (01.09.1986)
 Birthplace:
 Paris, France
 Residence:
 Nyon, Switzerland
 Height: 193 cm
 Weight: 80 kg
 Plays: Right-handed
 Turned pro: 2004
 Coach: Roger Rasheed

OPEN DE NICE COTE D'AZUR

SPONSORSHIP



Title Sponsor



Official Sponsors



BNP PARIBAS
La banque d'un monde qui change



Sponsors



MAUBOUSSIN



OPEN DE NICE COTE D'AZUR

TOURNAMENT MEDIA

National broadcaster

- Live from Tuesday to Saturday
2 pm – end of play (TBC)

Sport+

Internationals broadcasters

- South Africa, Australia, Hong Kong,
India, Philippines, Singapore, Brazil,
Mexico, USA, Est Europe, Italy,
Spain, Turkey, Russia...

IMG Media

RADIO



PRESS



OPEN DE NICE COTE D'AZUR – Global activation

BRAND VISIBILITY

Courtside panels
French & international broadcasts
On site jumbotron advertising
Official website and tournament magazine

PUBLIC RELATIONS

VIP Hospitality
Boxes



BRAND EXPRESSIVITY

Hostesses dressed with in flight
Emirates uniforms

CONSUMING EXPERIENCE & FAN PARTICIPATION

Interactive lot awarding game

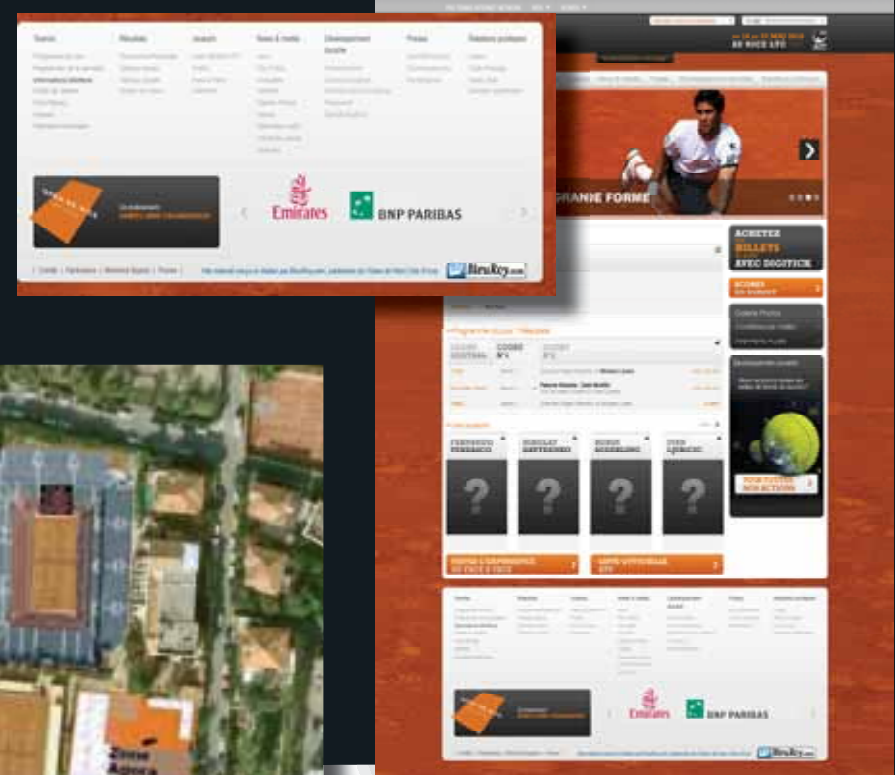


SPONSORSHIP – EMIRATES

Communication / Hospitality plan

EMIRATES branding and visibility

- Full advertising page in tournament magazine
- Hostesses dressed with inflight Emirates uniforms
- Official website visibility and interactive lot awarding game
- On site jumbotron advertising (2 screens on center court, 1 screen in VIP hospitality, 1 screen in public vending area)



EMIRATES VIP Hospitality HOST

- Individual hosting at VIP hospitality entrance
- Access to venue parking
- Fax – internet connection

FOOD AND BEVERAGE

- Official tournament caterer in privatized VIP area



Sponsorship – PR Plan

Proposition 1

- VIP hospitality area
- 20 business seats in courtside Emirates box.
- 2 courtside panels

Proposition 2

- 12 business seats in courtside Emirates box.
- 4 courtside panels

Proposition 3

- 12 business seats in courtside Emirates box.
- 2 courtside panels



OFFERS – BUDGET

PROPOSITION I

- 1 VIP hospitality area
- 20 business seats in courtside Emirates box.
- 2 courtside panels
- Full advertising page in tournament magazine
- Hostesses dressed with inflight Emirates uniforms
- Official website visibility and interactive lot awarding game
- On site jumbotron advertising

➤ 2010

€60 000 ET

➤ 2011

€62 000 ET

➤ 2012

€65 000 ET

PROPOSITION II

- 12 business seats in courtside Emirates box.
- 4 courtside panels
- Full advertising page in tournament magazine
- Hostesses dressed with inflight Emirates uniforms
- Official website visibility and interactive lot awarding game

➤ 2010

€50 000 ET

➤ 2011

€52 000 ET

➤ 2012

€55 000 ET

PROPOSITION III

- 12 business seats in courtside Emirates box.
- 2 courtside panels
- Full advertising page in tournament magazine
- Official website visibility and interactive lot awarding game

➤ 2010

€30 000 ET

➤ 2011

€32 000 ET

➤ 2012

€35 000 ET