



CreditOne
**Charleston
Open**



INTRODUCTION & OVERVIEW



1 THE EVENT

Credit One Charleston Open

2 THE VENUE

Credit One Stadium

3 THE OPPORTUNITY

A Fully Integrated Sponsorship



THREE TIME TOURNAMENT OF THE YEAR 2022 | 2023 | 2024

“

The Charleston team have been in the truest sense of the word transformational for all commercial and community partners associated with the Credit One Charleston Open

Charleston should serve as the template – **the gold standard for tournaments of all sizes and stripes** as to what can be achieved and what must be required to elevate the sport.

”

– *Ken Solomon, President of the Tennis Channel*



A Pioneer in Women's Tennis

The Credit One Charleston Open has grown into the largest women's only professional tennis event in North America, standing as a beacon of empowerment, opportunity, and fierce competition. As both a premier destination and a launchpad for WTA's rising stars, it has firmly cemented itself as a hallmark of women's tennis.

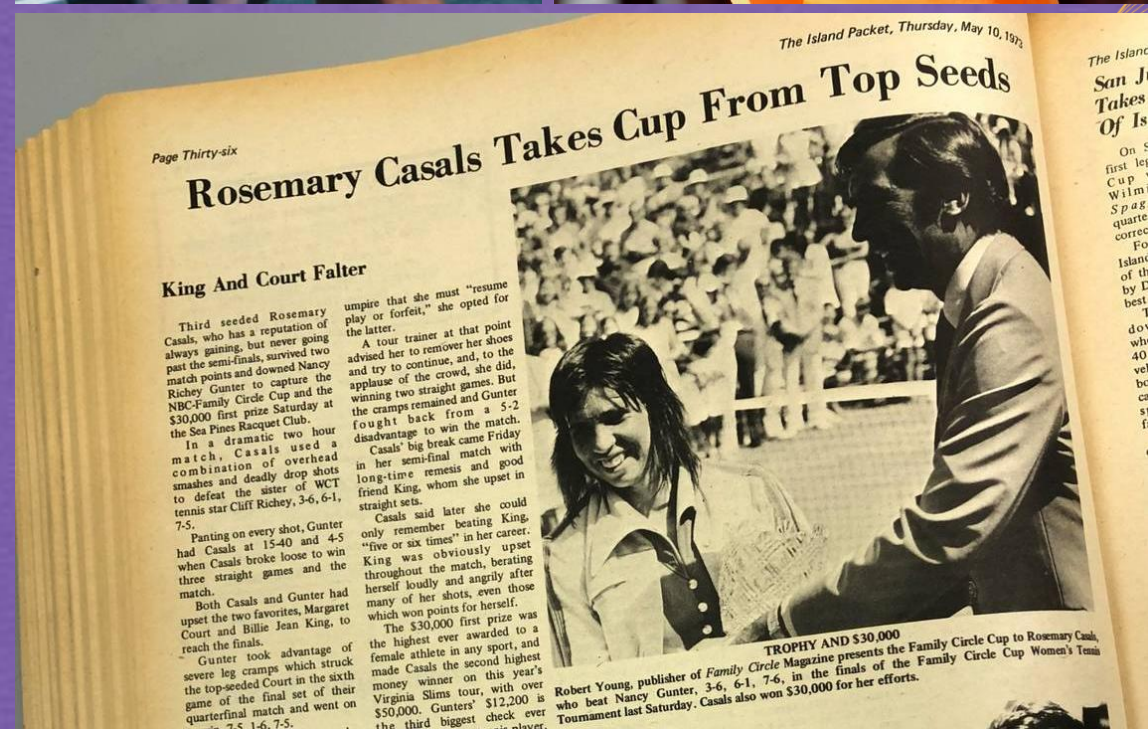
Since its inception in 1973, the Charleston Open has been much more than just a tennis tournament. It's been a trendsetter, a catalyst for change in women's sports, and a milestone maker, proudly standing as:



