



February 12 – 21, 2016

**BECOME A MARKETING PARTNER WITH THE WORLD'S ONLY 10-DAY
COMBINED ATP WORLD TOUR & ATP CHAMPIONS TOUR EVENT**



ATP Champions Tour Awards with Goran Ivanisevic & James Blake; ATP World Tour Champion Ivo Karlovic

Over \$1 million in player compensation, over 50,000 screaming fans rocking the house, televised nationally and internationally in over 150 countries with a potential reach of 128.2 million homes, 10 one-of-a-kind parties and amateur tennis events, nightly music acts, The VolleyGirls (world's only ATP promo team), and 17 glorious sessions in an ATP "Award of Excellence" winning arena.

ATP CHAMPIONS TOUR EVENT (Feb. 12 - 14, 2016). The only ATP Champions Tour Event in the United States, consisting of **Team USA vs Team INT'L** with the first team to win the best 5 out of 9 matches. Event features players that have been ranked World No. 1, a Grand Slam singles finalist, or a singles player in a victorious Davis Cup team. *Past players:* Andy Roddick, John McEnroe, Ivan Lendl, Patrick Rafter, Goran Ivanisevic, James Blake, Mats Wilander, Pat Cash, Carlos Moya & more.

ATP WORLD TOUR EVENT (Feb. 15 – 21, 2016). One of only 10 ATP World Tour Events in the United States featuring many of the current top-ranked men's professionals in the world. *Past players:* Andy Roddick, Andre Agassi, Juan Martin del Potro, Marin Cilic, John Isner, the Bryan Brothers, Tommy Haas, James Blake, Lleyton Hewitt & more.



Coin Toss with Roddick & Pernfors...World-Famous VolleyGirls w/The Bryan Bros....VIP Reception w/ATP Pros



On-site Musical Performances...ON-STADIUM COURT seating...Hospitality Pavilion...Legends Clinic VIPs



"The **Delray Beach Open** continues to be one of the most aggressive and innovative ATP tournaments in terms of marketing. The events' calling card is its location along the Atlantic Ocean seashore. It's (promotions) will no doubt make the event instantly recognizable to ATP fans throughout the world." - **Mark Young, ATP Americas CEO**

WORLDWIDE MEDIA EXPOSURE. An extensive advertising campaign such as television, newspapers, magazines, radio spots, printed materials, press releases, advertorials, and e-mail blasts assist in marketing the event's players, special events, ticket packages, hospitality functions, and special promotions.

TELEVISION

- **International Viewership via Satellite Feed.** 52 hours of LIVE HD tennis sent to 20 broadcasters worldwide reaching more than 100 million homes in 118 territories
- **National Viewership via Tennis Channel (USA).** 40-plus hours of LIVE HD tournament coverage aired Monday – Sunday (plus additional re-airings) on Tennis Channel's 55 million U.S. households via cable TV and satellite. Tennis Channel has a unique audience marked by women comprising close to half of its viewers. Viewers hold an average household income of \$83,000 and close to 40 percent of its viewers earning more than \$100,000 annually. Almost 70 percent of Tennis Channel audience members are regular tennis players—a viewer participation rate unmatched on any cable sports network.
- **ATP Champions Tour Highlight Program (International).** A recap of tournament's ATP Champions Tour event was featured on ATP Champions Tour's highlight program. The program is distributed to more than 46 million households in Western Europe (Austria, France, Germany, Italy, Spain, Switzerland, UK, Ireland), Central Europe (Nordics), Eastern & Southeastern Europe (Baltics, Ukraine, Croatia, Greece, Turkey), Africa, Middle East.
- **ATP World Tour Highlight Program (International).** A recap of tournament's ATP World Tour event was featured on "ATP World Tour Uncovered", ATP's weekly television program. The program is distributed to 425 million-plus households in more than 100 countries.
- **TV Commercial Spots.** Airing three months before the event in Palm Beach, Broward, Collier and Lee counties. 2,000 + promotional spots ran on cable network channels such as: Tennis Channel, ESPN, ESPN2, Fox Sports, Golf Channel, CNN, USA, TNT, TBS, Lifetime, Bravo, Travel, Discovery, History, E!, VH1



RADIO ADVERTISING

400-plus commercial spots/promotions across Broward & Palm Beach County (i.e. trivia & ticket giveaway contests, on-air player interviews, commercial spots (:60-second)). A few of the radio stations involved include, WILD 95FM, ESPN 760 Palm Beach, KOOL 105.5FM, WJNO 1290AM, and Sunny 104.3FM.

