



DelrayBeachOPEN

ATP
250

ATP
CHAMPIONS
TOUR

By **VITACOST.COM**

FEB. 14-23, 2020

DELRAY BEACH, FL 561-330-6000

WORLD'S ONLY ATP CHAMPIONS TOUR EVENT & ATP TOUR EVENT FEATURING TENNIS LEGENDS & TOP RANKED ATP PLAYERS.

2020 MARKETING BOOK



**Juan Martin
del Potro**

Kei Nishikori

561-330-6000 | YellowTennisBall.com | #DelrayBeachOpen



10 DAYS & NIGHTS OF BEACH BLISS!



**ATP
STARS &
LEGENDS
LIVE MUSIC
VOLLEYGIRLS
PASSIONATE FANS
UNIQUE HOSPITALITY
INTERACTIVE ON-SITE ARTISTS
CORPORATE & FAN ENGAGEMENT
NATIONAL & INTERNATIONAL TELEVISION
ONE-OF-A-KIND ADULT & KIDZ TENNIS EVENTS
SPECIAL EVENTS: LADIES LUNCHEONS, KIDZ DAY, SENIOR DAY, ATP CLINICS**

February 14 – 23, 2020

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



Over \$1 million in player compensation, over 60,000 screaming fans rocking the house, televised nationally and internationally in over 75 countries with a potential reach of 66-plus 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 LEGENDS EVENT (Feb. 14 - 16, 2020). Only ATP Champions Tour Event in the United States, consisting of **Team Americas vs Team World**. Participants have been ranked World No. 1, a Grand Slam singles finalist, or a singles player in a victorious Davis Cup team. *Past players:* John McEnroe, Ivan Lendl, Andy Roddick, Patrick Rafter, Goran Ivanisevic, James Blake, Mats Wilander, Pat Cash, Carlos Moya, Tommy Haas & more.

ATP 250 EVENT (Feb. 17 – 23, 2020). One of only 10 ATP Tour Events in the U.S. Participants include current top-ranked men's pros in the world. *Past players:* Milos Raonic, Juan Martin del Potro, Marin Cilic, John Isner, the Bryan Brothers, Andy Roddick, Andre Agassi, Tommy Haas, James Blake, Lleyton Hewitt & more.



**Ladies Luncheon/Fashion Show...Coin-Toss with ATP Tour Players ...World-Famous VolleyGirls...
Autograph sessions with ATP Legends Fernando Gonzalez and Tommy Haas**



**Juan Martin del Potro signing autographs... Legends Clinic... Bryan Brothers Clinic...
Live Music in the Hospitality Pavilion and Making A Racket Music Stage**



"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.** 50-plus hours of LIVE HD tennis sent to 20+ broadcasters worldwide reaching more than 75 million homes globally.
- **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 50 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 (52% men, 48% women). Viewers hold mean household income of \$330K. Almost 70 percent of Tennis Channel audience members are regular tennis players—a viewer participation rate unmatched on any cable sports network.
 - Tennis Channel Viewers: Spend over \$12K on yearly travel and spend \$50K on average on a vehicle purchase
- **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 Tour Highlight Program (International).** A recap of tournament's ATP Tour event was featured on "ATP 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. 972 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

484 commercial spots/promotions across Broward & Palm Beach County (i.e. trivia & ticket giveaway contests, on-air player interviews, commercial spots (:60-second).

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

Sun-Sentinel.com



PalmBeachPost.com



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

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 the 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 55,000-plus spectators and millions via national and international viewership. Inclusive of Box Seats, Advertising, Hospitality & more.



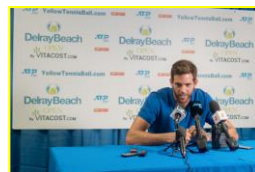
Stadium Court Linesperson Chairs Sponsor or Speed of Serve Sponsor

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.



