



hopman cup



TOURNAMENT PRESENTATION



"It gets the players closer together, men and women. Let's hope continues in some way, shape or form."

ROGER FEDERER

"I was so excited, literally, it was the match of my career. It's so special as men and women just don't compete against each other."

SERENA WILLIAMS

HISTORY

- The competition was founded in 1989 and named in honour of Harry Hopman, a seven time Grand Slam doubles and mixed doubles champion, who also led Australia to 16 Davis Cup titles
- The United States have won the most titles in the history of the competition, with Switzerland being crowned the 2019 Champions
- Previously played at Perth, in Australia, the Hopman Cup is making a great come back in Nice 2023 !



FORMAT

The competition format of Hopman Cup is unique and is as follows:

- Six national teams are seeded based on the players' singles rankings and then placed into two groups
- Each session consists of a men's and women's singles match and a mixed double match
- Singles and mixed doubles are best of three sets matches with a super tie-break in the third set.





THE 2023 EDITION WILL COMPOSED BY 6 COUNTRIES

TARGETED TEAMS



R. GASQUET
A. CORNET
C. GARCIA



F.TIAFOE
C.GAUFF



J.SINNER
M.BERRETINI
L.MUSETTI
C.GIORGI
M.TREVISAN



H.HURKACZ
I.SWIATEK



C.ALCARAZ
R.NADAL
P.CARRENO BUSTA
P.BADOSA



A.MURRAY
E.RADUCANU



F.AUGER-ALIASIME
D.SHAPOVALOV
B.ANDREESCU
L.FERNANDEZ



S.TSISIPAS
M.SAKKARI



N.DJOKOVIC
O.DANILOVIC



A.ZVEREV
A.KERBER

NICE, FRANCE

The Hopman Cup 2023 will take place in Nice the week of 17 to 23 July at Nice Lawn Tennis Club

- Nice's metropolis regroups more of 500 000 inhabitants
- Approximately 5 millions guests each year, first touristic city in France behind Paris.
- Nice Côte d'Azur, second airport, offering 120 direct destinations operated by 57 regular companies.



JULY 2023

- The Hopman Cup will take place at Nice LTC, an emblematic club on the Côte d'Azur with more than 130 years of existence. Club having already hosted international tournaments as well as players like Yannick Noah, Bjorn Borg, Guillermo Vilas, Dominic Thiem and many others...

- Nice, capital of the Côte d'Azur, is rich in its historical and cultural heritage. The picturesque alleys, the pebble beaches, the singing accent, the gastronomy... make the city of the Riviera, the place to be.



GLOBAL INTEREST

Promote your brand to a highly relevant, dedicated market of millions.

- Hopman Cup content reached over 6.5 million fans across social media channels
- 10.7m and 7.7m impressions on Twitter and Facebook respectively during tournament week, with the latter reaching 3.6m fans
- 681k users and 1.5m visits during tournament week to hopmancup.com
- 645k YouTube Views during tournament week
- Total followers on Facebook, Twitter and Instagram grew by 43% in 2019, reaching more fans globally than ever before
- The latest edition of Hopman Cup featured three current top ten players and four Grand Slam Singles Champions
- High level of big name retention with Federer, Williams, Kerber and Zverev having played in the last two editions of Hopman Cup



MEDIA AND BROADCAST

Extensive global media coverage on print, radio and broadcast across key tennis markets

- Global TV audiences rose by 17% year on year, to an audience of over 31 million
- Global coverage hours increased by 46% to over 20,000
- Broadcast in more than 200 territories by 16 different broadcast partners
- This includes representation in the -S, UK, France, Germany, China and India
- 82 media outlets on site



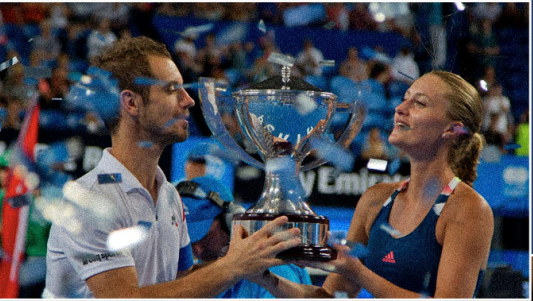
LOCAL AWARENESS

Use the tournament assets to promote health and well being in your local communities

Examples from 2019 include;

- Federer visiting and playing tennis with local young fans, to boost participation numbers
- The trophy and competition mascot reaching 2350 students
- 154 tennis clubs participating in the 'Have a Hit On Us' initiative, which offered all Hopman Cup ticket-holders one hour of free court hire at a local facility
- 6000 children visiting and being inspired by the Tennis West Activation area during the tournament

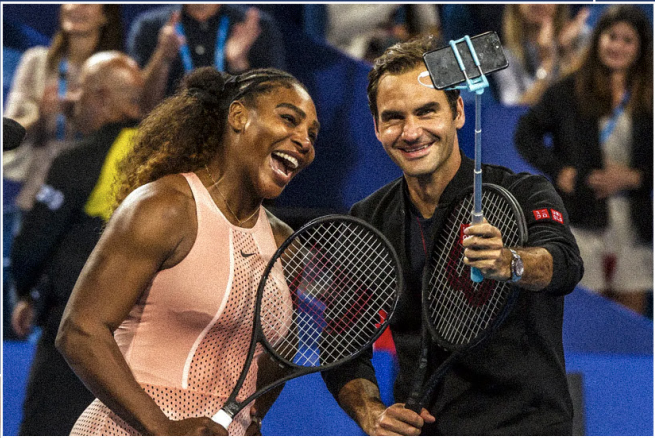




1989 >>> 2019

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