Sun-Sentinel.com

NEWSPAPER – MAGAZINE ADVERTISING – Over 300 "feature" local & national newspaper articles and tournament-specific promotional pieces; combined circulation exceeding 48,000,000 (US).



PalmBeachPost.com

bocaratton
THE ONLY BOCA RATON MAGAZINE

The Boca Raton Tribune
Your Chosen Neighbor

FLORIDA
TRAVEL LIFE
from coast to the coast



MARKETING PARTNERSHIPS & ONE-OF-A-KIND HOSPITALITY PACKAGES

Tennis is the 2nd most globally popular sport (behind Professional Soccer) - **SMG Insight global consumer research study**



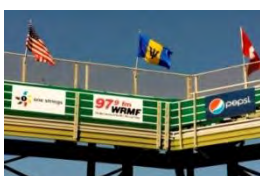
Corporate Club – Patron Sponsor

Perfect for the local corporation looking to entertain associates, friends and clients, inclusive of hospitality and corporate advertising. Enjoy Stadium Court Box Seats, invitations to the Box Holders' Reception, advertise in the events' Official Tournament, and receive Premier Parking.



Exhibition Booth

One of best ways to market your products and services to the event's fan-base. Exhibition tents (10' x 10') are located along the main entrance walkway and adjacent to the Stadium Court. Inclusive of tables, chairs, linens, electric and signage, our intimate site allows you to promote your company's services via proactive contests and promotions.



Gold Sponsor

Brand exposure for the small to mid-size business. Looking to launch a product and/or shine at the event? Amenities include Stadium Court upper level signage, Exhibition Booth, Hospitality invitations, Stadium Court seats, Premier Parking & more. Let the **Delray Beach Open** be your platform to target the sporting enthusiast.



Platinum & Diamond Sponsors

Raise the bar and be "seen" at the event, inclusive of category exclusivity, Stadium Court lower level signage, National and International recognition, On-site signage/recognition (all-year-round), Exhibition Booth, Presenting Sponsor of special event, Hospitality invitations, TV commercials, Stadium Court seats, Premier Parking & more.



Stadium Court Umpire Chair Sponsor & Net Box Sponsor

Logo recognition on the Head Umpire's Chair and Net Box, located on the east and west sides of the Stadium Court Visible to 50,000-plus spectators and millions via national and international viewership. Inclusive of Box Seats, Advertising, Hospitality & more.



Stadium Court Linesperson Chairs Sponsor or Speed of Serve Sponsor

Logo recognition on either the Linesperson Chairs, located on all sides of the Stadium Court or the Speed of Serve monitors displayed on the north and south ends of the Stadium Court. Visible to 50,000-plus spectators and millions via national and international viewership. Inclusive of Box Seats, Advertising, Hospitality & more.



Television Commercials

The event is televised nationally via Tennis Channel, the only cable television network devoted to tennis and its superstars both on and off the court, 24 hours a day, 7 days a week. Tennis Channel's audience is evenly split between men and women with viewers 18-plus, while serving the core adult 25-54 fan-base to over 35 million U.S. households throughout the year with increased distribution exceeding 55 million during the Grand Slams.

PHOTO GALLERY



2015 Singles Champion (Ivo Karlovic) & Finalist (Donald Young)...Stadium Court Crowd Shots...
ATP Champions Tour Awards (Goran Ivanisevic & James Blake)



