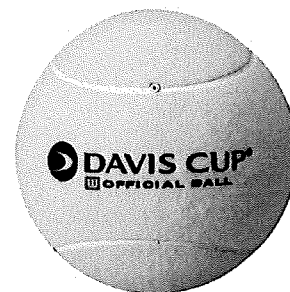




PALM BEACH
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EVENT BID SHEET

Event Name:	Davis Cup (semifinals)
Event Owner:	International Tennis Federation (ITF)
Grantee:	United States Tennis Association (USTA)
Dates:	September 16-18, 2016
Sport:	Tennis
Level of Competition:	Professional
Age Range:	Adult
Proposed Venue:	Delray Beach Tennis Center
Estimated Participation & Room Nights:	Projecting an attendance of 18,000 (6,000 people per day). 450 athletes, staff, coaches, officials, and TV production crew will travel 900 traveling spectators will visit as part of sports tour groups 8000 day visitors traveling from Florida 1,350 traveling participants / 4 per room = 337 rooms 337 rooms * 4 nights = 1,348 room nights
Estimated Economic Impact:	\$1,042,800 450 traveling participants * 6 nights * \$156 avg. daily spending = \$421,200



JUST BRING YOUR GAME

900 traveling participants * 4 nights * \$156 avg. daily spending =
\$561,600

800 day visitors * 1 day * \$75 avg. daily spending = **\$60,000**

Event Description:

With more than 115 years of tradition, Davis Cup is the premier team competition in men's professional tennis as well as the largest annual international team competition in sport with 125 nations participating each year. The Davis Cup competition is owned and managed by the International Tennis Federation (ITF) based in London. The United States Tennis Association (USTA) oversees the United States' participation in the Davis Cup and in 2016. The United States will again compete in the prestigious "World Group", comprised of the top sixteen nations in the Davis Cup. Only nations in the World Group are eligible to compete for the Davis Cup title.

Davis Cup Semifinals play consists of five matches that take place over a three day period: two singles matches on the first day (Friday), one doubles match on the second day (Saturday) and two singles matches on the third day (Sunday). These five collective matches are called a "tie". The first country to win three matches wins the tie.

Davis Cup ties have been contested in all corners of the earth and in front of heads of state, celebrities and the most voracious, patriotic fans in sport. Earning a position on a Davis Cup team is the highest honor bestowed on a tennis player in their respective nation and many of the game's all-time greats have been featured in the competition throughout its history. Only ten nations have won the prestigious Davis Cup title, led by the United States which has a record 32 title.

The Palm Beach County Sports Commission would partner with the City of Delray Beach to host the Davis Cup semifinals at the Delray Beach Tennis Center on September 16-18. This Davis Cup match would feature the United States competing against either the Czech Republic or France. Over 450 athletes, staff, coaches, and officials will travel to Palm Beach County. At least 6,000 attendees are expected to watch the matches each day. The Fed Cup semifinals will be televised live on the Tennis Channel and internationally distributed to 150 nations.

Venue Specs:

The Delray Beach Tennis Center is a full-service public tennis facility with 14 clay courts, 7 hard courts, and an 8,200 seat stadium. The Delray Beach Tennis Center features an upstairs pavilion and conference room, pro shop with locker rooms, racquet stringing and merchandise. The club offers a wide variety of adult and junior programs, leagues, clinics and camps. The Delray Beach Tennis Center has been home to the world's most prestigious tennis events, including the Federation Cup and Davis Cup.

The Davis Cup requires 1 stadium court (66' x 132') with a minimum of 8,000 seats. Requirements for ticket office space, locker rooms, hospitality areas, media facilities, power & lighting, television infrastructure, public restrooms, and parking is detailed in the Davis Cup RFP.

Media Benefits:

The Davis Cup is televised live on the Tennis Channel. Today, the Tennis Channel reaches 34 million homes and 86,800,000 people. During slams, it expands to as many as 55 million homes and 120 million people.

The Davis Cup semi-final feature tie is broadcast live in 55 countries. Since the Davis Cup is the paramount international tennis event for men, the most valuable impressions generated by hosting this event are related to the international television distribution. The Davis Cup semi-finals will have a highlight show that is distributed and broadcast in 148 countries worldwide.

Funding:

The USTA requests a \$200,000 rights fee to host the Davis Cup. However, the USTA will entertain proposals that offer alternatives to their specifications. The City of Delray Beach will need to provide in kind support related to City Services. The Delray Beach Community Redevelopment Agency (CRA) is expected to provide a significant contribution towards a rights fee. The Palm Beach County Sports Commission would also be a funding partner.

Event History:

Recent history of the Davis Cup in the United States includes:

- Playoffs – Hoffman Estates, IL, September 2014
- First Round – San Diego, CA, February 2014
- Quarterfinals – Boise, ID, April 2013
- First Round, Jacksonville, FL, February 2013
- Quarterfinals, Austin, TX, July 2011

Between 1,100 and 2,700 room nights were tracked for the above events. The room night data was from the USTA block and tour groups. General spectators attending the event are not included.

The last Davis Cup Semifinal match to take place in the United States happened in 2004 at Charleston, South Carolina. The average per day attendance was 8,855 fans. Over 1,400 room nights were generated from the USTA block (does not include general spectators).

Event History in Palm Beach County:

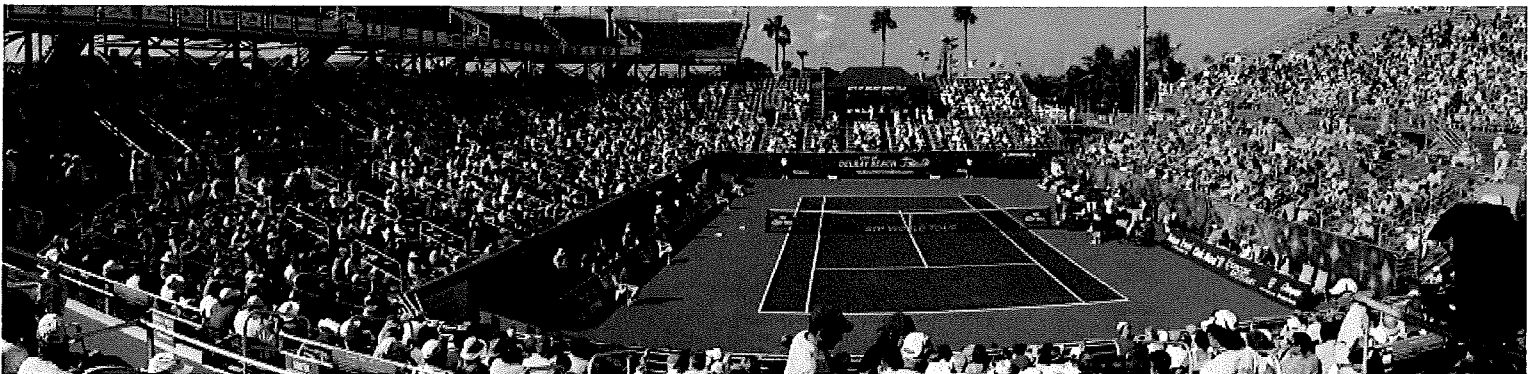
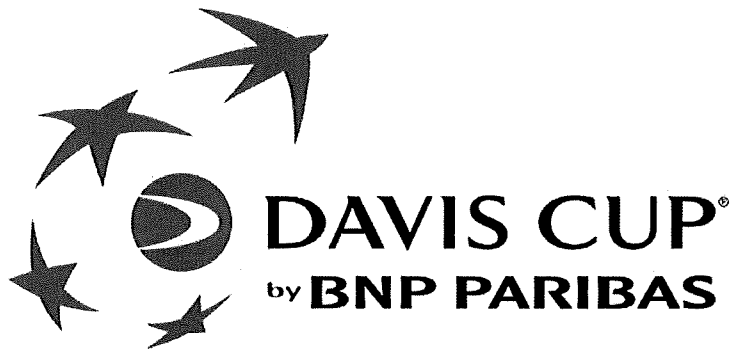
Palm Beach County hosted the Davis Cup one time in 2004. This was a first round match of the Davis Cup. The Palm Beach County Tourist Development Council allocated **\$40,000** for the 2004 Davis Cup from its special projects funds.

Additionally, Palm Beach County was home to the women's version of Davis Cup, known as the Fed Cup, in 2005, 2007, and 2013.

PBCSC Responsibilities:

In order to bring the event to Palm Beach County, a tremendous level of resources must be allocated. :

- The PBCSC would form a “bid committee” with the City of Delray Beach, the Delray Beach Community Redevelopment Agency (CRA), and JCD Sports Group to submit a joint proposal from Palm Beach County
- The PBCSC would work with the above entities on the bid submittal.
- The PBCSC would offer operational and logistical support as needed
- The PBCSC would offer marketing and public relations support
- The PBCSC director of operations and/or event coordinator would be on-site to represent the PBCSC and provide event support as needed.



JUST BRING YOUR GAME

Palm Beach County Sports Commission

1555 Palm Beach Lakes Blvd., Suite 930 West Palm Beach, FL 33401 – (561) 233-3180 Fax: (561) 233-3125

WWW.PALMBEACHSPORTS.COM

DAVIS CUP SEMIFINALS

PROGRAM & EVENT SCHEDULE

DAVIS PROGRAM: September 16-18, 2016

The Davis Cup competition is owned and managed by the International Tennis Federation (ITF).

The United States Tennis Association (USTA) oversees the United States' participation in Davis Cup and in 2016 will again compete in the prestigious World Group comprised of sixteen nations. Only nations in the World Group are eligible to compete for the Davis Cup title.

Each year the World Group competition consists of three single elimination rounds with each tie being contested either home or away depending on which country hosted the previous tie. The remaining nations compete in World Group II and Zonal Competitions which are divided across three regional zones with each country hoping to one day make it into the World Group and a chance to play for the coveted Fed Cup.

Davis Cup play consists of five matches: two singles matches on the first day (Friday, September 16), one doubles match on the second day (Saturday, September 17), and two singles matches on the final day (Sunday, September 18). These collective matches are called a "tie." The first country to win three matches wins the tie and secures a place in the next round.

Davis Cup ties have been contested in all corners of the earth and in front of heads of state, celebrities and the most voracious, patriotic fans in sport. Earning a position on your nation's Davis Cup team is the highest honor bestowed on a tennis player in their respective nation and many of the game's all-time greats have been featured in the competition throughout its history. Only ten nations have won the prestigious Davis Cup title, led by the United States which has a record 32 titles.



DAVIS CUP SEMIFINALS PROGRAM & EVENT SCHEDULE

DAVIS CUP TIMELINE: SEPTEMBER 11-18

Event Set-up & Move In: September 11-12

Practice: September 13-14

Media/Sponsor Events: Banquet on Thursday, September 15

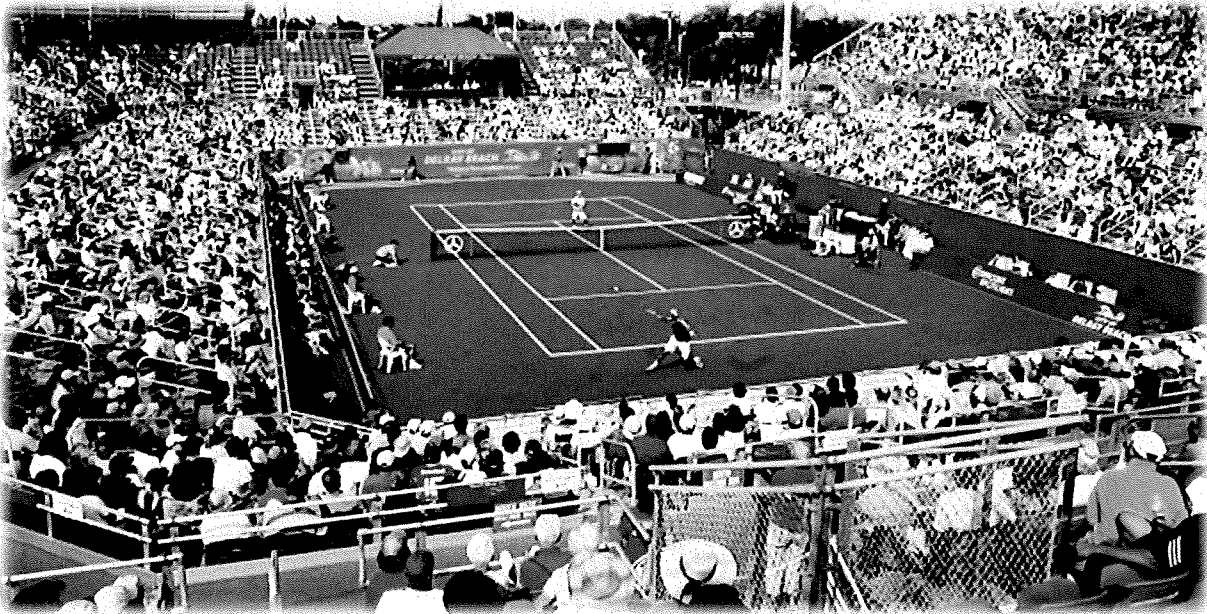
Davis Cup Competition: September 16-18

2 singles matches on Friday, September 16 (time TBD)