2019 MARQUEE SPONSORS

TITLE SPONSOR



PRESENTING SPONSOR



OFFICIAL AUTO



OFFICIAL HOTEL



OFFICIAL AIRLINE



OFFICIAL CRUISE LINE



DIAMOND SPONSORS



PLATINUM SPONSORS



GOLD SPONSORS



PREMIER PATRON SPONSORS

Atlantic Ave Magazine

Atlas Event Rental

Delray Medical Center

Jeren Tropicals

Pürlife Fitness Center & PürStrands Salon

TD Bank

Tents 'n' Events

PATRON SPONSORS

Accelerated Business Solutions

Art Hive Magazine

Athletic DNA

Benchmark Painting & Carpentry

Bliss Hammocks

Bolay

Boomer Times and Senior Life Magazine

FAU MBA in Sport Management

Gateway/Acentria Insurance

Harvest Seasonal Grill & Wine Bar

KIND Los Bocados

Mauro Law

The Palm Beach Post

PGA Village Verano by Kolter Homes

SALT7 Shake Shack

Simply The Best Magazine

Tecnifibre – Official String Partner

Travelhost of Palm Beach

Ziree Thai and Sushi

DELRAY BEACH OPEN CELEBRATES ITS 27TH ANNIVERSARY IN 2019

World-class Tennis, National & International Television, VIP Hospitality, Charity, Live Music, Amateur Tennis Events, Autograph Sessions, Dancing, Wine-Tasting, Delray Beach 'Games', Children's Clinics, Ladies Luncheons, Passionate Fans & Community Engagement!



2019 DELRAY BEACH OPEN CHAMPIONS. Radu Albot won his 1st ATP title, while the Bryan Brothers battled past the Skupski Brothers for the Doubles Title. Tommy Haas clinched the Champions Tour title for Team WORLD, defeating Jesse Levine in the final match.



AUTOGRAPH SESSION WITH FANS

Former professional tennis players Fernando Gonzalez, Wayne Ferreira, Jan-Michael Gambill, and Tim Henman interacting with fans.

EMIRATES DAY AT THE DBO

The Emirates Cabin Crew visited the tournament on Friday, giving away 500 hats and a Sunday Finals "Meet the Champion" package.

BRYAN BROTHERS CLINIC

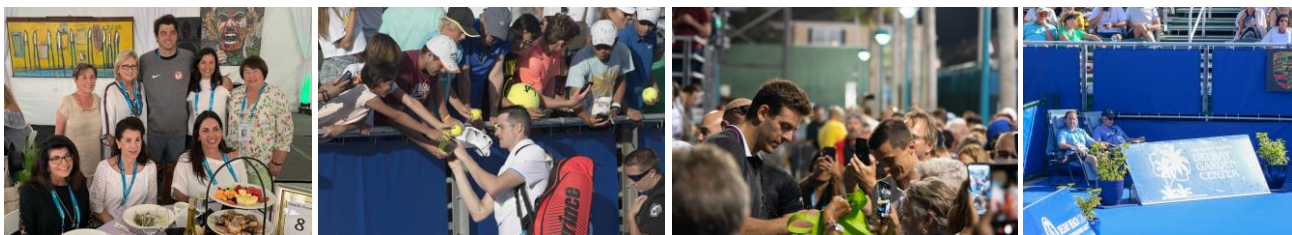
Real Housewives star Jill Zarin and 11 other lucky amateurs had a special opportunity to compete with and learn from the Bryan Brothers



ON COURT PORSCHE: Fans watching the match from inside a Porsche, on court.

TOMMY HAAS AMONG WALK OF FAME INDUCTION: The German native was inducted into the Delray Beach Open Walk of Fame, joining names like John McEnroe and the Bryan Brothers.

PLAYER POST-MATCH INTERVIEW. Juan Martin del Potro speaking with media after his 1st round win.