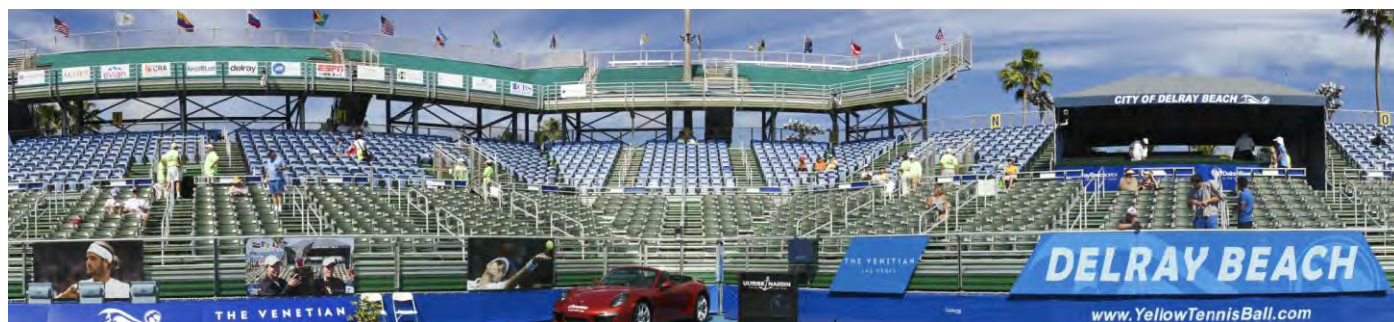
Community Food Drive...USTA Kidz Day... ATP World Tour Doubles Awards (#1 world-ranked Bryan Bros: 2015 Champions)...Draw Selection @ SALT 7 Restaurant (with Justin Gimelstob & Stefan Kozlov)



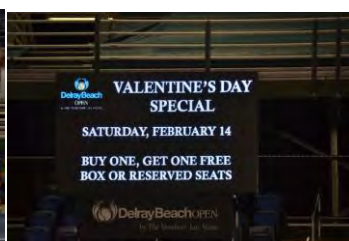
Michelob Ultra Bar...Ballkids' Team...Ladies Luncheon Guests with ATP Pro (Donald Young)



VolleyGirls @ VIP Clubhouse Lounge ... Bryan Brothers Performing @ The VIP Sponsor Reception...
Goran Ivanisevic Hanging Out at the ON-COURT Porsche Convertible... Hospitality Pavilion



Stadium Court with ON-Court Porsche, Lower & Upper Level Signage, Ulysse Nardin Time Clock



John Isner @ Coin-Toss Promo... Stadium Court Video Board... Stadium Court & Draw Boards...Sponsor Clinic



Golfing Legend with Tournament Director Mark Baron ...Sold Out Senior Day...#1 World-Ranked Bryan Bros...Player Autographs In Exhibitors Booth



Media Pit... Let's WOO Sky Lounge ... ADT Music Stage... Box Holders' Series Reception

2015 MARQUEE SPONSORS



TITLE



PRESENTING



OFFICIAL AUTOMOBILE



DIAMOND



PLATINUM



GOLD

AMA Waterways, ESPN 106.3, Plexipave, Sofibella, Palm Beach County, Palm Beach Sports Commission, The Tideline Ocean Resort & Spa, USTA, USTA Florida, VITAS Healthcare, Woo Creative

ADVERTISING

Only a few listed below. Total circulation and unique visitors from online exceed 40,000,000. Print and online regional, national and international media impressions exceed over 100,000,000 (based on 2.5 readers per print publication).

PUBLICATIONS (distribution numbers)

Atlantic Ave. (ad)	Dec	20,000
Atlantic Ave. (ad)	Jan	20,000
Atlantic Ave. (ad & editorial)	Feb	20,000
Atlantic Ave. (editorial)	Apr	20,000
Art Hive (ad)	Dec	15,000
Boca Raton Magazine (ad)	Nov	25,000
Boca Raton Magazine ("Agenda")	Nov	25,000
Boca Raton Magazine (ad)	Dec/Jan	25,000
Boca Raton Magazine (editorial)	April	25,000
Boomer Times (ad)	Jan	41,000
Boomer Times (ad)	Feb	41,000
Boomer Times (editorial)	Feb	41,000
Champion Porsche Postcards	Spring	25,000
Clubhouse Living (ad)	Winter	8,000
Clubhouse Living (editorial)	Winter	8,000
Delray Beach Pineapple (ad)	Jan	10,000
Delray Beach Pineapple (editorial)	Jan	10,000
Delray Beach Pineapple (ad)	Feb	10,000
Delray Beach Pineapple (editorial)	Feb	10,000
Delray Beach Pineapple (editorial)	Mar	10,000
Delray Beach Magazine (ad)	Oct-Nov	21,000
Delray Beach Magazine (ad)	Dec/Jan	21,000
Delray Beach Magazine ("Agenda")	Dec/Jan	21,000
Delray Beach Magazine (ad)	Feb	21,000
Delray Beach Magazine (editorial)	(April)	25,000
Delray Beach Visitor's Guide	Jan	5,000
Delray Beach Chamber Guide	June	15,000
Delray Beach Water Bill	Dec-Jan	20,250
Florida Tennis Magazine (ad)	Fall	50,000
Florida Tennis Magazine (editorial)	Fall	50,000
Florida Tennis Magazine (ad)	Winter	50,000
Florida Tennis Magazine (editorial)	Winter	50,000
Florida Tennis Magazine (ad)	Spring	50,000
Florida Tennis Magazine (editorial)	Spring	50,000
Michelob Ultra Coasters (Atlantic Ave)	Feb	10,000
Palm Beach the Island (ad)	Fall	25,000
Palm Beach the Island (editorial)	Fall	25,000

