



ABN AMRO
OPEN

ON TOP OF TENNIS



**THIS
IS
THE
CHAMP**



HOSPITALITY

12 - 18 FEBRUARY 2024 | ROTTERDAM AHOY



WORLD-CLASS TENNIS AND HOSPITALITY

12 TO 18 FEBRUARY 2024: 51ST EDITION ABN AMRO OPEN IN ROTTERDAM AHOY

After a wonderful anniversary edition, we would like to look ahead to next year with you. The innovations in the set up of the tournament, the addition of women's wheelchair tennis, the atmospheric VIP-village and the centre court showed fans and guests how versatile the event actually is. The many activities and culinary experiences, combined with world-class tennis and wheelchair tennis, promises a fantastic upcoming 51st edition. Will you be there too?

At the ABN AMRO Open, we offer unique VIP experiences that fit everyone's budget for relationship management. Hospitality and world-class tennis have been important for the tennis tournament for 50 years. In this brochure you can find information explaining the various options. Together we provide an unforgettable VIP experience for you and your customers!

We look forward to seeing you in Rotterdam Ahoy,

Richard Krajicek
Tournament director ATP 500 tournament

Esther Vergeer
Tournament director ITF wheelchair tournament

OVERVIEW HOSPITALITY OPTIONS

	PREMIUM CLUB MEMBER	FLEXIBLE PREMIUM CLUB MEMBER	CLUB MEMBER	FLEXIBLE CLUB MEMBER	BACKSTAGE EXPERIENCE	BALCONY PACKAGE	CLUB PACKAGES
Price from	€ 44.500	€ 9.500	€ 8.700	€ 5.700	€ 8.500	125 pp	249 pp
Seats	Own box	Box seats	Own box	Box seats	Courtside	Balcony 2 nd tier	Box seats
Can be reserved per	week	day	week	3 days	part of the day	part of the day	part of the day
Number of persons	from 10	from 24	6 or 10	6 or 10	10	30 to 45	from 1
VIP-village Access	✓	✓	✓	✓	✓		✓
Parking	✓	✓	✓	✓	✓	✓	✓
Catering included	*	✓	**	**	✓	✓	✓
Guidance passes	✓	✓	✓	✓			
Backstage tour	✓				✓		
Meet & Greet tournament directors	✓	✓			✓		
Exclusive hospitality area	✓	✓				✓	
Company logo on suite	✓	✓					
Possibility to customise suite	✓						
Advertisement in official programme	✓						
Info on page	8	9	10	11	12	13	14

* Suite members can add their customised catering arrangement through our catering partner.

** Club Members can use the facilities in the VIP-Village (for a fee on site).





At the ABN AMRO Open you are On Top of Tennis. Since 1974 legends of the sport have battled on our centre court in Rotterdam Ahoy. From Okker to Ashe, Borg to Connors and from Hewitt to Federer. And for 15 years men's and women's wheelchair is also part of the show. The tournament is constantly innovating and has something for everyone, young and old.

With more than 50,000 Business to Business guests in the VIP-village, the tournament is the largest sports hospitality event of the Netherlands. It is a place to meet, share experiences and connect.

CONNECT

With six specially built restaurants, food trucks and other food points, the tournament is a culinary paradise. From top local chefs to sushi and hot dogs, there is something for everyone when you visit the tournament.

TASTE

Tennis fans can test their skills with clinics on the show court and kids can enjoy a sports paradise in Sports Plaza. The tournament encourages everyone to get active with authentic activations or to go shopping at Shops & Bites!

EXPERIENCE

The organisation gives a lot of attention to the social aspects of tennis. From theme days for club leaders and sports students to sustainable tennis balls and collaborations with foundations; the tournament invests in many impactful activations.

IMPACT





SHOPS & BITES

Do you have a product or service that you would like to bring to the attention of more than 110.000 visitors of the ABN AMRO Open? At Shops & Bites you will find an extensive selection of shops, catering establishments and a media square. This public area offers various possibilities to activate the public in a unique way.