1 double matches on Saturday, September 17 (time TBD)

2 single matches on Sunday, September 18 (time TBD)

Davis Cup Final Dinner: Sunday, September 18 (time TBD)

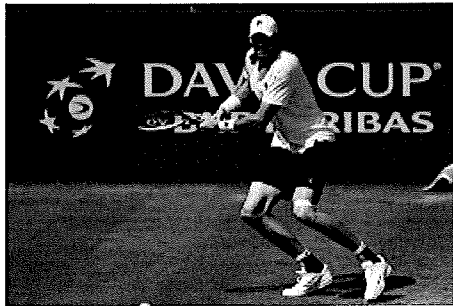


DAVIS CUP SEMIFINALS

MARKETING PLAN

The Davis Cup will be promoted globally on such websites as the International Tennis Federation.com, FED CUP.com and USTA.com.

The International Tennis Federation will implement tactical marketing strategies in more than 140 countries that will receive the international television broadcast for Davis Cup. In order for the United States to host a Davis Cup Semifinal, the United States must



defeat Croatia in the quarterfinals. The United States would play either the Czech Republic or France. In this scenario, the International Tennis Federation will develop an amplified marketing strategy, which includes ticket sales promotions, in the Czech Republic or France and the United States. The Czech Republic or France will send a contingent of tennis enthusiasts to the United States, if this scenario occurs.

The United States Tennis Association (USTA), which is the largest tennis organization in the world with 17 regional sections and over 750,000 members, will promote and the event nationally. Ticket and traveled packages will be created by the USTA and promoted to its membership and through its media outlets, emphasizing attendance and tourism for Palm Beach County. The USTA will work closely with the Palm Beach County Sports Commission, Palm Beach County Convention and Visitors Bureau, the Delray Beach Marketing Cooperative, and the City of Delray Beach to promote the event locally and nationally to encourage out of town visitors.

The USTA will be responsible for all collateral materials and distribution. The USTA will work with various travel and destination organizations to promote group sales. Locally the USTA will negotiate media deals with local newspapers, radio and TV stations.

The Davis Cup will be televised in its entirety live on the Tennis Channel in the United States, reaching over 8 million households. In addition, it will be televised in more than 140 different countries.

Attached is a breakdown of marketing materials, including e-marketing, traditional advertising, collateral marketing materials, and a dedicated online presence.

DAVIS SEMI-FINAL

TELEVISION IMPRESSIONS & DISTRIBUTION

Tennis Channel:

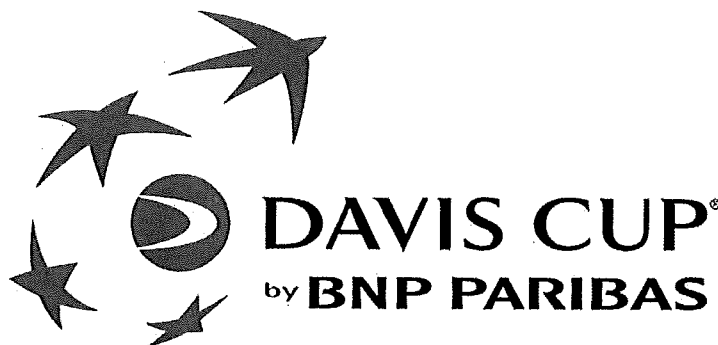
The Davis Cup is televised live on the Tennis Channel. Today, the Tennis Channel reaches over 34 million homes and 86,800,000 people. During slams, it expands to as many as 55 million homes and 120 million people.

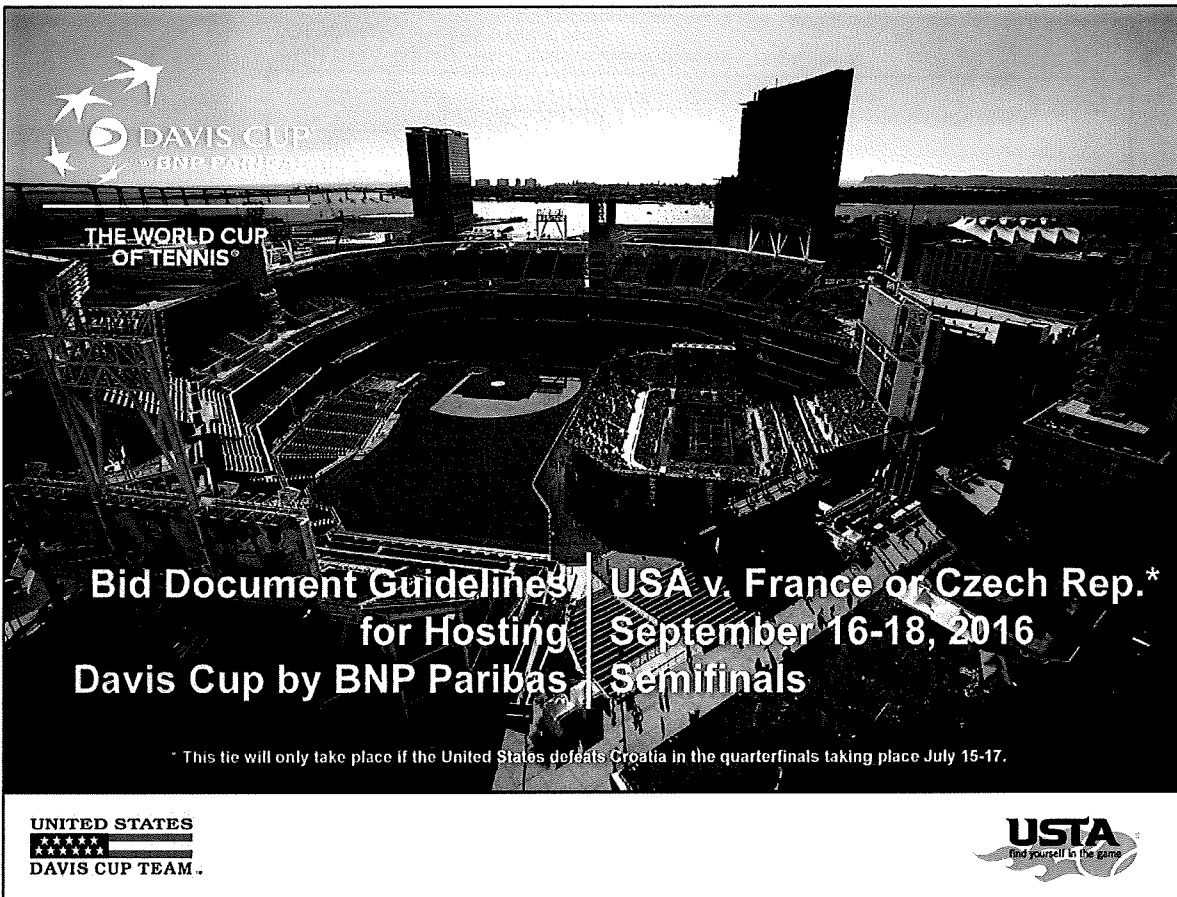
International Distribution:

The Davis Cup semi-final feature tie is broadcast live in 55 countries. Since the Davis Cup is the paramount international tennis event for men, the most valuable impressions generated by hosting this event are related to the international television distribution. The Davis Cup semi-finals will have a highlight show that is distributed and broadcast in 148 countries worldwide.

In addition, the Davis Cup broadcast partners tend to show numerous repeats of the Davis Cup matches and highlight programs. The International Tennis Federation distributes the world feed, which is taken by the majority of broadcasters. The participating nations create their own unilateral feeds with additional on site content and interviews with athletes, coaches, and representatives of the competing nations.

The ITF records the television audiences in viewing minutes where one viewing minute is defined as one person watching for one minute. The reasons behind this is that it is the only meaningful way of comparing audience data across multiple years, countries and ties, because it takes into account the fact that the duration of a tennis match is not fixed. The Fed Cup semi-final, which took place in Palm Beach County during April of 2013, received in excess of 300 million viewing minutes globally. The Davis Cup is expected to exceed these impressions in 2016.





DAVIS CUP
by BNP PARIBAS

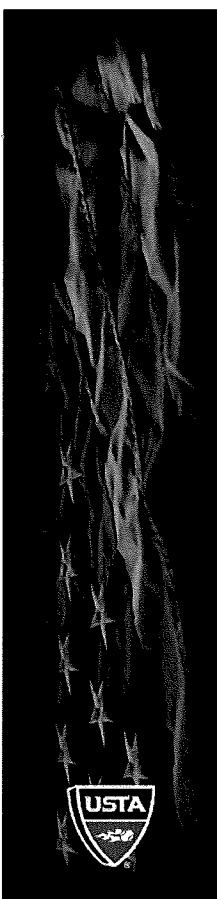
**THE WORLD CUP
OF TENNIS®**

**Bid Document Guidelines USA v. France or Czech Rep.*
for Hosting September 16-18, 2016
Davis Cup by BNP Paribas Semifinals**

* This tie will only take place if the United States defeats Croatia in the quarterfinals taking place July 15-17.

UNITED STATES
DAVIS CUP TEAM

USTA
find yourself in the game



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Davis Cup Overview

With more than 115 years of tradition, Davis Cup is the premier team competition in men's professional tennis as well as the largest annual international team competition in sport with approximately 125 nations taking part each year. While tennis is a sport that is inherently individualistic, Davis Cup offers players the chance to play for their country within a tightly knit team. The Davis Cup competition is owned and managed by the International Tennis Federation (ITF) based in London. The United States Tennis Association (USTA) oversees the United States' participation in Davis Cup.

The top sixteen nations compete in the prestigious World Group which consists of four single elimination rounds each year with each tie being contested either home or away depending on which country hosted the previous tie. The remaining nations are divided into three regional Zones depending on their location. Only nations in the World Group are eligible to compete for the Davis Cup title. The eight World Group nations that lose in the first round must compete in the World Group Playoffs against the eight winners from Zone Group 1 with the winning nations moving into the World Group the following year. Based on 2015 results, the United States competes in the World Group in 2016.

In each round, team matches are played over a three day period with two singles matches on the first day (Friday), one doubles match on the second day (Saturday) and two singles matches on the third day (Sunday). These five collective matches are called a "tie". The first country to win three matches wins the tie.

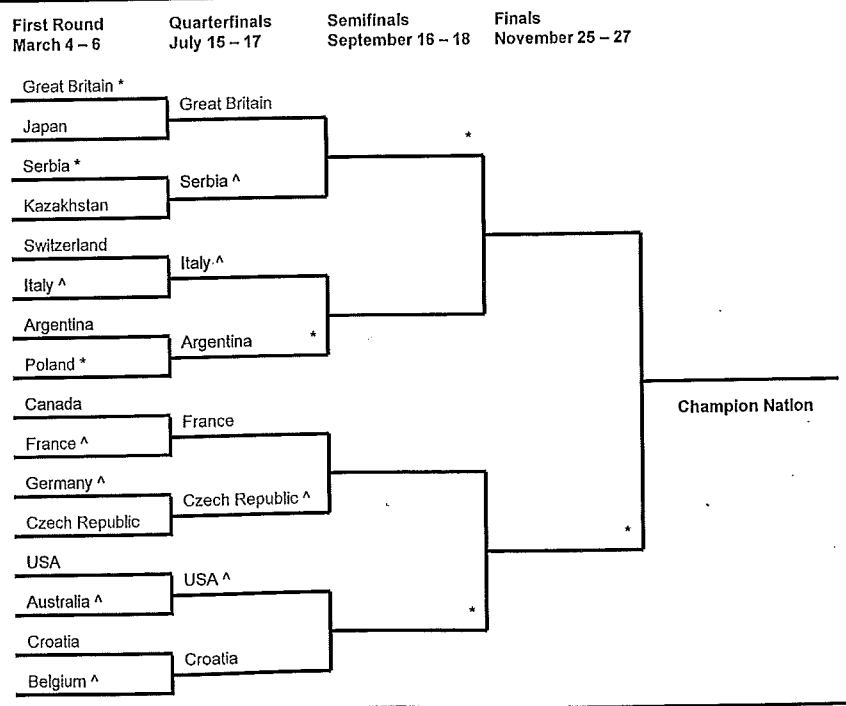
Each team is comprised of four players and each team's respective captain has until ten days before the tie to nominate their team.