The first women's only tennis event broadcasted nationally



The first women's only tennis event to reach \$100,000 and \$1,000,000 in prize money



Television & Digital Streaming



22.8M

Total Audience

\$71.5M

Net Sponsorship Value

5,216HRS

Total Brand Exposure

11.1M

Linear TV Audience

11.7M

Digital Streaming Audience

2,218

Linear TV Broadcast Hours

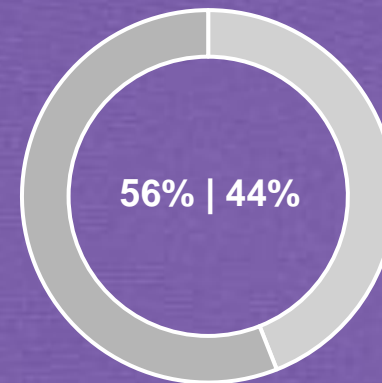
163

Number of Markets

U.S remains top market by Linear TV Audience

- 5.3M viewers in 2024
- +21% over 2023 (4.3M viewers)
- +100% over 2022 (2.6M viewers)

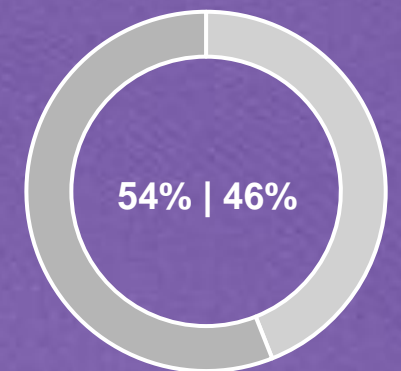
Global TV Demographics



Male

Female

United States TV Demographics

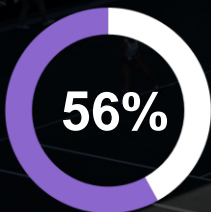


Female

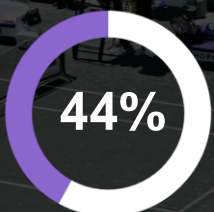
Male

Attendance Demographics

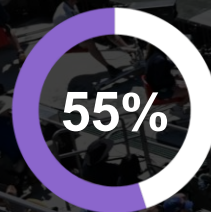
90,000+ Fans
Across 9 days of tennis



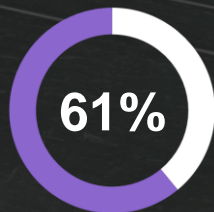
of our fans are female



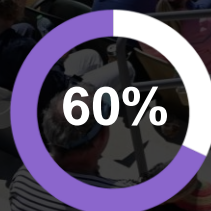
of our fans are male



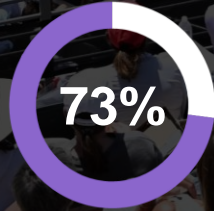
of our fans are between 25-54



of our fans have at least one child

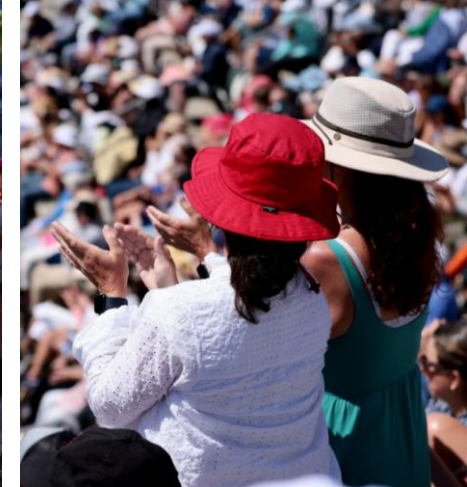


of our fans hold at least a bachelor's degree



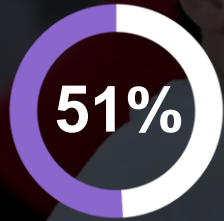
of our fans' household income is greater than \$75K