Contact us for more information via:

Mariëlle Kuijpers ■ m.kuijpers@ahoy.nl ■ +31 (0)6 81 03 96 66



SPORTS PLAZA

Sports Plaza is a major activity area for groups where you can try various ways of practising tennis under the expert supervision of experienced trainers. Invite your guests to participate in the various clinics and/or watch the sports demonstrations that take place continuously. Should you wish, we could also organise tailored programmes for groups up to hundreds of people at Sports Plaza.





VIP-VILLAGE *THE CLUB*

VIP-VILLAGE THE CLUB IS THE CENTRAL MEETING POINT FOR OUR BUSINESS COMMUNITY. IT SUITS PERFECTLY TO MAINTAIN BUSINESS CONTACTS AND NETWORK IN AN INFORMAL AND ATMOSPHERIC SETTING.

The hospitality suites at the VIP-village allow you to welcome your clients in a luxurious setting. The suites can be decorated according to your personal wishes.

Welcome your guests in *The Club* and enjoy top tennis from a box around centre court.

The Club also offers a unique culinary experience thanks to numerous outstanding restaurants. During the past editions, eye-catchers were The Lemon Tree, The Harbour Club and a unique collaboration between local top chefs.

OPENING HOURS OF *THE CLUB*

Monday 12 to Friday 16 February 2024

From 10 a.m.

Saturday 17 February 2024

From 11 a.m.

Sunday 18 February 2024

From 11 a.m.



The tournament offers the following options for you to enjoy with your guests:

- **PREMIUM CLUB MEMBER**
- **CLUB MEMBER**
- **BACKSTAGE EXPERIENCE**
- **BALCONY PACKAGE**
- **CLUB PACKAGES**





PREMIUM CLUB MEMBER | WEEK SUITE

**WELCOME YOUR GUESTS IN YOUR OWN EXCLUSIVE HOSPITALITY SUITE IN
VIP-VILLAGE *THE CLUB* FOR THE FULL WEEK.**

Premium Club Member:

- Suite set-up that can be fully personalised
- 10-person box at centre court
- 6 passes to welcome and accompany your guests
- 8 parking tickets per session and 1 parking ticket for the whole week*
- Television in the suite (internal circuit), tournament programmes and daily bulletins
- Full-colour advertisement
- 25 regular tickets (1st tier) for Monday and Tuesday evening (including access to *The Club*)

Week suite 45 m²: **€ 44,500** (per week)

Week suite 60 m²: **€ 46,500** (per week)

In case you would like to consider an alternative package, please contact the organisation.

As premium Club Member it is possible to order extra boxes.

All rates are excluding catering and VAT, catering can be booked with Rotterdam Ahoy.

**Every day has an afternoon and evening session except for Sunday, in total 13 sessions.*

FLEXIBLE PREMIUM CLUB MEMBER | FLEX SUITE

WOULD YOU PREFER TO ATTEND ONE OR MULTIPLE DAYS WITH A NUMBER OF CLIENTS OF YOUR CHOICE IN A SUITE? THAT IS ALSO POSSIBLE AS PREMIUM CLUB MEMBER.

- Furnished suite of 45m² in *The Club*
- 24 box seats per session*
- catering arrangement in the suite
- 6 passes to welcome and accompany your guests
- 12 parking tickets per session and 1 parking ticket per session
- Television in the suite (internal circuit), tournament programmes and daily bulletins

Contact us for additional options and the possibilities to expand for larger groups.

Suite 45 m²: from **€ 9,500**

All rates are including catering and VAT.

**Every day has an afternoon and evening session except for Sunday.*





CLUB MEMBER | WEEK BOX

AS A CLUB MEMBER YOU AND YOUR RELATIONS WATCH THE MATCHES UP CLOSE FROM A BOX AT CENTRE COURT FOR THE WHOLE WEEK. ALL CLUB MEMBERS HAVE ACCESS TO *THE CLUB*.

