

*'The premier women's sport & entertainment property. The WTA Tour is....Athleticism....Real Human Emotion....Glamour'*

# WTA TOUR

## PROFILE

The Women's Tennis Association (WTA), formed in 1973, is the principal organizing body of women's professional tennis. It organizes the WTA Tour, the worldwide professional tennis tour for women, which is known since 2005 as The Sony Ericsson WTA Tour. The WTA divides the main women's tournaments into several categories. Premier Tournaments is a new category for tennis tournaments on the 2009 WTA Tour. Women's tennis provides its fans a unique experience. One where fans live through the drama as it plays out match by match. Emotions are on display for all to witness. Fans can connect and share those same moments of victory and agony with the players they love and respect. Set on a global, multi-cultural stage, with 56 events in 34 countries and 90 nationalities represented among the competitors, WTA is a touring show with a global cast of characters who are known, beloved, and followed on and off court. WTA is episodic, operatic with legendary rivalries that evolve and intensify with every watch, every event.

## Television

Tennis viewership exceeds 4.5 billion households:

- ESPN—over 92 million US households
- ESPN2—over 91 million US households
- Eurosport—over 111 million homes in 55 countries
- CCTV—over 320 million Chinese households

## Opportunities

- **Sponsorship**
- **Event Hospitality**
- **Association with Glamour**
- **Association with the four Grand Slams**



## DEMOGRAPHICS

Gender

- 50% Male
- 50% Female

Age

- 80% between ages 30-60
- 50% have \$100K+ household income

Active Lifestyle Spenders

- 90% are homeowners
- 50% are professionals
- Nearly 50% own at least one luxury car
- 96% take annual week-long holidays
- 54% are entertainment fans (also enjoy movies, concerts, theater and festivals)