Davis Cup ties have been contested in all corners of the earth and in front of heads of state, celebrities and the most voracious, patriotic fans in sport. Earning a position on your nation's Davis Cup team is the highest honor bestowed on a tennis player in their respective nation and many of the game's all-time greats have been featured in the competition throughout its history. Only ten nations have won the prestigious Davis Cup title, led by the United States which has a record 32 titles.



3

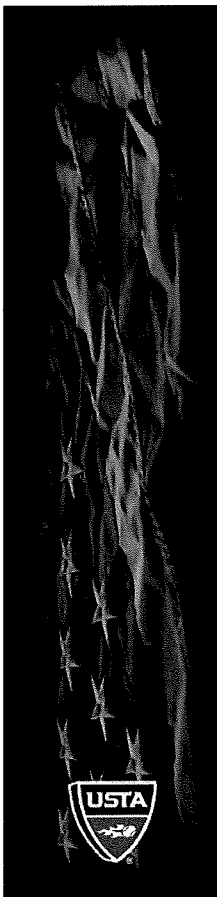
2016 Davis Cup Draw



^ indicates choice of ground / * indicates choice of ground if decided by lot
USA would play countries in blue at home.



4



Davis Cup International Sponsors

Title Sponsor

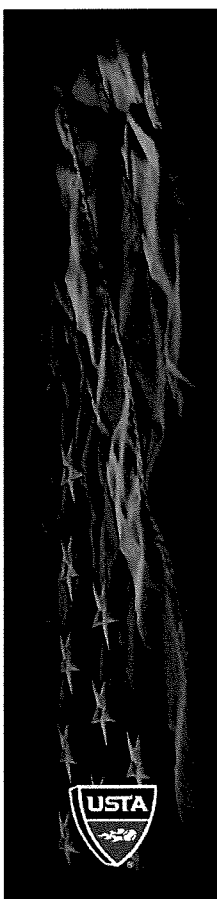


BNP PARIBAS
The bank for a changing world

International Sponsors



5



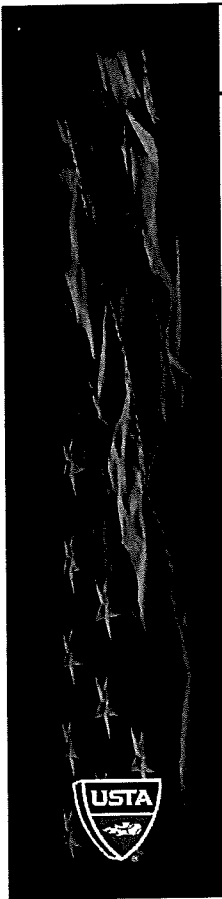
Venue Confirmation/Availability

The USTA must have written confirmation of the venue before a bid can be seriously considered and/or accepted. Bids should clearly define any requirements for venue rent and/or building expenses. The USTA prefers a rent free relationship, however, reduced rental rates or rent based on ticket sales may be considered.

Ideally the venue should be available for a period of nine (9) days (except in the case of temporary stadiums which require a longer period of time) from the beginning of load-in to the end of load-out. Indoor venue times may vary. Below is an outline of the ideal schedule for load-in, normal operation and strike:

Period:	Sunday, September 11 – Monday, September 19
Move-In:	1 – 2 days
Practice:	4 days
Days of Play:	3 days (Friday, Saturday & Sunday – unless weather delays)
Strike:	1 day (unless weather delays)

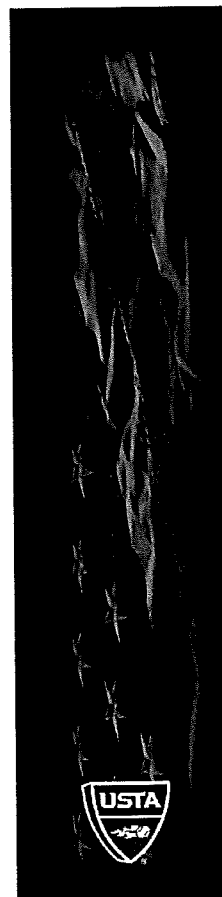
6



Venue Requirements

- ❖ **Stadium Court:** Space for one (1) stadium court measuring no less than 66' x 132' with a minimum of 8,000 seats (facilities with less seats may be considered).
- ❖ **Ceiling Height:** Ceiling height of an indoor venue must have a minimum 40' clearance.
- ❖ **Box Office:** A full service box office, including advance and day-of sales outlets as well as Will Call windows for the general public and media.
- ❖ **Office Space:** A minimum of seven (7) office spaces for the USTA, ITF, Production, Officials, Ballpersons, Entertainment and Volunteers. Each office should have access to telephone, electrical and high speed Internet.
- ❖ **Locker & Facilities:** Two (2) fully equipped locker rooms (one for each team) with an additional two (2) rooms in close proximity to the locker rooms for team/family lounges.
- ❖ **Hospitality Areas:** Adequate space for USTA, international sponsor and domestic sponsor hospitality.
- ❖ **Media Facilities:** Adequate space for media work, interview and dining areas.
- ❖ **Power & Lighting:** Adequate power to all relevant areas, either permanent or temporary, including sufficient power for the television compound. Lighting of court must be a minimum reading of 150 foot candles evenly distributed across the entire court surface.
- ❖ **Television Facilities:** Adequate space to accommodate the temporary set-up of the television compound, including space for broadcast commentary (domestic & international) and an estimated eight (8) camera positions. The USTA will serve as the broadcast liaison and be responsible for implementing their operational requirements.
- ❖ **Public Restrooms:** Adequate public restrooms for spectator and staff areas.
- ❖ **Parking:** A minimum of 150 complimentary parking spaces for the duration of the event for staff, VIPs and volunteers plus sufficient parking for spectators along with the ability to staff these areas for the duration of the event.

7



Venue Requirements

- ❖ **Permits:** Many cities and their local authorities around the country require special event and/or building permits. The Bid Document must confirm the commitment of local authorities to support the event, paying particular attention to special event permits.
- ❖ **Personnel:** Adequate personnel must be available to assist in planning for and executing the event on the venue's behalf. Please define any union labor requirements in the Bid Document.
- ❖ **Retail/Display Areas:** Adequate space to accommodate retail and sponsor display areas.
- ❖ **Venue Signage:** The ITF requires a "clean" venue. All existing sponsor signs within the venue must be covered for the duration of the event, regardless of whether they are permanent or temporary. Please define any conflicting agreements that may restrict the ITF's ability to maintain sponsor exclusivity and a clean venue.

