



PROPOSAL RE: ODLUM BROWN VANOPEN AUGUST 12 -19, 2023

The Odlum Brown VanOpen is pleased to present this proposal to the City of Burnaby with the request to use parts of the Burnaby Sports Complex for the upcoming 2023 and 2024 editions of this professional tennis tournament. The VanOpen tournament is a combined men's and women's event and on the world circuits of the ATP Challenger 125 and WTA 125 levels. Our tournament website is www.vanopen.com and please check out our [2022 highlight video](#).

The following outlines the event dates, set up and tear down dates subject to supplier approval, proposed locations and intended use at those locations. Transportation, food and beverage, first aid, security and parking is also discussed.

We are also looking to the City of Burnaby, Sport Burnaby and Tourism Burnaby to come together as a financial and operations partner in this endeavour to bring this level of tournament to the City of Burnaby. To make a move to the Burnaby Sports Complex we are faced with new expenses we have not faced before in infrastructure and manpower costs. From setup and teardown event support to positions like a hotel coordinator and a food & beverage manager there are many tournament positions for us to fill and great event experience opportunities for your staff to jump into for us.

The leadership team at the Odlum Brown VanOpen is excited about the opportunity to work with your teams in bringing this high level tennis event to Burnaby. As an attachment to this proposal we have provided a digital version of our Summary Report from the 2022 Odlum Brown VanOpen so you can get a sense of the event feel and the type of earned media coverage we receive. In previous years, The Odlum Brown VanOpen has attracted former World number 1 tennis players, and future star of Canadian tennis, and believe this will continue.

Odlum Brown VanOpen event dates: August 12 -19, 2023

Players and officials start arriving from Wed, August 9th onward.

Burnaby Tennis Club:

- The Odlum Brown VanOpen would need to take over all 17 courts from Thursday August 10th- Saturday, August 19th with rolling court closures based on the stadium build out timeline. All stands would need to be completed by Friday, August 4th. Please note the August long weekend falls August 5, 6, 7 and will keep as many courts open as possible leading up to the tournament. Full set up is needed to be complete and courts ready for players by Thursday, Aug 10th.



Courts 1 – 5 Practice courts	<ul style="list-style-type: none"> ● Closed Thursday, Aug 9 – end of day Friday, August 18th ● Reopen to City of Burnaby/Tennis Club: Saturday, August 19, if it's needed but no access to onsite washrooms until Aug 20. ● We would be putting scrim on the fencing so there may be short closure when that is going up prior to Aug 10th.
Courts 6 – 11	<ul style="list-style-type: none"> ● 3 match courts on courts 6, 8 and 10. The adjacent courts 7, 9, 11 would have stands for viewing. ● Closure July 31 – Aug 21 ● Reopen to Burnaby Tennis Club Aug 22
Court 12 – 17	<ul style="list-style-type: none"> ● Court 13 and 16 would be match courts. Court 12, 14, 15 and 17 would have stands for viewing. Court 16 would be our Stadium (Centre Court) with corporate boxes, skyboxes along with general public seating. ● Closure: July 20 – Aug 23 ● Open to public Aug 24 ● Staging of equipment would start off court August 18/19 ● Scaffold crew onsite August 20th onward.
Burnaby Tennis Clubhouse	<ul style="list-style-type: none"> ● Take over building Wednesday, Aug 9 ● Move out Sunday August 20 ● Back to Burnaby Tennis Club, Monday, August 21
Snack tent next to Clubhouse	<ul style="list-style-type: none"> ● Grab and go food items and snacks for purchase and drinks including alcohol.
Parking on Sprott St. outside tennis club.	<ul style="list-style-type: none"> ● Row of parking after handicap spots take over Tuesday, August 8. Britco trailers to be dropped for tennis operations (Live Streaming and court services). ● Return to club Tues, Aug 22 subject to Britco trailer removal confirmation.

Request for court resurfacing and post height adjustment:

The Governing bodies of the Men's and Women's tour require that all official tournament matches be played on the same playing surface. Resurfacing of the proposed match courts (Courts 6-11 and 12-17) is requested to ensure that all match courts play equally. The Odlum Brown VanOpen will be requesting exemptions from the WTA and ATP on the actual court size,

as on the majority of the courts, the distances from the baseline of the court to the back fencing are not long enough and not to official International court size regulations.