A 6-person week box consists of:

- 6-person box at centre court, including access to *The Club*
- 2 passes to welcome and accompany your guests
- 3 parking tickets per session and 1 parking ticket for the whole week
- Tournament programmes and daily bulletins
- 6 regular tickets (2nd tier) for Monday or Tuesday evening including access to *The Club*

6-person box: **€ 8,700**

You can welcome 78 guests for **€ 112** per person.

10-person week box consists of:

- 10-person box at centre court, including access to *The Club*
- 3 passes to welcome and accompany your guests
- 5 parking tickets per session and 1 parking ticket for the whole week
- Tournament programmes and daily bulletins
- 10 regular tickets (2nd tier) for Monday or Tuesday evening including access to *The Club*

10-person box: **€ 11,300**

You can welcome 130 guests for **€ 87** per person

All rates are excluding catering and VAT.

10

FLEXIBLE CLUB MEMBER | 3 DAY BOX

WOULD YOU PREFER TO VISIT THE TOURNAMENT ON THREE SPECIFIC DAYS? THAT'S ALSO POSSIBLE AS A CLUB MEMBER.

- 6 box seats per session on:
 - Monday or Tuesday
 - Wednesday or Thursday
 - Friday or Saturday
- 1 pass to welcome and accompany your guests
- 3 parking tickets per session
- Tournament programmes and daily bulletins
- 6 regular tickets (2nd tier) for Monday or Tuesday evening including access to *The Club*

Flexible Club Membership for 6 persons: **€ 5,700**

You can welcome 36 guests for **€ 158** per person.

Also possible for 10 persons per session: **€ 8,600**

You can welcome 60 guests for **€ 143** per person.

All rates are excluding catering and VAT.





BACKSTAGE EXPERIENCE

ALWAYS WANTED TO TAKE A LOOK BEHIND THE SCENES AT THE ABN AMRO OPEN IN ROTTERDAM AHÖY?

During this unique Backstage Experience, doors will open especially for you and your 9 guests that normally remain closed. The Backstage Experience offers a unique and exclusive opportunity to follow the players up close!

The package consists of:

- Lunch or dinner at the players' restaurant
- Unique backstage tour
- Exclusive Courtside seats along the players' turnout
- Presence at post-match press conference
- Signature/photo with player(s) after the match
- Meet & Greet with tournament director or ambassador
- Guidance by own host(ess)
- Access to VIP-Village *The Club*
- Drinks in VIP-Village *The Club*
- An official ABN AMRO Open merchandise item per person
- 1 Parking ticket p.p. with VIP parking
- Official tournament accreditation

The Backstage Experience is exclusively available on Wednesday evening, Thursday evening, Friday evening, Saturday afternoon, Saturday evening and Sunday afternoon, for a select group of 10 people.

Price of this unique experience: **€ 8,250** per session *Rates are exclusive VAT.*

BALCONY PACKAGE

WATCH TENNIS WITH YOUR GUESTS FROM THE BEST SPOT IN THE AHOY ARENA AND GETTING PAMPERED AS WELL? THEN THE BALCONY PACKAGE IS IDEAL FOR YOU.

From the balcony on the second ring of the Ahoy Arena, you have a unique view of the centre court, while enjoying a snack and drink at the same time. Part of the balcony is exclusively reserved for your party and is therefore ideal for groups.

- A reserved balcony in the Ahoy Arena exclusively for your party
- Tables and seating on the balcony
- Catering package including drinks, snacks and Ahoy Appetizers on the balcony (for 3.5 hours)
- Service by our friendly catering staff
- 1 parking ticket per 2 persons