Palm Beach the Island (ad)	Winter	25,000
Palm Beach the Island (editorial)	Winter	25,000
Palm Beach the Island (editorial)	Spring	25,000
Sun-Sentinel (ads)	Aug (5x)	3,370,705 (674,141 per ad)
Sun-Sentinel (ads)	Sept (5x)	3,370,705 (674,141 per ad)
Sun-Sentinel (ads)	Oct (5x)	3,370,705 (674,141 per ad)
Sun-Sentinel (ads)	Nov (5x)	3,370,705 (674,141 per ad)
Sun-Sentinel (ads)	Dec (5x)	3,370,705 (674,141 per ad)
Sun-Sentinel (ads)	Jan (5x)	3,370,705 (674,141 per ad)
Sun-Sentinel (ads)	Feb (5x)	3,370,705 (674,141 per ad)
Sun-Sentinel Sun Note	Feb (1x)	674,141
Sun-Sentinel Insert	Feb (1x)	100,000
Tennis View (ad)	Nov-Dec	375,000
Tennis View (editorial)	Nov-Dec	375,000
Tennis View (ad)	Jan-Feb	375,000
Tennis View (editorial)	Jan-Feb	375,000
Travelhost (ad)	Winter	18,000
Travelhost (editorial)	Winter	18,000
What, When & Where Magazine (ad)	Feb	5,000
What, When & Where Magazine (editorial)	Feb	5,000



DIRECT MAIL – E-MAIL – INTERNET – DIGITAL (impressions)

Boca/Delray magazine e-newsletter	Jan	5,750
Boca/Delray magazine e-newsletter	Feb	5,750
Boca/Delray magazine e-blast	Jan	5,750
Boca/Delray magazine social media	Jan-Feb	7,000
BrowardTennis.com		
Chamber Bash E-mail Blasts (5)	Jan-Feb	5,500
Comcast Spotlight banner ads	Jan-Feb	100,000
Delivery Dudes (dist. of tourn. fliers)	Jan-Feb	5,000
Delray Beach Marketing Co-op e-blast	Feb	7,500
ESPN West Palm dist of tourn. fliers	Jan-Feb	5,000
ESPN West Palm social media	Jan-Feb	6,800
ESPNWestPalm.com banner ads	Jan-Feb	ROS
ESPNWestPalm.com digital radio	Jan-Feb	250
On the Spot Ads (12 locations)	Jan-Feb	12,000
Palm Beach Post Mobile Ad Campaign	Feb	417,680
Palm Beach Sports E-newsletter	Feb	1,200
PalmBeachPost.com Rich Media	Aug-Sep	61,500
PalmBeachPost.com banner ads	Aug-Sep	148,095
PalmBeachPost.com banner ads	Feb	400,000
Retargeting campaign (US Open)	Dec-Feb	25,001
Retargeting campaign (tourn lead-up)	Dec-Feb	188,325
Sunny1079fm.com	Jan-Feb	ROS
Tennis View Magazine social media	Nov-Feb	33,000
TennisViewMag.com banner ads	Nov-Feb	ROS
USTA Ntl targeted e-blast (Midwest)	Dec	53,352
USTA Ntl targeted e-blast (Eastern)	Dec	29,647
USTA Ntl targeted e-blast (Southern)	Dec	107,410
USTA FL e-blast inclusion	Dec	27,260
USTA FL e-blast inclusion	Jan	27,260
USTA FL e-blast inclusion	Feb	27,260
USTA FL targeted e-blast	Jan	27,260
USTA FL weekly e-news	Nov	27,260
USTA FL weekly e-news	Dec	27,260
USTA FL weekly e-news	Jan	27,260
USTA FL weekly e-news	Jan	27,260
USTA FL weekly e-news	Feb	27,260