Courts 12 -17, that are currently under the bubble, only have the court playing surface applied from the baseline till 19 feet. (International regulations require a minimum of 21 feet, and ideally 27 feet for a stadium court). There is more court space available between the green playing surface and the fence, however, this is bare concrete and not a playing surface. If the additional concrete space were to be finished (resurfaced) and extended to the fence line this will allow for courts 12-17 to meet the criteria needed for court size.

One final consideration is that the regulation net post height is 3 feet 6 inches. The net post heights are fine on courts 1-11, however on courts 12-17, the net post heights for these courts are 3 feet 3 inches. A request would be made to increase this height by filling in the hole made of the net posts by 3 inches to increase the net post height.

In order for the public to access the proposed match court 8 for viewing, and without interrupting the matches, we would require a gate be cut into the fence on the South side of court 7 for access.

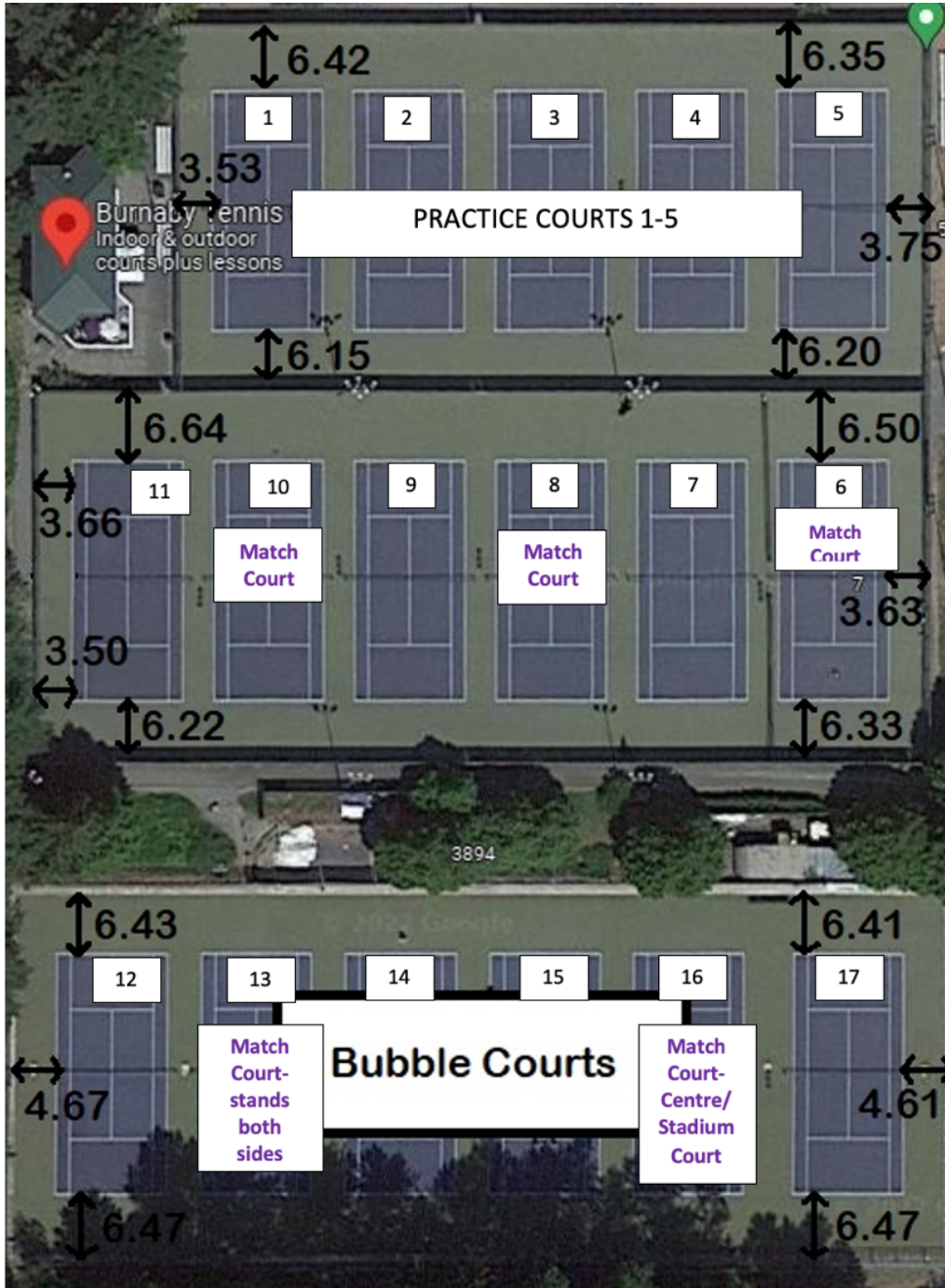
Overall Court Size Deficiencies:

- Courts 12-17 distance between the baseline and green covered surface area ending is 19 feet and not 21 feet, as required, and 26 feet as preferred for Stadium courts.
- Courts 12-17 netpost height is 39 inches and not 42 inches.
- Courts 6-11 on the South side are between 3 and 6 inches too short from the baseline to the nearest obstruction, the fence, and an exemption from ATP and WTA governing bodies will be requested.
- Courts 1-5 on the South side are between 7 inches and 12 inches too short from the baseline to the nearest obstruction (the fence). This will be used as practice courts for the players, and no exemption will be needed for practice courts.

Attached is a page from the ATP Tennis Rule book for court size.

We have also noticed some trees inside the club grounds that could use some trimming which would open up a bit of space for the public waiting to get into matches. In addition the tree on the south east corner of Sprout Street and Kensington Ave would need to be trimmed back to make accessing the crosswalk safer. We would like the City of Burnaby to consider upgrades to the pedestrian access from the Burnaby Tennis Club entrance to that corner for safer crossing.

Proposed Match Court Layout:



B. ON-SITE FACILITIES

Each Challenger tournament must provide facilities as specified below

- ✓ Match and Practice Courts with equipment and supplies
- ✓ Players' Locker Room
- ✓ Players' Lounge
- ✓ Gym or Warm-up/Cool-down area
- ✓ Physiotherapist/Treatment Room
- ✓ Offices for ATP Supervisor and other officials
- ✓ Office for Live Streaming personnel
- ✓ Anti-Doping Facilities (if required)

15. COURT

a) Court Dimensions









- All courts must comply with specifications as per the Rules of Tennis and ATP Rulebook
- Match Courts shall be minimum **60 feet (18.29 meters) wide** and **120 feet (36.58 meters) long**, with minimum distances of:
 - **21 feet (6.40 meters) between the baseline and backstop**
 - **12 feet (3.66 m) between the doubles sideline and sidestop**at each side (see diagram below)
- Center court shall be minimum **66 feet (20.11 meters) wide** and **132 feet (40.23 meters) long**, with minimum distances of:
 - **27 feet (8.23 m) between the baseline and backstop**
 - **15 feet (4.57 meters) between the doubles sideline and sidestop**at each side (see diagram below)
- The net posts shall be **3 ½ feet (1.07 m) high**, not more than 6 inches (15 cm) square or in diameter with the centres of the net posts positioned **3 feet (0.914 m) outside the court on each side**. The net post (and singles sticks if used) shall not be more than 1 inch (2.5 cm) above the top of the net cord. (see diagram below)
- If a doubles net is used for singles matches, then two (2) single sticks 3 ½ feet (1.07 m) high and not more 3 inches (7.5 cm) square or in diameter, will be used with their centres positioned 3 feet (0.914 m) outside the singles court on each side (see diagram below)
- Courts shall be laid out with the long axis north and south; however, geographic considerations may modify this orientation in order to minimize the adverse effect of serving into the sun
- Outdoor court surfaces shall be classified as (a) hard; (b) clay; or (c) grass.
- Indoor surfaces shall be classified as Indoor Hard and shall be constructed using an acrylic or similar surface paint applied on a hard or semi-hard base.
- Clay, composition and loose surface courts shall be swept and lines cleaned before the start of all matches and properly maintained
- Any court surface or change in a tournament's court surface must be requested in writing to and approved by ATP.
- ATP reserves the right to restrict the colour of an indoor synthetic court as well as outdoor surfaces. The lines of the court shall be white.