Data Provided by Ticketmaster



Ticketing

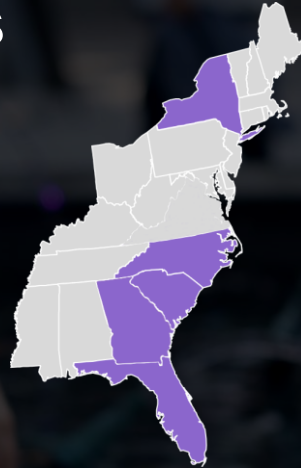
15% 
Total Revenue



Ticket holders
from SC

Top 5 States


1. South Carolina
2. North Carolina
3. Georgia
4. Florida
5. New York



Data Provided by Ticketmaster

Food & Beverage

30% 
Total
Revenue

15% 
Total POS
Locations



Social Media Engagement



9,686,210

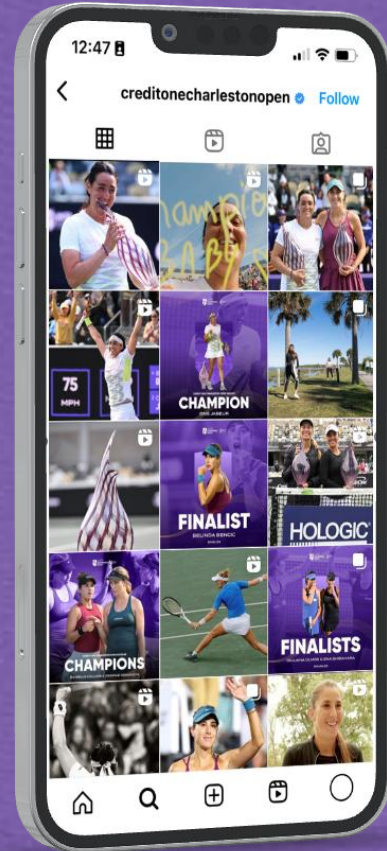
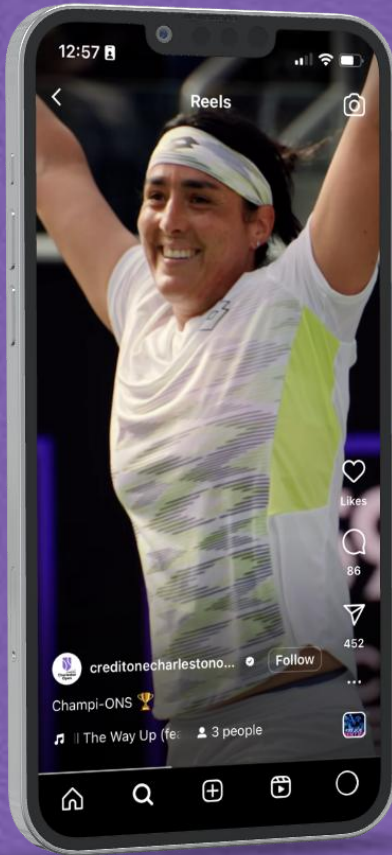
Total Impressions
(All Platforms)

+18%

818,801

Total Engagement
(All Platforms)

+75%



337 Posts → 6,784,192 Impressions



158 Posts → 110,561 Impressions



295 Posts → 1,334,801 Impressions

2024 Player Field

5

Past Champions

Daria Kasatkina, Veronika Kudermetova, Madison Keys, Sloane Stephens, & Ons Jabeur