USTA FL website banner	Jan-Feb	ROS
WRMF.com (contesting)	Jan-Feb	ROS
YellowTennisBall.com	Jan-Feb	400,000
YellowTennisBall.com E-newsletter	Aug-Feb (20x)	150,000
Social media (Facebook, Twitter, etc.)	Jan-Feb	5,200,000+

TELEVISION

Advanced Cable		
(DISC, HALL, HIST, TWC, HLN, GOLF)	Jan-Feb	1,061 spots
CBS (US Open)	Aug-Sep	8 spots
ESPN2 Broward (US Open)	Aug-Sep	24 spots
ESPN2 Palm Beach (US Open)	Aug-Sep	18 spots
ESPN Broward (US Open)	Aug-Sep	16 spots
ESPN Palm Beach (US Open)	Aug-Sep	12 spots
ESPN2 Broward (Aussie Open)	Jan	48 spots
ESPN2 Palm Beach (Aussie Open)	Jan	47 spots
Comcast Broward		
(ESPN, GOLF, CNN, BRAVO, ENT, TNT)	Jan-Feb	88 spots
Comcast Palm Beach		
(ESPN, GOLF, CNN, BRAVO, ENT, TNT)	Jan-Feb	90 spots

RADIO

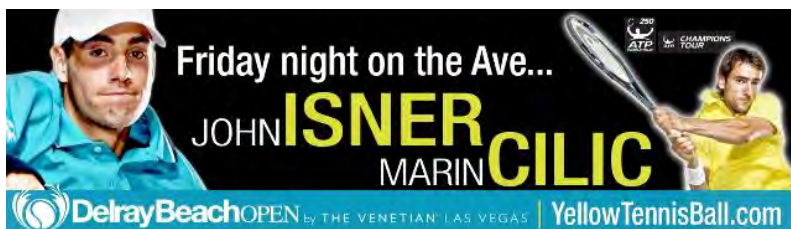
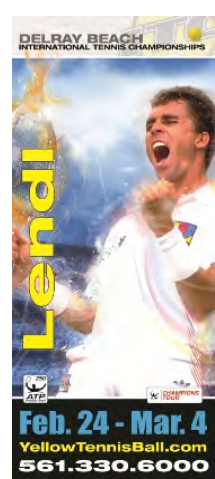
ESPN 106.3 FM (:30 commercials)	Jan-Feb	250 spots
ESPN 106.3 FM (SportsCenter Traffic)	Feb	40 spots
Sunny 107.9 FM (holiday promo)	Dec	30 spots
Sunny 107.9 FM (contests)	Feb	20 spots
WRMF 97.9 FM (contests)	Feb	25 spots

MISC. EXPOSURE

Costco Anytime Voucher Display	Spring 2015	200,000+
NAIA Soccer Sponsorship	Dec	3,250
Non-Profit Special Ticket Promotions	Jan-Feb	1,000+
Phones (In-house)	Jan-Dec	18,100
Ticket Brochures & Posters	Dec-Jan	100,000
Tournament Clothing	Jan-Feb	3,700
Tournament Printing	Jan-Dec	64,125

MARKETING SAMPLES

Marketing, brand awareness, exposure... samples via multiple outlets, including Billboards, Posters, Bus shelters, Web-site Banners, Ticket Brochures, Postcards, Street Banners, etc.