8

Special Considerations

- ❖ **Financial Commitment:** The USTA welcomes an up-front financial commitment which should be disclosed in the Bid Document. Historically this commitment has been in the range of \$200,000-\$400,000 and is an important aspect when evaluating bids. However, a lower financial commitment may be considered in exchange for added value and/or expense savings. We remain open to alternative and creative funding mechanisms.
- ❖ **Sponsorship:** To offset the financial commitment, the USTA is prepared to grant the Local Organizing Committee certain event specific benefits. These benefits may in turn be sold to a maximum of five (5) tie sponsors. The USTA will determine the sponsorship allocation to the Local Organizing Committee based on a number of factors, including but not limited to the financial commitment. Tie sponsors may not conflict with the ITF's international sponsors as indicated on page 13. Sample sponsorship benefits are outlined under "Tie Sponsorship Opportunities" on page 12.
- ❖ **Ticketing:** The USTA looks to retain all revenues derived from event ticket sales but remains open to revenue sharing partnerships. The Bid Document should disclose all existing venue ticketing agreements and associated operational costs. The USTA will abide by these agreements assuming the cost of operation is in line with industry standards.
- ❖ **Merchandising:** The USTA looks to retain the rights to all on-site merchandise sales. The Bid Document must clearly explain any pre existing agreements that could impact transactions in this area.
- ❖ **Conflicting Events:** Determine if there are other major activities or events during the same time period in the market which may impact attendance or hotel availability. This information must be noted in the Bid Document.

9

Hotel Requirements

The USTA must have written confirmation of hotel availability before a bid can be seriously considered and/or accepted.

The Bid Document must include provisions for the USTA to secure at least one (1) premier class hotel to accommodate the USTA and its partners as well as a comparable secondary hotel(s) in the event the visiting team and/or other groups request alternate accommodations and/or if the primary hotel is unable to accommodate the entire group. Please see the table below for rooming patterns from the last few home ties.

All hotels must be in a location convenient to the venue. The Bid Document should indicate that competitive and reduced room rates will be offered by select hotels. The USTA requests a minimum of 250 complimentary room nights at the primary and/or secondary hotel(s) to be used at its discretion (prior to and during the event); the arrangement of which should be disclosed in the Bid Document. The USTA will ultimately negotiate all hotel agreements.

Tie	Thu. Rooms	Fri. Rooms	Sat. Rooms	Sun. Rooms	Mon. Rooms	Tue. Rooms	Wed. Rooms	Thu. Rooms	Fri. Rooms	Sat. Rooms	Sun. Rooms	Mon. Rooms	Total Nights
September 2014 / Playoffs USA v. Slovakia Hoffman Estates, IL	0	0	8	34	43	51	78	121	139	136	79	8	697
February 2014 / First Round USA v. Great Britain San Diego, CA	9	29	51	55	62	71	103	171	176	170	119	10	1,025*
April 2013 / Quarterfinals USA v. Serbia Borac, ID	0	18	48	55	60	70	10	148	155	153	132	7	948**
February 2013 / First Round USA v. Brazil Jacksonville, FL	1	3	18	51	70	79	120	186	215	199	143	7	1,092
July 2011 / Quarterfinals USA v. Spain Austin, TX	9	19	47	64	75	99	176	294	408	385	225	18	1,817*

* Only room nights under the guidance of the USTA are indicated (totals do not include general spectators attending the event).

** If four groups are included total nights were 1,181.

*** If four groups are included total nights were 1,132.

**** If four groups are included total nights were 2,712.

10



USTA Responsibilities

- ❖ Act as the promoter and organizer of the event including ultimate and full responsibility to the ITF.
- ❖ Determine ticket pricing and oversee the Box Office.
- ❖ Set the starting times for the matches.
- ❖ Specify the court surface and type of tennis ball to be used.
- ❖ Costs to install the match court.
- ❖ Select, supervise and compensate the Referee, Chair Umpires and Line Umpires.
- ❖ Produce the Official Program.
- ❖ Have the final authority over all organizational matters relating to the event.
- ❖ Select the U.S. Team captain, players, practice players, coaches and support staff.
- ❖ Determine and be responsible for all professional fees paid to the U.S. Team captain, players, practice players, coaches and support staff.
- ❖ Secure domestic and international television coverage of the event.
- ❖ Handle all advertising, media relations and PR activities related to the event.
- ❖ Costs for all long distance telephone charges for the USTA offices and media facilities.
- ❖ Costs to provide meals for all players, media and staff.
- ❖ Work with the Local Organizing Committee and USTA Section to host youth and community tennis activities surrounding the event.

11

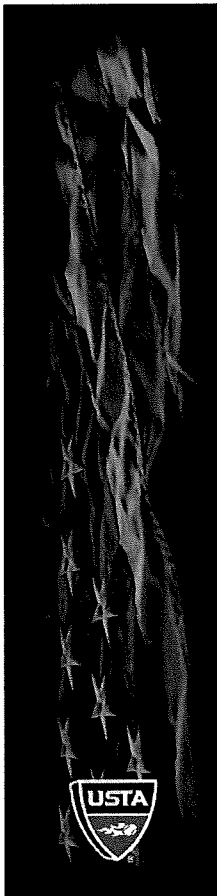


Tie Sponsorship Opportunities

To offset the financial commitment, the USTA is prepared to grant the Local Organizing Committee certain event specific benefits. These benefits may in turn be sold to a maximum of five (5) tie sponsors. The USTA will determine the sponsorship allocation to the Local Organizing Committee based on a number of factors, including but not limited to the financial commitment. Benefits available to tie sponsors may include:

- ❖ **Designation/Marks:** Right to use the Davis Cup words, logo and trophy imagery as well as the official event title in relation to the specific tie (not the Davis Cup competition as a whole) to promote and advertise association with the event.
- ❖ **Advertising:** Name or logo inclusion in all advertising placed by the USTA to promote the event (e.g., print ads, posters, press releases, direct e-mail, etc.).
- ❖ **Television:** A mutually agreed upon number of 30-second television spots per day on the domestic telecast of the event (Tennis Channel).
- ❖ **Signage:** Logo inclusion on on-court or in-stadium signage (maximum of ten banner positions available with no sponsor receiving more than two positions)
- ❖ **Display Booth:** Booth space on the concourse or designated display area of the venue to distribute pre-approved marketing materials to attendees.
- ❖ **Program Ad:** Full page, four-color advertisement in the Official Program produced by the USTA (artwork provided by sponsor).
- ❖ **Tickets:** A mutually agreed upon number of tickets to the event in various price levels.
- ❖ **Special Event Invitations:** A mutually agreed upon number of invitations to the Official Team Dinner and Draw Ceremony.
- ❖ **Entertainment/Hospitality:** Use of an area on-site for client entertainment/hospitality.