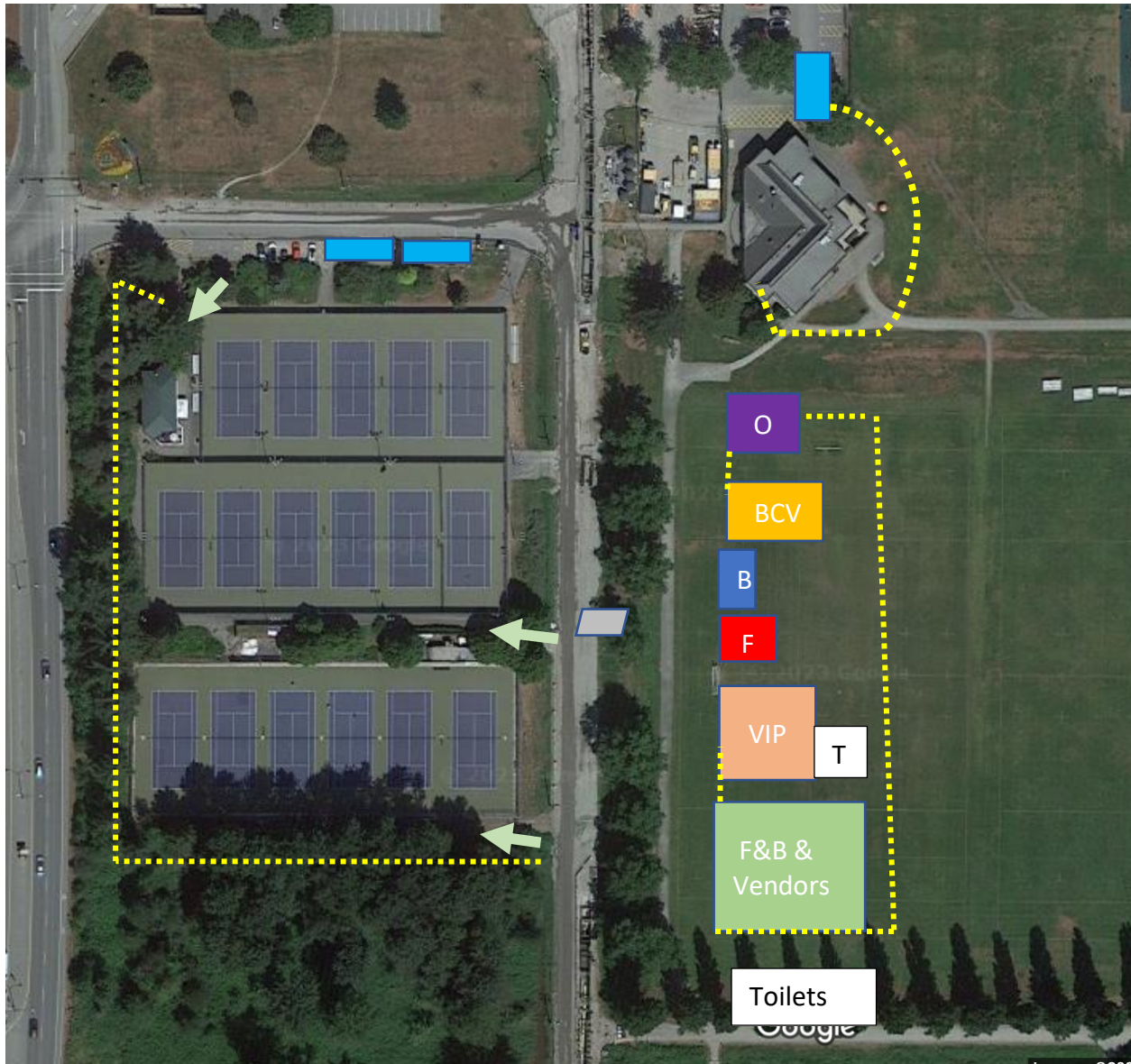


Field #1 Grass Rugby Field <u>Take over: August 7 – 21</u>	Item	Use & power
Ball Crew Tent	30 x 50 frame tent	120 ball crew kids use this for their breaks between shifts, eating, staying out of the sun. Tables, chairs, games. Power: 1 x 15 amp – TV and basic charging, water dispenser
Volunteer Tent	20 x 20 marquee or in the past we have put a wall down inside Ball Crew Tent and created a private space for volunteers.	Volunteers (150) will check-in for their shifts here and there will be a few tables and chairs here for their meal breaks. Typically not used much other than check-in. Power: 1 x 15 amp – laptop and charging devices, water dispenser
Officials Tent	30 x 30 marquee	Officials (55) use this tent for their breaks and place to eat. Power: 1 x 15 amp – printer, laptop and charging devices, water dispenser.
Box Office & Will Call tent & Box concierge	20 x 10	All general admission spectators will need to come to this tent to get a daily wristband prior to entering tennis precinct. Power: 1 x 15 amp – printer, laptop and charging devices.
VIP Lounge	Scaffold deck, raised off grass. 60 x 60 ft (final size TBC). Toilet trailer in VIP compound	Lounge for VIPs and Box Holders. Includes bar and grab & go food. TVs with live streaming of matches and furniture POWER: TVs, VIP toilets and POS system for food & beverage



Field #1 Grass Rugby Field & fencing

- | | | | |
|-----------------------------------------------------------------------------------|--------------------------------|-----------------------------------------------------------------------------------|---------------------------------------|
|  | Box Office 10 x 20 |  | First Aid Tent 10 x 10 |
|  | Officials 30 x 30 |  | VIP Lounge with bar 60x60 |
|  | Ball Crew & Volunteers 30 x 50 |  | Food & Beverage & Activations 80 x 80 |
|  | Fencing – yellow dots |  | Temp bridge crossing over ditch |



 Britco trailers (office, court services, Live Streaming)

This rendering is not to scale and is just a general visual. We have not identified best toilet locations yet. Definitely need toilets connected to VIP Lounge and then a bank of toilets for general public.