DEMOGRAPHICS & STATISTICS

Delray Beach Open Demographic

- Gender: Male - 55%, Female – 45%
- Age Segment: 25.8% (30 – 39), 13.3% (60 – 69), 24.4% (50 – 59), 22.9% (40 – 49), 6.7% (over 70), 8.9% (20 – 29)
- Average Household Annual Income: 28% (above \$250,000), 22% (\$150,000 – \$250,000), 12% (\$125,000 - \$150,000), 22% (\$100,000 - \$125,000), 16% (Under \$100,000) *Frequent players in U.S. (\$85,400)
- Mean Income: \$123,500
- Education: 36.9% (Graduate School), 29% (College), Some College (21%), High School (10%)
- Tennis Growth:
 - U.S. tennis participation: In 2013, frequent players (21+ times per year), grew 5% to 5.48 million. Overall tennis participation grew in 2013 to 17.7 million (up 4%).**
 - Pro Events: Fans flocked to tour events in the U.S. in 2013 with a 1% increase in admissions with spending among spectators from \$910 million to \$912 million.

**Sport Management Research Institute Economic Impact Report*

***2014 Physical Activity Council (PAC) Participation Study; the largest single-source independent sports participation project in the nation.*

HOSPITALITY - SPECIAL EVENTS - MUSIC PERFORMANCES

IT'S TIME TO PARTY! Companies & groups have the opportunity to package a unique, and unforgettable day/night of meeting pro tennis players, enjoying gourmet food and private dining, while completing the fun-filled night in their own Courtside Box Seat on Stadium Court – available to accommodate 75 – 350 persons. In addition, multiple “one-of-a-kind,” amateur junior and adult tennis events are held on-site as well as nightly concerts take place at the on-site Music Stage in the Tennis Lifestyle Plaza.

ATP Pro-Am
Box Holder Series Reception
Chamber Bash
Grand Slam League Dinner

Kidz Day
Ladies Luncheons
Legends Clinic
College Matches

Sponsor –VIP Reception
USTA Member Reception
USPTA Grand Prix
USPTA Women's Doubles Round-Robin

TICKET PROMOTIONS & EVENT INFORMATION

Various ticket promotions for children, adults, seniors, & ladies of all ages take place throughout the event, including: Community Food Drive presented by Champion Porsche, USTA Kidz Day, Senior Day & more.

Tournament Dates: February 12 – 21, 2016

Player Commitment: \$1 million+

2015 Attendance: 43,213

Tournament Director: Mark S. Baron

Tournament Location: Delray Beach Stadium & Tennis Center

201 West Atlantic Avenue, Delray Beach, Florida 33444

Format (Single-elimination): Singles – 32 player draw; Doubles – 16 team draw

Sessions: 17 sessions (9 day/8 evening)

Court Surface: Hard (Plexipave)



CHARITY PARTNERS

Annually, the event partners with various non-profit organizations to assist in fundraising efforts and ticket donations. Past beneficiaries include: Adolph & Rose Levis Jewish Community Center, Children's Aid Club, Delray Beach Downtown Development Authority, Delray Beach Public Library, Delray Beach Tennis Programs, George Snow Scholarship Fund, Golden Bell Education Foundation, Juvenile Diabetes Research Foundation (JDRF), Making Strides for Breast Cancer, National Junior Tennis (NJTL), Starlight Children's Foundation

MARKETING VIA WEBSITE, SOCIAL MEDIA, NEWSPAPER, BILLBOARDS & MORE

YELLOWTENNISBALL.COM – Official Event Website :

LIVE SCORING AGGREGATE DATA (Flash App)(ATP/WTa Live)

- Unique Visitors : 237,316 Visits : 1,755,109 Page Views : 6,269,017

MOBILE APP LIVE SCORING (Aggregate Data) -- iPhone, Android, Blackberry

- Unique Visitors : 179,154 Visits : 1,310,643 Page Views : 4,934,923

ANNUAL WEBSITE STATS

- Pageviews: 435,840 Unique Pageviews: 328,330

SOCIAL MEDIA Facebook/ DelrayBeachOpen

- Recognition and interaction on Official Social Media Sites i.e. Facebook (1.7 million-plus page impressions during tournament week alone, and 5.2 million-plus Annual Fan Page Impressions)
 - **Ranked #1** amongst the **ATP 250 events** with most fans
 - **Ranked #1** amongst the **ATP 500 events** with most fans
 - **Ranked #3** amongst **MASTERS 1000 events** with most fans
 - Overall, amongst all the **62 ATP World Tour events**, **Delray Beach ranks #8 in the world** with our Facebook fan audience
- Twitter/DelrayBeachOpen
- Foursquare/ DelrayBeachOpen
- Youtube.com/ DelrayBeachOpen

NEWSPAPER/MAGAZINES:

- Magazine: Relationships include advertising and editorial content, online amenities and subscriber sweepstakes in Tennis View Magazine, Florida Tennis Magazine, Atlantic Ave. Magazine, Boca/Delray magazine, and more
- Newspaper: Non-exclusive partnerships with three major newspapers covering area. Traditional print ads, unique ad development, insertions, and more.

