



2008 Champion  
Gilles Simon

## Group Package Proposal

**INDIANAPOLIS  
TENNIS  
CHAMPIONSHIPS**  
PRESENTED BY *Lilly*

## Event Overview

Name: Indianapolis Tennis Championships Presented by Lilly

Location: Indianapolis, IN

Date: July 18-26, 2009

Venue: Indianapolis Tennis Center  
Downtown Indianapolis

ATP World Tour Event: ATP 250

Prize Money: \$600,000

Draw: Singles 32  
Doubles 16

2009 Player Commitments: Andy Roddick, Sam Querrey & Taylor Dent





## Tournament Background

The **Indianapolis Tennis Championships Presented by Lilly** (ITCPL) is an annual, internationally recognized men's professional tennis tournament to be held at the Indianapolis Tennis Center, **July 18-26, 2009**. Indianapolis is the first US Hard Court event held after Wimbledon. The 9 day event is a part of the Olympus US Open Series which is the summer hard court tour leading up to the US Open.

Indianapolis is an **ATP World Tour 250** tennis tournament. All ATP players are required to play a minimum of 18 events worldwide, a mix of the following series: ATP Grand Slam 2000, ATP World Tour Masters 1000, ATP World Tour 500, and ATP World Tour 250 events. The Indianapolis Tennis Championships Presented by Lilly has positioned itself wisely to not only be attractive to its players, fans and sponsors; but to be a vital and long standing part of the Indianapolis community. Because of its spot on the ATP calendar, its proximity to the start of the US Open Series, and its economical player prize purse, Indianapolis has proven to be a viable tournament, with a strong draw for many of the top players in the world. In 2009, ITCPL is the first of the US Open Series tournaments to secure 2 top seeded players: Andy Roddick (#6) and Sam Querrey (#35).

The tournament has established itself as a valuable marketing outlet for sponsors looking to make an impact locally, regionally, nationally and internationally. Our current partners include: Lilly, American Express, American Airlines, Westin Hotels, Coca-Cola, Olympus, Evian, Anthem Blue Cross Blue Shield, Clarian Health and ExactTarget.

Professional tennis has been a long standing part of the Indianapolis community since 1921. The tournament started out as the Western Open Championships, later becoming the US Open Clay Court Championships, in 1987 becoming the US Men's Hardcourt Championships, then the RCA Tennis Championships, and in 2008 landing itself as the Indianapolis Tennis Championships Presented by Lilly.

In early 2008, the Indianapolis Tennis Championships began to execute the **Healthy Active Lifestyles (HAL)** campaign. As part of this initiative, the Indianapolis Tennis Championships formed the Tennis Is Healthy Foundation in July 2008 to support the **HAL** efforts.

## Game

- Groups of 10-19 per session
- \$3 discount per ticket
- Complimentary ticket for group leader
- Group name displayed on stadium videoboard
- One free official tournament hat and a tournament umbrella for group leader (only 1 per group)
- Discount rate on large autograph tennis balls for each ticket purchased

## Match

- Groups of 20-34 per session
- \$5 discount per ticket
- Complimentary ticket for group leader
- Group name displayed on Stadium Court videoboard
- One public address announcement per group per session
- One free official tournament hat and one tournament umbrella for group leader (only 1 per group)
- Discount rate on large autograph tennis balls for each tickets purchased.

## 2009 Match Schedule and List of Ticketed Sessions

PRICE PER TICKET				
	Box	Courtside	Benchback	Regular
Sat. July 18, TBD	\$8	\$8	\$8	\$8
Sun. July 19, TBD	\$10	\$10	\$10	\$10
Mon. July 20, 4:00 p.m.	\$45	\$30	\$20	\$10
Tues. July 21, 4:00 p.m.	\$50	\$35	\$22	\$12
Wed. July 22, 4:00 p.m.	\$60	\$45	\$30	\$15
Thurs. July 23, 4:00 p.m.	\$60	\$45	\$35	\$20
Fri. July 24 Aft., 12:00 p.m.	\$60	\$45	\$35	\$20
Fri. July 24 Eve., 7:00 p.m.	\$65	\$55	\$35	\$25
Sat. July 25 Aft., TBD	\$70	\$60	\$45	\$30
Sun. July 26 Aft., TBD	\$70	\$60	\$45	\$30

\*Main Draw play will begin on Sunday July 19<sup>th</sup> with qualifying matches in the morning/afternoon and at least one Main Draw match in the afternoon/evening

\*\*Similar to the past several years, we will remain a 32 player draw tournament. The one session format provides spectators the opportunity to see more matches while on-site.