		2 x 30 amp 1 X 15 amp
Sponsor tents and activations. Potentially a small stage for entertainment.	Space TBD. 80x80 Typically 10x10 tents with activations throughout the tournament week. In what we call a VENDOR VILLAGE	To be discussed as in the past we have a food & beverage area for the public that includes sponsor activations, pop up shops in the same area.
Food & Beverage (TBD)		Food & beverage discussed in a separate section.
First Aid Tent	10x10	First aid attendant and supplies and bed/ chairs, water, ice, snacks.
Fencing	6ft fencing around the Entire tented area – still unsure if this is necessary.	
See map of the area requested.		We would not take the full width of the Rugby Field

Field #10 - All Weather	Dates	Use
Parking	August 8 – 20th	Box holder and sponsor parking. Need to confirm how many spots we can put in there and if Food & Beverage needs to be in the gravel lot or if that can be on the field as well.
Toilets	August 10 – 20	Toilet trailers. Need access to water and power. If power and water are not possible, look at plastic portable toilets here. Various locations.

Burnaby Lake Rugby Clubhouse:	Dates	Use
Inside the clubhouse full take over	August 8 – 20 th	Players' Lounge, food and beverage for players, transportation desk. Player accreditation. No public.

Fence an outdoor space behind the clubhouse.	August 9 - 20	Provide private outdoor space for players to warm up outside and maintain private access to changerooms.
Use of all changerooms	August 9 - 20	3 for WTA- physio & massage 3 for ATP – physio & massage Front change room for storage
Parking Lot (next to Rugby Clubhouse)	August 12 -19	Entire parking lot. We understand that half of the current lot will be part of the construction footprint. Reserve 10 spots from August 8 may need Britco trailers for office space.
Return to Burnaby Lake Rugby Clubhouse	August 21	
Air-conditioning		We understand there is not an air-conditioning system in the Clubhouse and would look into bringing in temporary air-conditioning units.

Christine Sinclair Centre	Dates	Use
Cardio & Functional Training Studio with Storage	August 10 - 20	-Player only gym with the various following equipment. At a minimum: - 2 treadmill - 4 bikes - mats - Therabands - TRX - medicine balls. If treadmills don't fit in the studio then cordoned off section near the studio entrance to include 2 treadmills. -Players would have the option to access the studio from the back of the building.
Multipurpose Room 1 (2 nd level beside weight room)	August 11 - 20	Media Room
Weight Room Level 1 change rooms	August 11 - 20	-Exclusive change rooms for players. Men's and Women's change rooms including exclusive access to steam room and sauna (if working).



		-Would have a volunteer stationed to check for accreditation.
Storage room for water and Gatorade	August 9 – 22	Looking for a space in this building so we can store water and Gatorade to restock the studio and bring in daily ice to a cooler that has these beverages. Could like just use part of the storage area connected to the studio.

Burnaby Lake Sports Complex West		
Meeting Room #2	July 3 – August 31	Temp office to be used part time leading up to the tournament for operations meetings and to store items shipped for the tournament.
Parking lot	July 3 – September (TBD)	Shipping container to be placed in the parking lot for storage of items being delivered to the tournament in advance.

Shipping and receiving support. We are requesting that the City of Burnaby staff at Burnaby Lake Sports Complex West to be able to receive smaller shipments and deliveries and put into the Meeting Room #2. Larger shipments like water and Gatorade will be coordinated in advance and be directed to go into the container.