BILLBOARDS & BANNERS

- Porsche Cars/Vans: (13 days) Vehicles emblazoned w/ event logo traveling t/o Broward/Palm Beach County
- Office Building: Year-round signage on front of building
- Sponsor Boards (On-site): Year-round permanent boards (6) in place year-round (8' x 8')
- Street Banners/ Signage: (Jan. - Feb)(24 hour traffic volume 32,518 x 14 days x 93 signs)
- Directional signs, pole banners, info. parking signs on streets, promo. signage at entrances to city
- Outfront Media: Four Billboards (displayed approx. two months each on interstate, turnpike, and in-town roadways)
- Clear Channel: One Electronic Billboard (displayed one month on I-95)

DIRECT MAIL, E-MAIL ADVERTISING

Only a few listed below. Total circulation and unique visitors from online exceed 40,000,000. Print and online regional, national and international media impressions exceed over 100,000,000 (based on 2.5 readers per print publication).

- E-mail Newsletter blast to event patrons: circ. 8,500+/per e-mail blast, 15x per year
- Ticket Postcards & Posters – circ. 75,000, readership 180,000 (mailed to customers & distributed to 100 tennis facilities/organizations) (Dec – Jan)
- Tournament Printing: circ. 64,125 (Tickets, Special event flyers, brochure holder labels, coupons/vouchers (clothing, programs, food tickets, special event admittance passes, credentials/badges, parking passes, handbooks, draw sheets, invitations, etc.)
- USTA E-mail Blast: Multiple advertorials (ticket promotions & special events) Total page views: 529,616 (66,202 per week for eight weeks: Dec – Feb)

IDENTIFICATION

Outfront Media Billboard
Porsche/Vans
Outfront Media Billboard

DATE(S)

Jan & Feb
13 days
Feb

IMPRESSIONS

8,294,000
780,000
3,000,000

IDENTIFICATION

Office Building Jan-Dec 40,000
Sponsor Boards Jan-Dec 231,000
Street Banners/ Signage Jan-Feb 42,338,436



Prestige, Style, Energy, Intimacy, Passion...
FEEL THE DELRAY BEACH OPEN EXPERIENCE,
The World's Only Combined ATP World Tour & ATP Champions Tour Event

THROUGH THE YEARS



EVERYTHING FALLS IN PLACE FOR DELRAY TOURNEY

The dream is truly coming to fruition for Mark Baron.

Back in the early 1990s Baron held Futures tournaments in Pembroke Pines while envisioning staging events that would attract the world's top tennis players. He quickly drew "golden oldies" such as Guillermo Vilas and Jimmy Arias.

Then he started an ATP Tour Championship Series event, America's Red Clay Championships in Coral Springs, which drew other not-ready-to-retire players like Jimmy Connors and Ivan Lendl. The tournament evolved into the Delray Beach International Tennis Championships and the fields slowly began to get stronger.

It all fell in place this year when Andre Agassi and former No. 2-ranked Tommy Haas entered. Even Andy Roddick made a cameo appearance.

"It's nice to finally get to where we wanted to be," Baron said several days after Haas ousted defending champion Xavier Malisse in a compelling final 6-3, 3-6, 7-6 (5). "Now it's really nice to see where we're headed. We're so 'up' about next year, and we haven't stood since tournament ended."



Andre Agassi made his first appearance in the tournament. Photo by Alex/Merion Peches.

said. "I'm meeting with city and there is a strong possibility of getting chairs instead of benches for the stadium for the reserved seating and general admission. They may tear down some of the upper deck, and there's the potential of adding sky boxes. 'We'll have a stronger field because

financially we can afford to get players. And players now know that's our date, they get accustomed to coming. Who doesn't want to go to Delray Beach in February?"