FUN, FRIENDS & WINE

Ladies Day Luncheon is always a hit with the ladies! ATP players stopped by the event to visit them, sign autographs and take photos.

AUTOGRAPHS FOR PASSIONATE FANS

ATP stars John Isner and Juan Martin del Potro sign autographs following their matches.

ALL BLISS: Partner **Bliss Hammocks** is continuing to supply the anti-gravity chairs for the on-court “Best Seats in the House,” but a new “blissful” lounge area has been created on-site.



BRYAN BROTHERS CLINIC

Super fans attended the fun-filled Bryan Brothers clinic, featuring Mike, Bob, and their coach.

LEGENDS CLINIC

Fans attended the Legends Clinic, featuring former ATP stars Tommy Haas, Fernando Gonzalez, Tim Henman, Wayne Ferreira, Jesse Levine, and Jan-Michael Gambill.

FLORIDA PANTHERS VISIT DELRAY

Stanley the Panther and his friends made visited Delray Beach, entertaining friends and fans.

GAME, SET, POUR

Game, Set, Pour! Our inaugural Beer & Wine food pairing event was a huge hit! Fans were able to sample food and drinks from various local breweries and restaurants. A night filled of fun, food, drinks, and tennis!

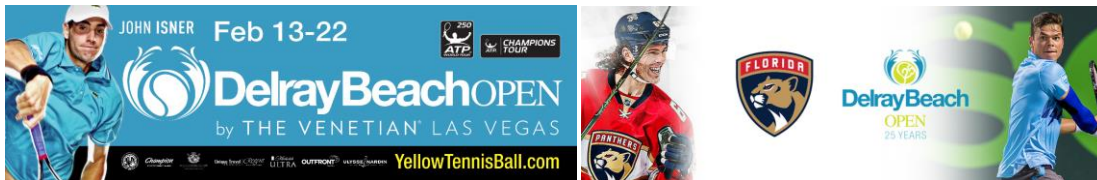


SPECIAL MEMORIES

Tommy Haas and the VollyeGirls after Team World defeated Team Americas....Love Serving Autism Clinic held on Opening Night... Event partners enjoying the Stadium Court Coin-toss promotion...Participants of USTA Florida Kidz & Family Day were able to meet ATP Stars.

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 Demographics

- 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)
- Mean Income: \$123,500
- Education: 36.9% (Graduate School), 29% (College), Some College (21%), High School (10%)
- Tennis Industry:
 - U.S. Tennis participation [17.96 million; 9.96 Frequent Players (21+ times per year)]
 - Avg. household income: \$98,000 (50% more than \$150,000/year)
 - 47% of frequent tennis players have a college degree or higher

**Sport Management Research Institute Economic Impact Report*

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
Bryan Brothers Clinic
Chamber Bash

College Matches
Corporate Clinics
Game, Set, Pour
Kidz Day

Ladies Luncheons
Legends Clinic
Sponsor –VIP Reception
USPTA Women's 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 14 – 23, 2020

Player Commitment: \$1 million+

2019 Attendance: 61,751

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 players; Doubles – 16 team

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: ACEing Autism, American Diabetes Association, Chris Evert Charities, Community Food Pantry, Delray Beach Tennis Programs, Juvenile Diabetes Research Foundation (JDRF), Love Serving Autism, Nick Kyrgios Foundation & more.

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

YELLOWTENNISBALL.COM – Official Event Website (Annual Website Statistics)

Page Views: 424,323 Unique Visitors: 328,057 Average Time on Page: 1 min, 54 seconds