FOOD & BEVERAGE	<p>The Odlum Brown VanOpen is responsible for feeding our tournament groups (typically with a meal ticket system) and then provide tournament guests with food and beverage including alcohol for purchase. We have beer, wine and RTD (ready to drink) brands which are the only ones we can sell: Mark Anthony Group and Black Kettle Brewing.</p> <p>We understand that the City of Burnaby has a food and beverage department that we'd be happy to engage with your F&B department to provide service to our tournament. This has always been a big revenue generator for our host venue.</p>	
GROUP	NUMBER OF PEOPLE	DESCRIPTION
Players (130) & team (130) August 11 - 19	260. Daily quantity decreases as the tournament goes on.	-Snacks need to be free of charge to players - self-serve: pretzels, bananas,





		<p>apples, bagels with cream cheese in the Players' Lounge.</p> <p>- 1 meal per day provided to players by tournament. Coaches and entourage would pay by self-pay but like to eat in the same area as players.</p> <p>-Food must be available 1 hour before play starts and 1 hour after play ends each day. Play is estimated to end by sunset each day since not using lights on courts.</p> <p>WHERE: Players' Lounge in Rugby Clubhouse upstairs banquet room OR where designated player meals are near Players' Lounge.</p>
Officials: August 12 -19	55 Officials	-one meal per day and sometimes 2.
Volunteers: August 11 – 19	150 volunteers. Not all in one day	-one meal voucher for every shift worked.
Ball Crew	120 Ball Crew, ages 9 – 16 years old	1 to 2 meals per day. Also, the tournament provides snacks like bars that we put in the Ball Crew tent for them. Water dispenser and electrolyte drink in dispensers.
Public	-Box holders and sponsors 500 per day -General admission – 10,000 over the week	I can reach out to the 2022 provider and get some volume numbers.
Drinking water		City of Burnaby to provide a public water bottle refill station somewhere in the tournament precinct.

WIFI:

We understand that we would need an IT provider to set up internet and dedicated routers for the livestreaming team at the tennis club and at the Rugby Clubhouse for player access and tournament operations. This would be a great place for the IT department with the City of Burnaby to help arrange some temporary dedicated internet.





Security:

We typically have Securiguard as a security partner to support us with some key locations at the tournament and for overnight security of the site. We would engage with them for their service. This could also be an opportunity for Burnaby to support the tournament if there is already overnight security provided nearby booked with the City of Burnaby.

Fencing:

We will likely need to fence around the entire Burnaby Tennis Club to create a secure venue. We would also like to fence the tenting on the Rugby Field as well but this will be based on the final setup once we understand who and where the food and beverage provider will be.

Foot Bridge: We would like to request a foot bridge be built by Burnaby over the ditch so that access to the tennis courts will be safer and we would have a traffic control volunteer to ensure guests are crossing safely.

Medical coverage for the public: We would have a 10x10 medical tent onsite for any public needs. We hope that with the swimming pool down across the road those lifeguards who have emergency first aid training might want to work the tournament. This could be another way for the City of Burnaby to help us. Over the years we have been very lucky with only 1 or 2 episodes of head exhaustion experienced by members of the public that were sitting in the sun too long. We want to ensure there is a place in the shade for such guests to lay down and recover or rest until additional medical personnel arrive.

Insurance: We have general liability event insurance through ATP and WTA and can provide those certificates as needed.

Construction:

We are aware of the construction happening directly across the street from the Burnaby Tennis Club and out in front of the Burnaby Lake Rugby Club. We know construction can be extremely loud but we hope that we could avoid really loud repetitive noises during our tournament like pile driving. It is very important that Sprott Street east of Kensington does not become blocked, inhibiting access to the both Rugby Clubhouse or to the gravel lot during our tournament. A request for a traffic control person to manage construction traffic is in place which they typically would be outside the construction site.

Maintenance staff:



We are hoping to engage the City of Burnaby for maintenance staff support during the event. More frequent washroom checks and adding our rented toilets to the cleaning stops a few times a day – we do get all onsite portable toilets serviced every morning but hoping to use Burnaby staff to support cleaning and restocking. In addition, we hope the City of Burnaby can assist with garbage and recycling collection throughout the event.