4

Grand Slam Champions

Sophia Kenin, Sloane Stephens, Caroline Wozniacki & Victoria Azarenka

3

Top Ten Ranked Players

Ons Jabeur, Jessica Pegula, Maria Sakkari



Danielle Collins

WTA World #11 & 2024 Credit One Charleston Open Champion



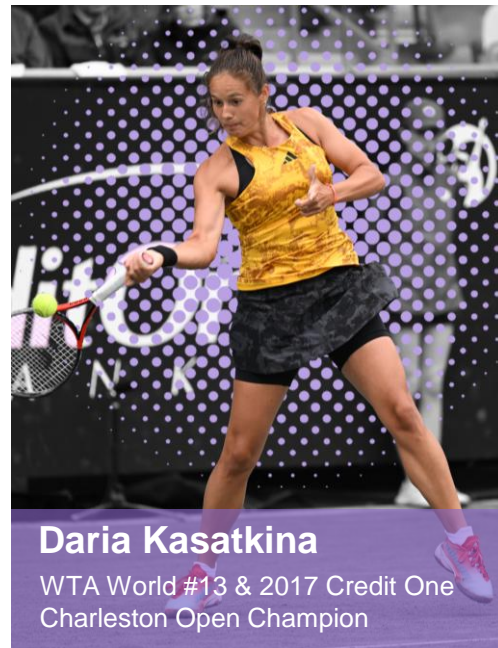
Jessica Pegula

WTA World #5



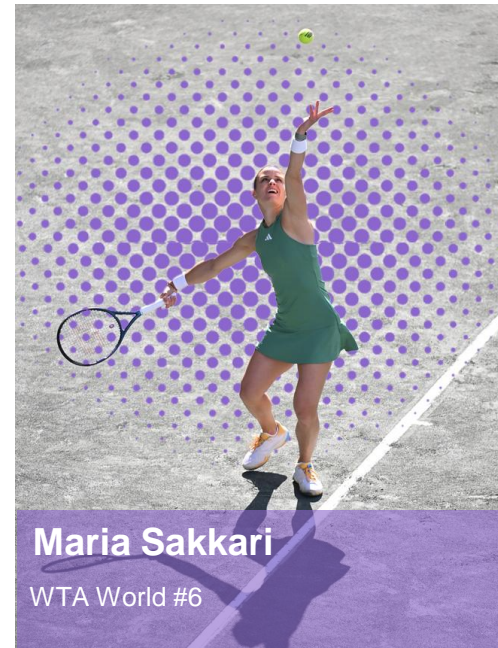
Ons Jabeur

WTA World #9



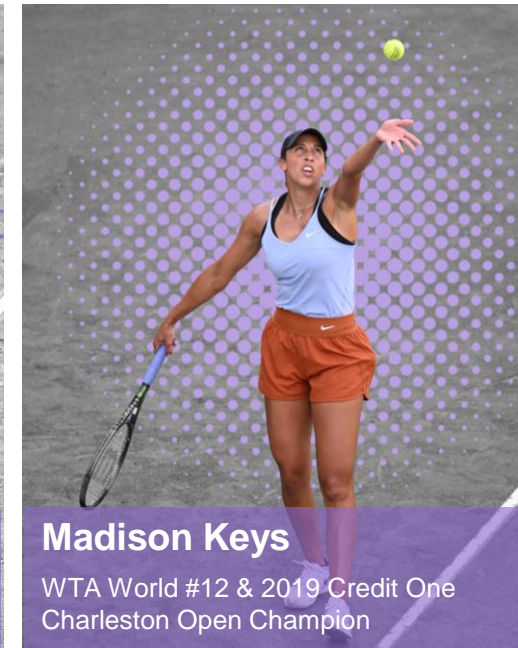
Daria Kasatkina