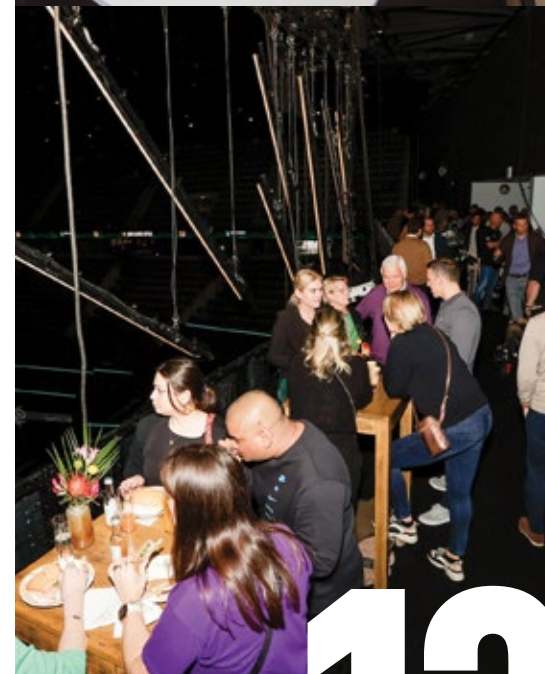
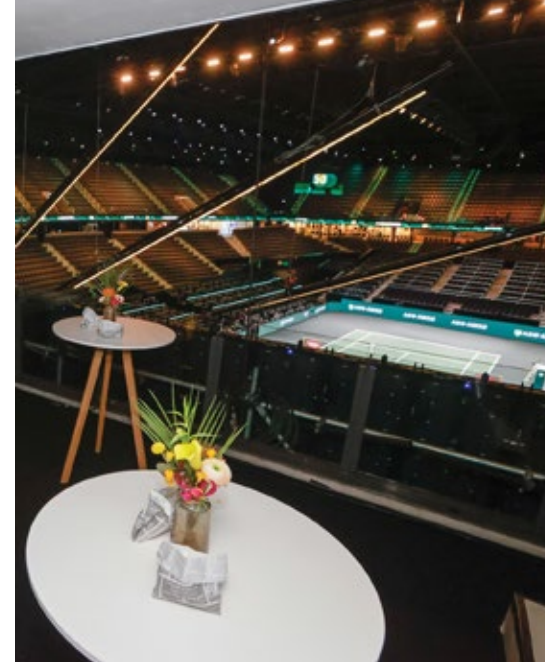
The package is available for groups from 30 to 45 persons.

Price per person per session:

Day sessions Monday to Wednesday:	€ 125	Evening sessions Monday and Tuesday:	€ 150
Evening session Wednesday:	€ 175	Day sessions Thursday to Saturday:	€ 150
Evening sessions Thursday to Saturday:	€ 200	Sunday:	€ 250

Optional:

- Extending catering package
- Access VIP-Village *The Club*
- Lunch or dinner (in VIP-Village)



13



CLUB PACKAGES | VIP PACKAGE

ATTEND THE TOURNAMENT WITH AS MANY GUESTS AS YOU LIKE AND ENJOY A FULLY CATERED PACKAGE DURING THE SESSION OF YOUR CHOICE.

- Box seats at the centre court per session*
- Access to *The Club*
- A lunch or dinner including drinks at *The Club*
- 6 food/drink tokens
- 1 parking ticket per 2 persons
- Tournament programmes and daily bulletins

Club Package prices per person, per session*:

Afternoon sessions Monday to Wednesday : € 239

Afternoon sessions Thursday to Saturday : € 259

Evening sessions Monday and Tuesday : € 249

Evening sessions Wednesday and Saturday : € 339

Evening sessions Thursday and Friday : € 369

Sunday : € 389

All rates are excluding VAT.

**Each day consists of an afternoon and evening session, with the exception of Sunday.*

MEETINGS & SEMINARS

EVERYDAY YOU CAN ALSO ORGANIZE MEETINGS AND SEMINARS IN THE ROTTERDAM AHOY CONVENTION CENTRE IN ORDER TO EXCHANGE IDEAS OR INTRODUCE A NEW PRODUCT TO YOUR GUESTS.

The international convention centre has 35 meeting rooms, an impressive auditorium, beautiful foyers and exhibition spaces. If you wish to book a meeting room for a larger group, please contact the organization. You can only book this package in combination with admission tickets.