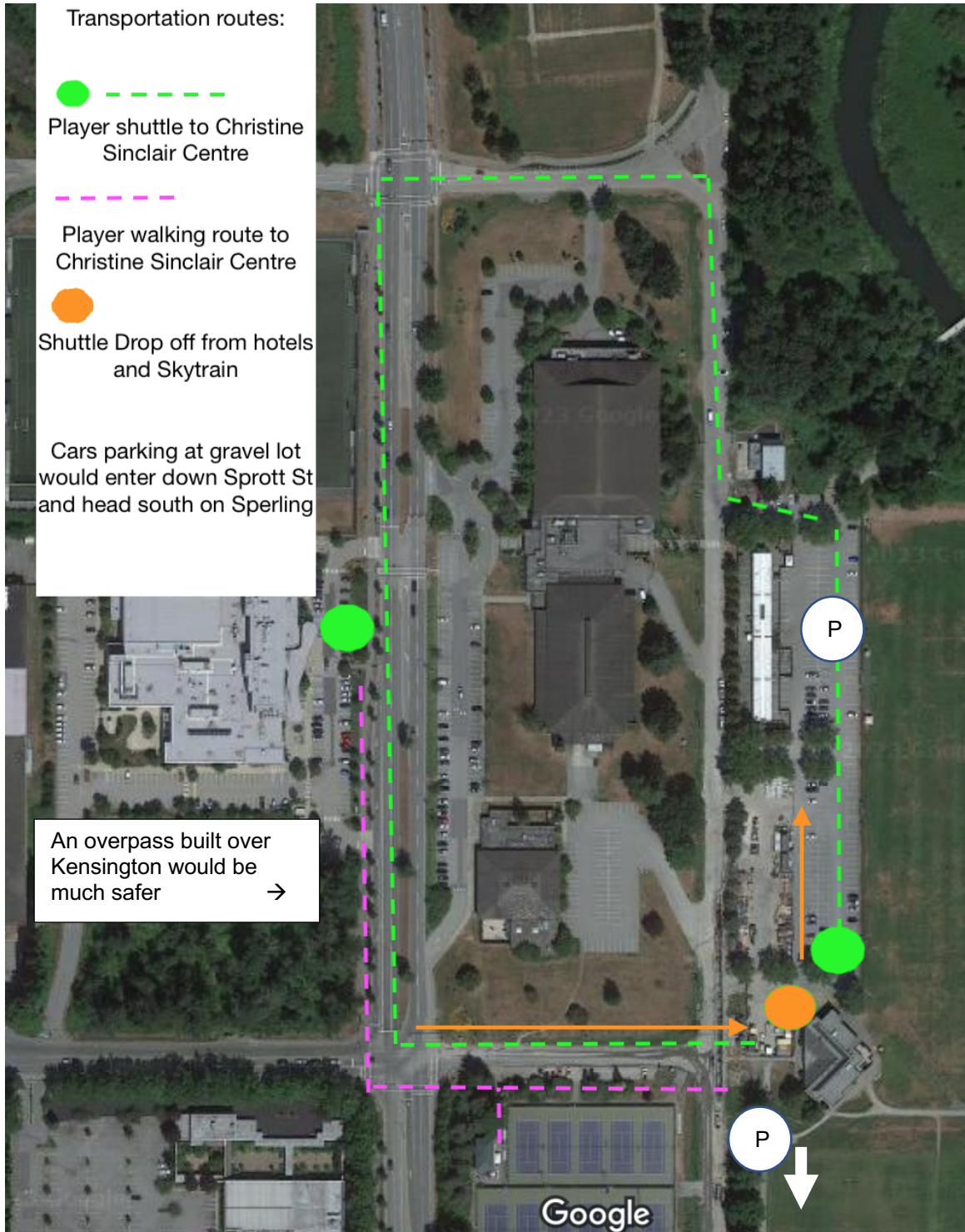
Transportation and parking:

The Odlum Brown VanOpen is responsible for getting the players from the airport to the hotels and the venue. We will be having shuttles coming to and from the hotel to the site by coming east down Sprott Street into the parking lot by the Rugby Clubhouse and drop players, coaches and officials. Those with tournament accreditation will be able to get on and off the shuttles. The shuttle will then drive north down the parking lot and out to Joe Sakic Way.

We will either do golf cart shuttles taking players from the Rugby Clubhouse (Players' Lounge) to Christine Sinclair Centre or a Sprinter van for those who do not want to walk to access the player change rooms and player gym. This would have players avoid the busy intersection that the WTA is a little concerned about. Players would have the option to walk directly to Sinclair Centre but it's a good idea for us to have a shuttle as well. Regardless we would have a volunteer traffic control person supporting the crosswalk on the corner of Kensington and Sprott Street and at Sprott Street & Sperling. It would be great if an overpass could be built across Kensington to avoid potential traffic issues and provide safety to the pedestrians.

It's fantastic that the Burnaby Sports Complex is so close to a skytrain stop and that there are regular buses every 10 minutes leaving Metrotown Mall to our venue. This will really be great for spectators.

For parking we will use the all-weather field #10, parking next to Rugby Clubhouse and will be reaching out to the Ismaili Jamatkhana and the Scandinavian Community Centre to see if additional parking can be used for spectators. We will be pushing the public to take transit and offer a shuttle to the skytrain station when available.