12

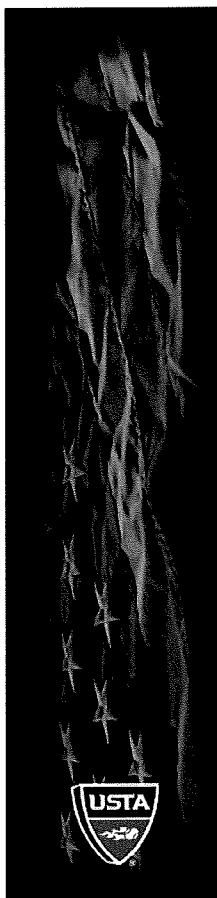


Tie Sponsorship Restrictions

The following sponsorship categories are currently closed for the International sponsors of Davis Cup as secured by the ITF: banks/financial services (BNP Paribas), staffing services/personnel recruitment (Adecco), betting/lottery (Betway), and watches/time keeping devices (Rolex). No tie sponsor may conflict with any of these categories.

All tie sponsor proposals must be approved by the USTA in advance. Sample sponsorship proposals may be obtained from the USTA by request.

13



Friends of the Tie Concept

Although ITF regulations limit the number of tie sponsors, previous Local Organizing Committees have been successful in securing additional monetary support by developing a "Friends of the Tie" program to help offset the financial commitment.

The "Friends of the Tie" concept gives local companies as well as individuals certain event benefits in exchange for their financial support. Companies participating in such a program are not encumbered by the ITF sponsorship restrictions. Previous "Friends of the Tie" packages have included the following:

- ❖ Tickets
- ❖ Parking passes
- ❖ Passes to a "Friends of the Tie" hospitality area (secured, coordinated and paid for by the Local Organizing Committee)
- ❖ Signage/branding opportunities within "Friends of the Tie" hospitality area (ITF sponsorship restrictions would not apply)
- ❖ Invitations to Official Team Dinner and/or Draw Ceremony
- ❖ Invitations to special events developed by the Local Organizing Committee and/or the USTA Section (e.g., kick-off parties, community events, etc.)
- ❖ Additional elements available pending further discussion

The Local Organizing Committee develops the package(s) with any number of the above benefits, determines pricing based on its hard costs and revenue goals and is responsible for selling the packages to the local community. The Local Organizing Committee would be responsible for all costs associated with a "Friends of the Tie" hospitality area which must be a separate space from the USTA hospitality area. The Local Organizing Committee must purchase certain elements from the USTA (e.g., tickets, invitations to official events, etc.).

14

Bid Document Enhancements

The USTA is always open to alternative and creative ideas that enhance a city's bid. With this in mind and remembering the USTA's mission to promote and develop the growth of tennis in the United States, the following are examples of enhancements derived from actual bids from previous host cities:

- ❖ Reach out to other parts of the community to create unique tie-ins such as an art contest with a Davis Cup theme, fundraising events and local tennis clinics to promote awareness of the event as well as generate interest in playing tennis.
- ❖ Seek to involve local prominent citizens, celebrities and government agencies to help promote the event and organize ancillary activities.
- ❖ Local organizations (e.g., restaurants and retail businesses) can promote the event via posters, beverage coasters and flyers within the community.
- ❖ Place ads in local publications to promote the event and increase the visibility of tennis in the community.
- ❖ Partner with a local radio station to generate incremental awareness for the event (e.g., write-in campaign in support of bid, public relations push, listen-to-win contests, etc.).
- ❖ Work to involve all cultures and nationalities to participate and attend the event. Promote multiculturalism through targeted outreach to various ethnicities in the area to create an atmosphere that represents what Davis Cup is – an all inclusive event that celebrates the uniqueness of all nations.
- ❖ Diversity and inclusion is a strategic priority for the USTA and one of our core values. Diversity allows us to touch "All of America" and Inclusion allows "All of America" to touch us.

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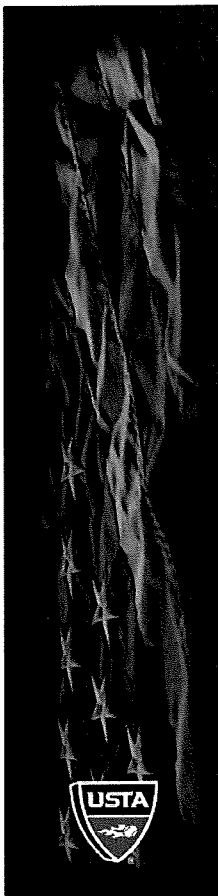
Bid Document Guidelines

When submitting the Bid Document to the USTA, please adhere to the following outline:

- ❖ Overview
 - Statement of intentions
 - Commitment to understanding basic terms & conditions
 - Designate Local Organizing Committee & Chairperson
- ❖ Venue Confirmation/Availability
 - Confirm venue and availability dates
 - Confirm venue rent and/or building expenses (if any)
- ❖ Venue Requirements
 - Indicate ability to meet requirements and address any issues/conflicts
- ❖ Special Considerations
 - Financial Commitment (indicate level of financial commitment)
 - Sponsorship (address intention to secure sponsorship assets)
 - Ticketing (address any issues/conflicts)
 - Merchandise/Concessions (address any issues/conflicts)
 - Conflicting Events (address any potential negative impacts)
- ❖ Hotel Requirements
 - Indicate ability to meet requirements and address any issues/conflicts
- ❖ Bid Enhancements
 - Outline any special/unique elements of bid
- ❖ Closing Remarks
- ❖ Letters of Support

Please keep in mind that this document is meant as a guideline for cities/venues interested in preparing a bid. If you feel your city/venue is unable to meet certain criteria as outlined on the previous pages, please contact us as we are always open to alternative and creative ideas. We are committed to working with each and every potential host city/venue to explore the possibility of bringing a Davis Cup tie to the area.

