

IMG Tennis' Bank of the West Classic

July 26-August 1, 2010 | Stanford University | Palo Alto, Calif.



WORLD CLASS FANS

- The Bank of the West Classic is the longest-running women-only professional tennis event in the world.
- In 2010 the Classic will celebrate it's 40th year of competition.
- The Classic is held in the nation's 6th-largest media market with 2.5M HHLDs in the Bay Area (partners benefit via placement on tournament advertising).
- More than 34,000 came to watch in 2009, setting attendance records for the event.
- Five of the Top Ten on the WTA Tour competed at the 2009 Bank of the West Classic.
- More than 2.5M tuned in to watch Venus Williams and Marion Bartoli's run on ESPN2...many more watched on Tennis Channel for more than 13 hours of coverage total.
- Tennis is widely recognized as the sport boasting the most-educated, affluent and active fans, and has a high concentration of female fans - more than most pro sports.
- IMG has worked in tennis for approximately 50 years; we know tennis and can help you effectively reach our active, affluent audience.
- Custom sponsorship packages are available; let us help you design the perfect program for your brand.



TV VISIBLE SIGNAGE



VIP EXPERIENCES



INTERACTIVE DISPLAYS



CLIENT HOSPITALITY



GIVEAWAYS

IMG

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Sony Ericsson
WTA TOUR



The 2010 Bank of the West Classic is the first stop for the Sony Ericsson WTA Tour on the Olympus US Open Series.

Contact us: Tarrah Pollaro
415-227-8022

tarrah.pollaro@imgworld.com
www.BankoftheWestClassic.com