WTA World #13 & 2017 Credit One Charleston Open Champion



Maria Sakkari

WTA World #6



Madison Keys

WTA World #12 & 2019 Credit One Charleston Open Champion

Partnerships*



*Current partners

1 THE EVENT

Credit One Charleston Open

2 THE VENUE

Credit One Stadium

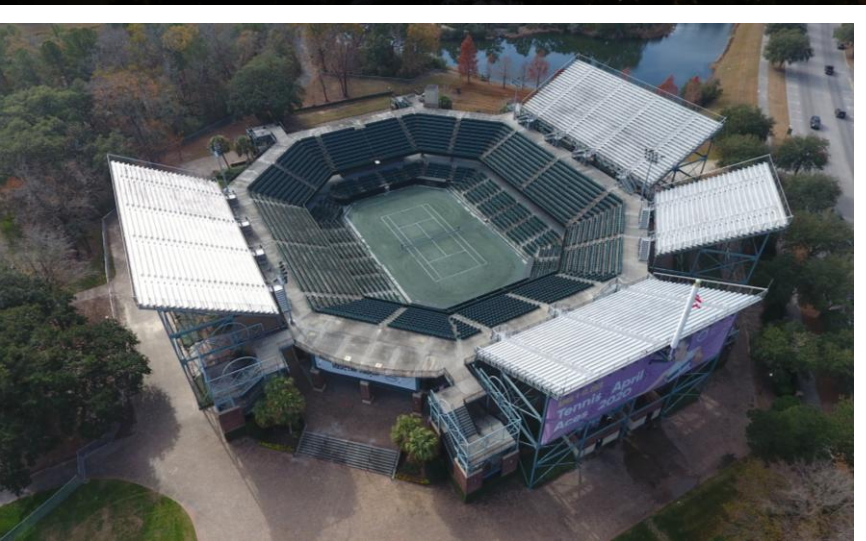
3 THE OPPORTUNITY

A Fully Integrated Sponsorship

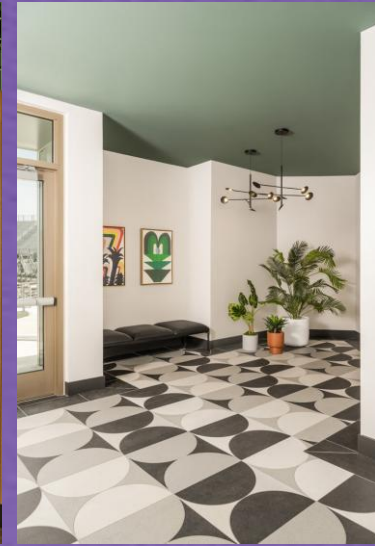
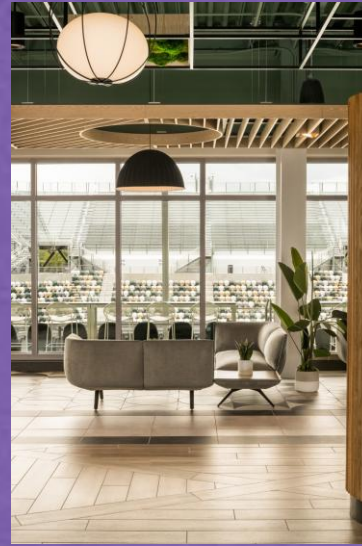
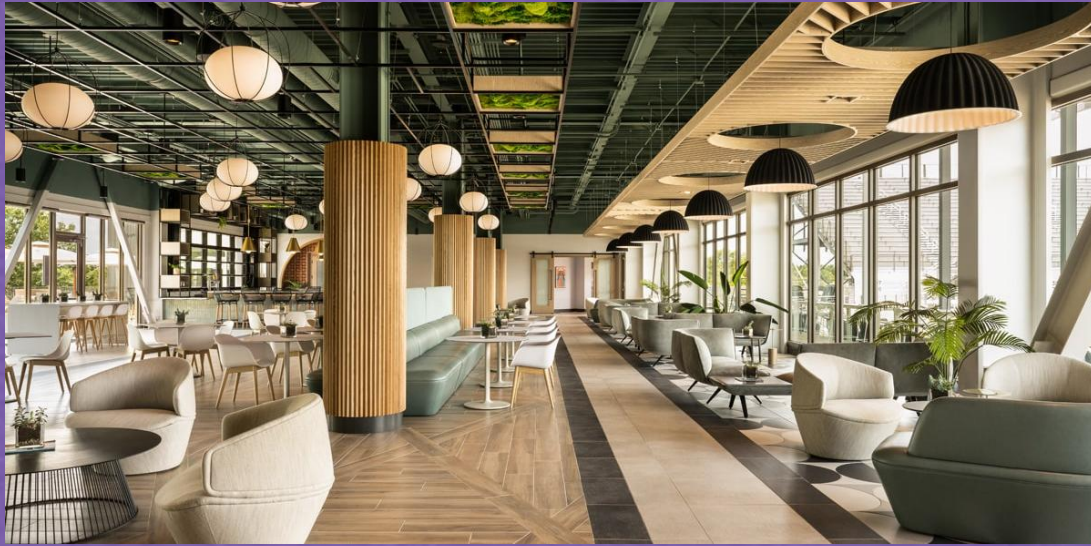
A New Era