The meeting rooms offer the following facilities:

- Room for larger group meetings
- Access to WiFi and unlimited coffee and tea
- LED screen, flip-over, audio via roofspeakers

Meeting package prices per half day depends on size of the group.

For more information please contact:

Remko van Scheltt (r.vanscheltt@ahoy.nl) or Mariëlle Kuijpers (m.kuijpers@ahoy.nl)





SPONSORING OPPORTUNITIES

THE ABN AMRO OPEN IS THE PERFECT PLACE FOR (INTER)NATIONAL VISIBILITY ON COURT OR UNIQUE BRAND ACTIVATIONS

Discover the unique sponsor opportunities en get in touch with the team via:

Nathalie du Bruin ■ n.dubruin@ahoy.nl ■ +31 (0)6 53 41 59 43

Remko van Scheltt ■ r.vanscheltt@ahoy.nl ■ +31 (0)6 28 27 96 29



NEWS / SOCIAL MEDIA COVERAGE

TV NEWS

143.7 M. VIEWERS

SOCIAL MEDIA

5.494.877 M. IMPRESSIONS

CONTINENT	TV AUDIENCE	TV COVERAGE
EUROPE	8.105.057	3735:58:24
ASIA PACIFIC	1.595.446	734:58:31
NORTH AMERICA	1.491.075	267:30:00
AFRICA & MIDDLE EAST	2.018.141	493:07:30
CENTRAL & SOUTH AMERICA	90.470	10:00:00
TOTALS	13.300.189	5241:34:25

NATIONAL TV

Live	4.525.000
Highlights	17.548.000
Other	5.806.000
Total	27.879.000

VIEWS

27 M.

PUBLICATIONS

ONLINE PUBLICATIONS

38.878

SOCIAL MEDIA

2.098

POTENTIAL REACH

947.082.993

LIVE MATCH COVERAGE

TOTAL AUDIENCE

54.2 M.

TV AUDIENCE

13.3 M.

SOCIAL MEDIA VIDEO VIEWS

36.4 M.

DIGITAL STREAMING

4.5 M.

BROADCAST IN 153 COUNTRIES

FACTS & FIGURES

17



MATCH TIMES

MONDAY TO FRIDAY

Daytime matches start
11 a.m. (*The Club* opens at 10 a.m.)

Evening matches start
7.30pm (*The Club* opens at 5 p.m.)

SATURDAY

Daytime matches start
1 p.m. (*The Club* opens at 11 a.m.)

Evening matches start
7.30pm (*The Club* opens at 5 p.m.)