SOCIAL MEDIA Facebook/ DelrayBeachOpen

- Recognition and interaction on Official Social Media Sites i.e. Facebook (**400,000-plus daily total reach*** during tournament week alone, and **10.4 million-plus Annual Viral Post Impressions****)
- Facebook @ DelrayBeachOpen – 167,454 Likes
 - **Ranked #1** amongst 39 **ATP 250 events** with most fans worldwide (161,000+)
 - **Ranked #1** amongst **52 ATP 250 & 500 events** with most fans
 - **Ranked #5** amongst 61 **ATP 250 & 500 and MASTERS 1000 events** combined
- Twitter/DelrayBeachOpen; 8,502 Followers
 - **Ranked #6** amongst 39 **ATP 250 events** with most fans worldwide (161,000+)
 - **Ranked #14** amongst 52 **ATP 250 & 500 events** with most fans
 - **Ranked #27** amongst 61 **ATP 250 & 500 and MASTERS 1000 events** combined
- Instagram; 4,477 Followers
 - **Ranked #6** amongst 39 **ATP 250 events** with most fans worldwide (161,000+)
 - **Ranked #13** amongst 52 **ATP 250 & 500 events** with most fans
 - **Ranked #26** amongst 61 **ATP 250 & 500 and MASTERS 1000 events** combined
- Youtube.com/ DelrayBeachOpen

**The number of people who were served any activity from Delray Beach Open's Page from its posts, posts to its Page by other people, Page mentions and checkins.*

***The number of times users saw your posts via stories published by their friends. (Total Count)*

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. 9,000+/per e-mail blast, 15x per year
- Ticket Postcards & Posters – circ. 10,000 delivered in November (mailed to customers & distributed to 100 tennis facilities/organizations), 5,000+ mailed in January to customers
- Tournament Printing: circ. 50,000+ (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 (67,000+ per week for eight weeks: Dec – Feb)

<u>IDENTIFICATION</u>	<u>DATE(S)</u>	<u>IMPRESSIONS</u>	<u>IDENTIFICATION</u>	<u>DATE(S)</u>
Outfront Media Billboard	Jan & Feb	8,294,000	Office Building	Jan-Dec 40,000
Porsche/Vans	13 days	780,000	Sponsor Boards	Jan-Dec 231,000
Outfront Media Billboard	Feb	3,000,000	Street Banners/ Signage	Jan-Feb 42,338,436

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

Atlantic Ave.	Dec	20,000
Atlantic Ave.	Jan	20,000
Atlantic Ave.	Feb	20,000
Atlantic Ave.	Mar	20,000
Atlantic Ave.	Apr	20,000
Boca Raton Magazine	Nov	21,000
Boca Raton Magazine	Dec-Jan	21,000
Champion Porsche Postcards	Spring	1,000
Clubhouse Living	Winter	8,000
Delray Beach Pineapple	Feb	10,000
Delray Beach Pineapple	Mar	10,000
Delray Beach Pineapple	Apr	10,000
Delray Beach Magazine	Nov-Dec	17,000
Delray Beach Magazine	Jan-Feb	17,000
Delray Beach Visitor's Guide	Jan	5,000
Delray Beach Chamber Guide	June	15,000
Florida Tennis Magazine	Fall	50,000
Florida Tennis Magazine:	Winter	50,000
Florida Tennis Magazine:	Spring	50,000
On the Spot Ads	Spring	5,000
Palm Beach the Island	Fall	25,000
Palm Beach the Island	Winter	25,000
Simply the Best Magazine	Dec	25,000
Simply the Best Magazine	Jan-Feb	25,000
Sun-Sentinel	Aug (5x)	674,141
Sun-Sentinel	Sept (5x)	674,141
Sun-Sentinel	Oct (5x)	674,141
Sun-Sentinel	Nov (5x)	674,141
Sun-Sentinel	Dec (5x)	674,141
Sun-Sentinel	Jan (5x)	674,141
Sun-Sentinel	Feb (5x)	674,141
Sun-Sentinel Sun Note	Feb (1x)	674,141
Sun-Sentinel Insert	Feb (1x)	100,000
The Palm Beach Post	Dec (10x)	115,000
The Palm Beach Post	Jan (4x)	115,000
The Palm Beach Post	Feb (14x)	115,000
Travelhost	Winter	18,000