Agassi, the top seed, lost in the third round to Guillermo Garcia-Lopez, who lost to Malisse in the semifinals. Haas

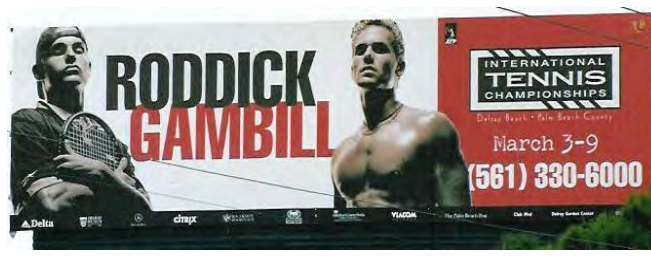
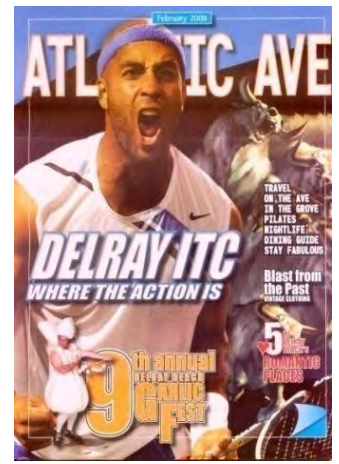
(4) downed Vince Spadea (8) in the other semifinal. Robby Ginepro (2) lost in the first round to Hyung-Taik Lee.

Agassi, Marley Fahn and Agassi's veteran hitting partner Sergio Sargian received the wild cards. Roddick sought one just before the tournament began and was informed they'd been taken, so he told Baron he would enter the qualifying. But after hitting with Spadea on a blustery afternoon the day before the qualifying, Roddick changed his mind and reportedly was irked that the tournament had announced he would be playing. Two weeks later, after dropping Dean Goldfine as coach and replacing him with his brother John Roddick, Andy lost to a qualifier at Memphis.

"I hope to see him next year," said Baron. "It was a mistake to release the fact that he was here. We should have waited a couple of hours until he signed. He did tell us he'd play, and like anybody in life he can change his mind. It was announced it to the Tour and word got out."

Word also is out that Baron's dream event has come to fruition.

— JIM MARTZ



T: (561) 330-6000 • 30 Northwest 1st Avenue, Delray Beach, FL 33444 • YellowTennisBall.com



The Delray Beach ATP Event was televised on the Tennis Channel and the exposure that PBC has received is tremendous. Mark Baron and his entire team are to be congratulated for executing another successful event in PBC.

- **Executive Director, Tourist Development Council Palm Beach County**

Thank you for providing a tent for the American Cancer Society and raising awareness to all forms of breast cancer. It was a beautiful day and we had loads of fun and met some wonderful people. Again, my heartfelt thanks for your support and dedication in the fight against cancer. - **MAKING STRIDES Against Breast Cancer**

Very sad that the event is all over! The Seagate Sales/Marketing team had a great time at this event! We're lucky to have such a fabulous venue right down the road. Thank you to our friends at the **Delray Beach Open** who made this such a great experience for our employees & hotel guests! - **Regional Sales Manager, Seagate Resort & Spa**

Thank you. It was an awesome week and I really enjoyed the tournament. You and the staff work so tirelessly and it shows. Everything was wonderful. Your staff gives 150% in all you do. THANK YOU!

- **Tennis Program Coordinator, USTA Florida**

Thank you for another great Chamber Bash. It was an excellent program, bringing together business people from all of South Palm Beach County. Your hospitality shined and I'm sure all of the guests will spread the word on the special jewel (Delray Beach Open) available in their backyard. Thank you for bringing the championships to our city and the opportunity to share the message of who we are with many outside visitors as well as the players.

- **President, Greater Delray Beach Chamber of Commerce**

It was a great luncheon today and great tennis. I love this event because my teammates and I get to spend some time together outside of our own tennis matches and practice and have some fun! Congratulations to you and your group for being so well organized and putting on a great event!

- **President, South Palm Beach County Women's Tennis Association**

Congratulations on the success of this year's tournament. Thank you for your commitment to Hadassah. As always, you are terrific and wishing you only continued success, health and happiness. I appreciate your commitment to Tukkon Olam...Repairing the World, as demonstrated by your support of so many worthwhile charities.

- **Executive Vice President, Florida Broward Region Hadassah**