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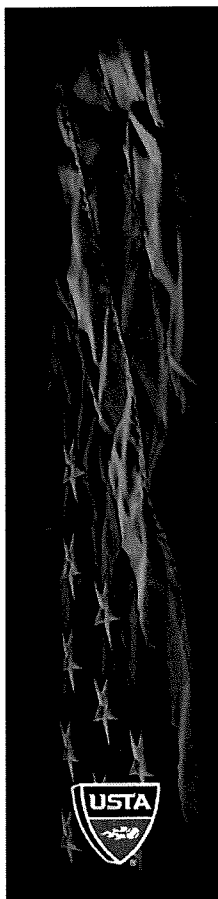
Bid Document Submission

The deadline to notify the USTA of intent to bid is Friday, May 13 and the deadline to submit the Bid Document is Friday, June 10. Please submit both documents via mail or e-mail to the following contact:

United States Tennis Association
Attn: Jeff Ryan
70 West Red Oak Lane
White Plains, NY 10604
ryan@usta.com
914.696.7246

In the event there are additional questions, please feel free to contact Jeff Ryan via phone at 914.696.7246, fax at 914.696.2067 or via e-mail at ryan@usta.com. The anticipated date to announce the site selection would be no later than the week of July 25.

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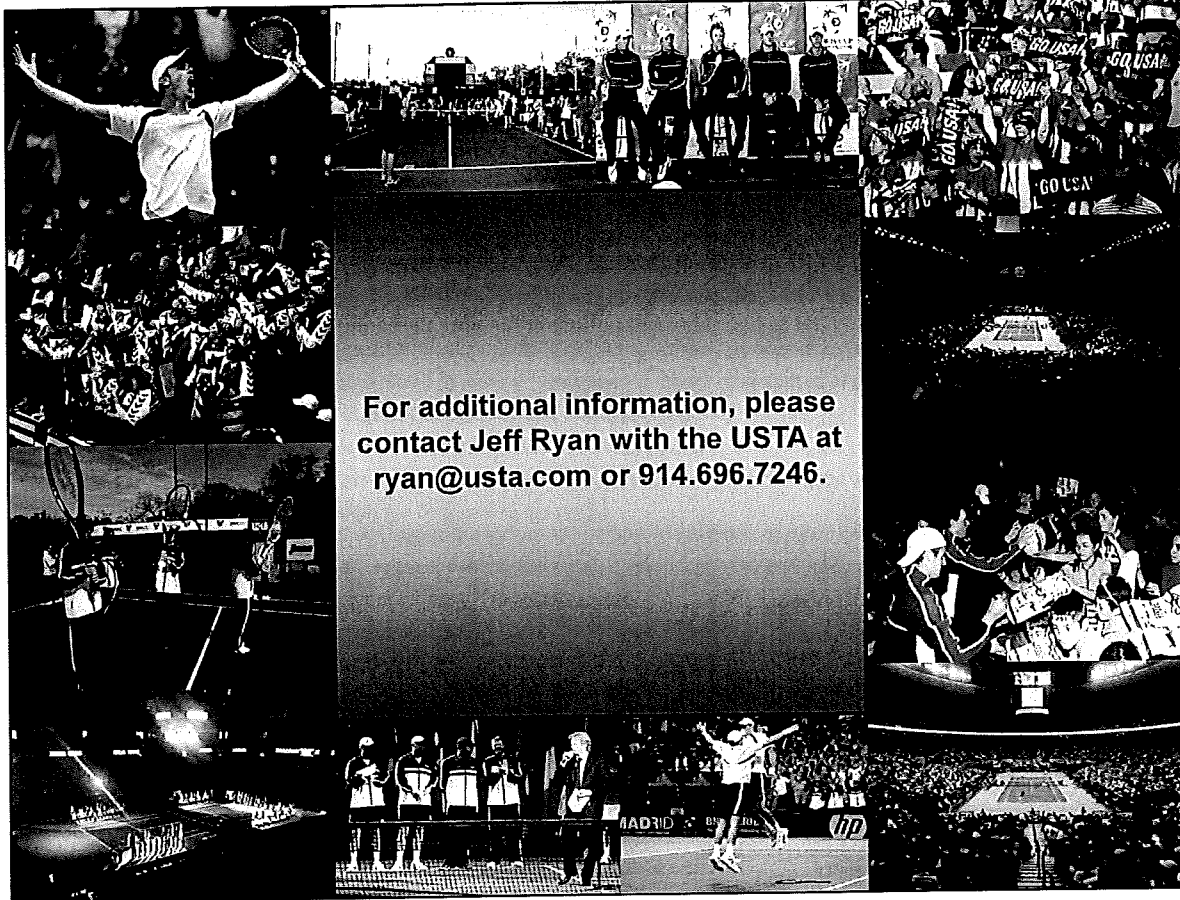


Economic Impact Snapshot

Austin, TX / USA v. Spain / Quarterfinals / July 2011

- ❖ Estimated economic impact of more than **\$4.9M**
- ❖ Total expenses of over **\$2M** managed by the USTA including a local vendor spend of over **\$670,000**
- ❖ Total three-day attendance of **48,807**
- ❖ Tickets sold-out in less than **1 hour**
- ❖ **54%** of ticket buyers came from outside a 80-mile drive radius
- ❖ Over **7,450 room nights** attributable to the event of which over 2,700 (652 at peak) were under the guidance of the USTA
- ❖ Internal food & beverage spend with the arena of over **\$156,900**
- ❖ Arena merchandise sales of over **\$344,000**
- ❖ Arena concession sales of over **\$356,900**
- ❖ More than **110 local & international media** credentialed to cover the event
- ❖ Site announcement picked up by more than **170 outlets** including *The New York Times*, *USA Today*, *Washington Post*, *Miami Herald*, *SI.com* and *ESPN.com*
- ❖ Team announcement picked up by more than **400 outlets**
- ❖ Local newspaper generated more than **30 articles** during Davis Cup week and all local television stations covered the event
- ❖ Local advertising spend of over **\$58,500**
- ❖ Over **13 hours** of live domestic television coverage (Tennis Channel)
- ❖ International television coverage by **20 broadcasters** reaching **79 territories**
- ❖ Over **100 support staff** in-market for **9-12 days** during event week
- ❖ USTA investment of over **\$41,000** to leave a permanent tennis legacy in the community

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For additional information, please
contact Jeff Ryan with the USTA at
ryan@usta.com or 914.696.7246.