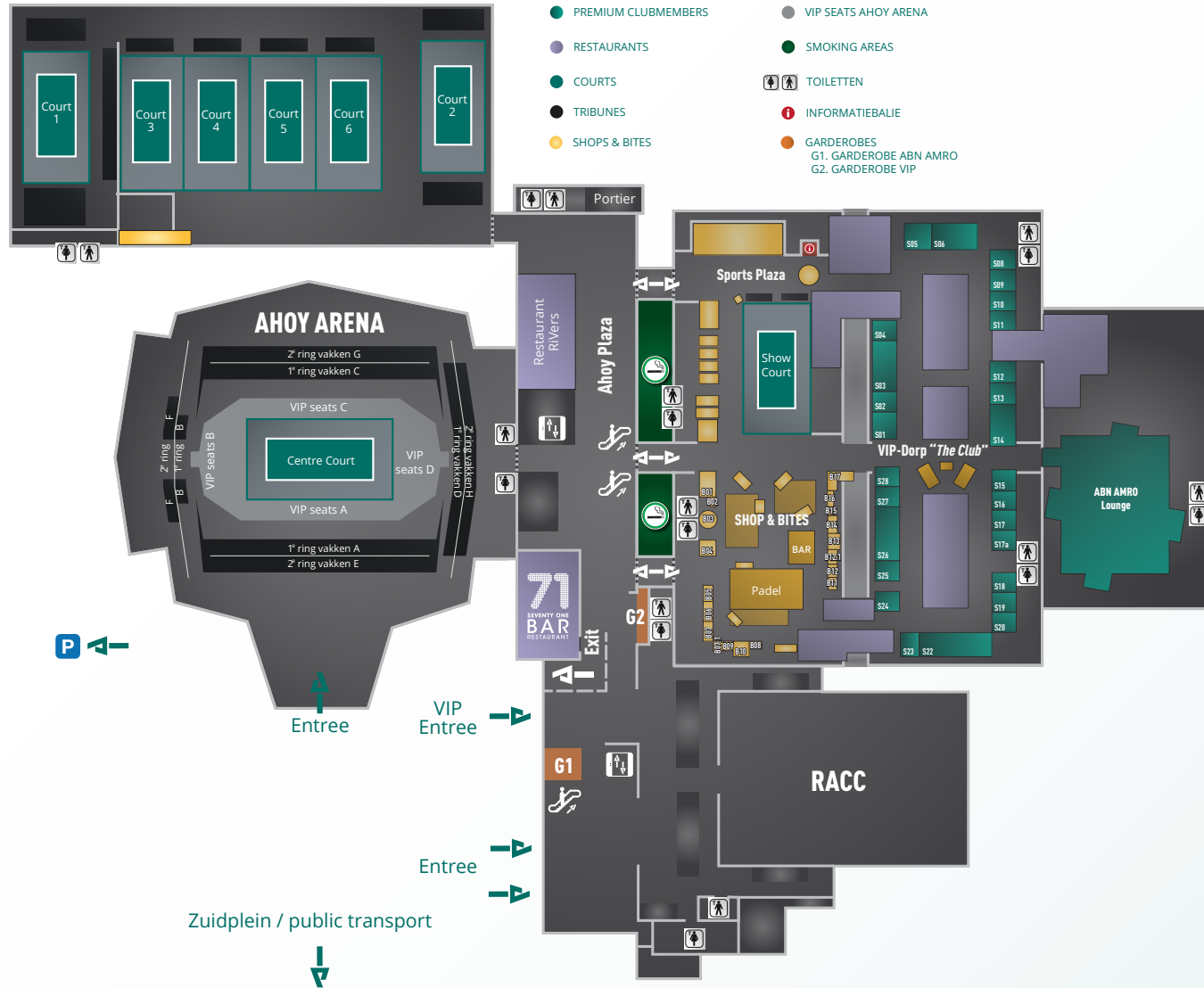
SUNDAY

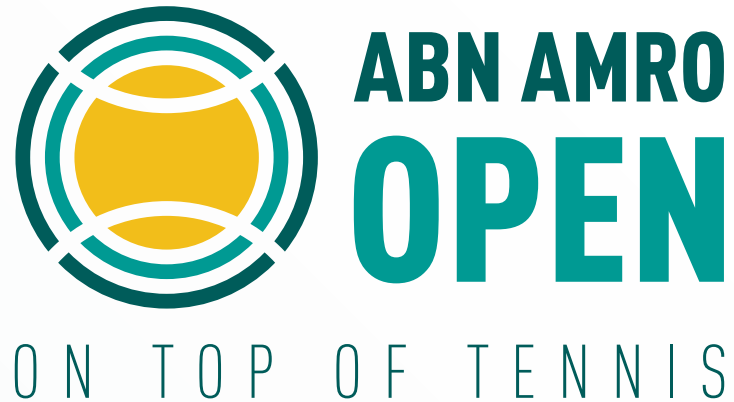
Doubles final starts
1 p.m. (*The Club* opens at 11 a.m.)

Singles final starts
3.30 p.m.

Exact wheelchair match times will be announced later. Women's wheelchair takes place from Tuesday to Saturday, men's wheelchair from Wednesday to Sunday.







INFORMATION AND BOOKINGS

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