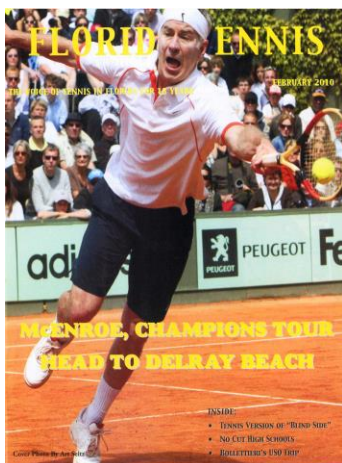
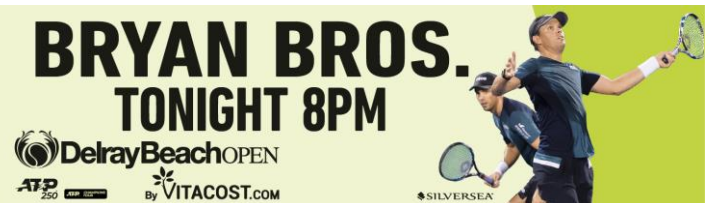
DIRECT MAIL – E-MAIL – INTERNET

Chamber Bash E-mail Blasts (5)	Jan-Feb	5,500
Comcast Spotlight	Jan-Feb (Banner Ad)	100,000
Delray Beach Magazine	Jan (2 E-newsletters/1E-blast)	4,976
Editorial YellowTennisBall.com ENewsletter	Aug – Feb (20x per year)	75,000
Editorial Phones (In-house)	Jan-Dec	18,100
Editorial Ticket Brochures & Posters	Dec-Jan	100,000
Facebook	Monthly	40,000 +
Non-Profit Special Ticket Promotions	Jan-Feb	1,000+
Twitter	Monthly	40,000 +
The Palm Beach Post	Dec-Feb (Banner ads)	
Palm Beach Sports Commission Newsletter	Feb	1,200
Tournament Printing	Jan-Dec	64,125
Tournament Clothing	Jan-Feb	35,500
YouTube	Monthly	40,000 +



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

THROUGH THE YEARS



EVERYTHING FALLS IN PLACE FOR DELRAY TOURNNEY

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 outlasted 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 Alan/Martin Pechter.

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?"

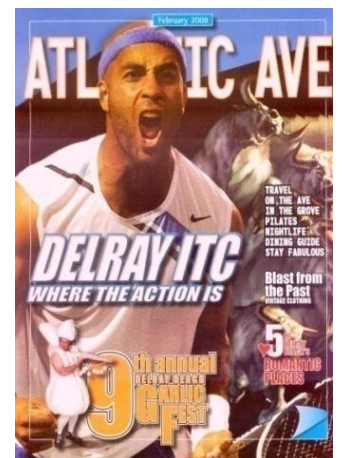
Agassi, the top seed, lost in the third round to Guillermo Garcia-Lopez, who lost to Malisse in the semifinals. Haas

(4) downed Vince Spadea (8) in the other semifinal. Robby Ginepro (2) lost in the first round to Hyung-Taik Lee. Agassi, Marley Fish and Agassi's veteran hitting partner Sergis Sargisian 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 blistering 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





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 inviting our tennis team to the Delray Beach Open, one my players said that was one of the best days of her life.

- **Royal Palm High School Principal**

We are so grateful to you and your team for hosting ACEing Autism, and for making us feel very welcome and a firm fixture at The Delray Beach Open. So thank you very much! Our team had a blast too!

- **Chief Marketing Officer, ACEing Autism**

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!

- **Executive Director, 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**

We wanted to say how awesome the venue is at your tournament. The staff could not be more helpful and friendly. You have been a huge help and so prompt with your responses, we really appreciate it. We look forward to coming back next year! Thanks again.

- **Delray Beach Open by VITACOST.com Fans**