April 2022 marked a historic moment as we proudly unveiled the newly renovated Credit One Stadium. The project has turned what was once an aging structure into a state-of-the-art, standard-setting venue.

- Seating capacity expanded from 7,500 to 11,000
- Added 16 permanent suites
- 75,000 ft² multi-use stage house with a 200-person VIP Club, F&B operations, player services, and broadcast + stadium production



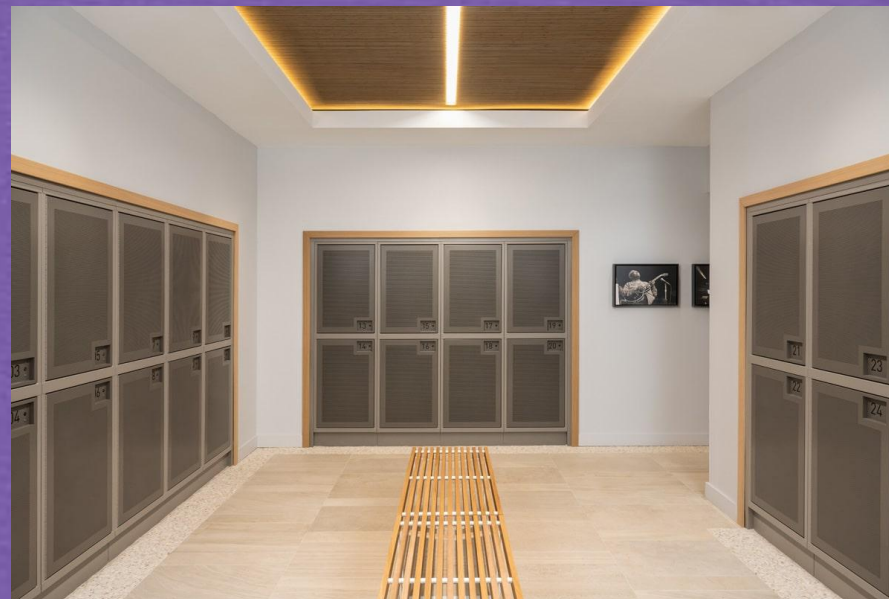
The Club



Suites



Player Areas



2022 Pollstar Top 100 Stadiums

No. 1

allegiant stadium

Las Vegas, NV

No. 8

WEMBLEY

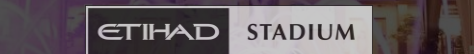
London, UK

No. 22

Mercedes-Benz
STADIUM

Atlanta, GA

No. 42

ETIHAD STADIUM

Manchester, UK

No. 58

CreditOne
STADIUM

Charleston, SC

No. 63

State Farm[®]
STADIUM

Phoenix, AZ

No. 79

CITIFIELD

New York, NY

1 THE EVENT

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Credit One Stadium

3 THE OPPORTUNITY

A Fully Integrated Sponsorship

Branding & Exposure

Digital & Social

Traditional Media

Premium Hospitality



Experiential

Event Marketing

Promotion

Advertising



Danielle's
Island



We can't wait to see you

March 29 – April 6, 2025

Christian Cingolani

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