Event Safety Plan:

The Odlum Brown VanOpen will provide an event safety plan and work with City of Burnaby staff to confirm the safety plan and disseminate all safety protocols to all staff and volunteers. All key tournament personnel are on radio for efficient communication.

Key Odlum Brown VanOpen Staff:

Carlota Lee, Tournament Chair
Rik de Voest, Tournament Director
Jessica Walker, Operations Director and Partnerships
May Godding, Operations Manager
Brian Wiebe, Media Manager
Chrystale Thompson/ Ecstatic, Creative Director

Benefits to the City of Burnaby:

We are looking for a partnership with the City of Burnaby as mentioned at the beginning of this proposal. There are a host of positive benefits the Odlum Brown VanOpen would bring to Burnaby. The economic impact to the City of Burnaby is substantial. With over 600 room nights needed by the tournament for players, coaches, player entourage and officials your nearby hotels will feel the lift. This trickles down to the restaurants and shops in and around the hotels that our VanOpen guests are staying in. For those players traveling with their family your local historical attractions and parks will be visited as well and likely shared on social media around the whole world.

The food and beverage revenue opportunity at our event is substantial as we have a base of tournament groups who are guaranteed meals from the tournament and business from the spectators who often spend long days at our tournament enjoying the high level of tennis we have to offer. At the Burnaby Tennis Club we have the ability to build more seating than were we able to do at our previous venue and with this centrally located venue we believe we will draw more general admission ticket holders than ever before.

This is a professional tennis event on the WTA (Women's Tennis Association) and ATP (Association of Tennis Professionals) tours. It is the largest combined (men & women) professional tennis event in Western Canada and the Pacific Northwest. There is definite prestige in being a partner of this event and it would be great profile for the City of Burnaby. We have an extensive communications campaign using print, digital and social channels in the lead up to Odlum Brown VanOpen and it would be big news that Burnaby is hosting the tournament! We already have had the media reach out to us asking if we have any news so

they can write a story – we've asked them to just wait a little longer as we are working on it ;) The earned media our event gets through our daily media releases and just being part of a newsworthy sporting event in the summer is fantastic. We would be promoting the City of Burnaby as our new venue partner and the media will be all over it. We would be happy to work with the communications department at the City of Burnaby.

Our venue being in your city will bring an international eye onto Burnaby. All our main draw matches are live streamed so we can keep in touch with tennis fans all around the world. We would have sidewall banners on Centre Court created for the City of Burnaby, logo on our website, big box ad on the VanOpen website, host venue homepage visibility on our website, and further onsite branding and hosting opportunities that we would like to discuss further including a City of Burnaby box (seats 4) on Centre Court.

With the future Pacific Tennis Centre, the proposed tennis and racquet sports facility, right next door to the Burnaby Tennis Club this event will bring high profile influential eyes on the location and potential funding partners for the development.

A huge thank you for considering this proposal to bring professional tennis to your community. We are aware of the tight timelines we are on to make this happen for 2023 and feel strongly that with the support of the City of Burnaby we can make it happen. We look forward to speaking further about what this partnership with the City of Burnaby and Sport Burnaby could look like.

Sincerely,



Carlota Lee
Tournament Chair

Carlota Lee

TOURNAMENT CHAIR

604.764.0133

carlota@vanopen.com



Rik de Voest
Tournament Director

Rik de Voest

TOURNAMENT DIRECTOR

778.834.6448

rik@vanopen.com

Please be sure to include Jessica Walker, Director of Operators & Partnership, on all correspondence in response to this proposal at jessica@vanopen.com 604.626.9987.

2022

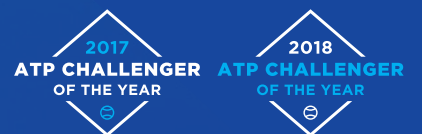
SUMMARY REPORT

ODLUM BROWN VANOPEN • WESTERN CANADA'S #1 TENNIS EVENT

ODLUM BROWN
VANOPEN

AUGUST 13-21, 2022

HOSTED AT HOLLYBURN COUNTRY CLUB





2022 ODLUM BROWN VANOPEN - BIGGER & BETTER THAN EVER!

We are pleased to report that the 2022 Odlum Brown VanOpen was a tremendous success! Western Canada's #1 tennis tournament saw record crowds and the best field of play in the history of the event.

As Tournament Chair and Tournament Director, we were thrilled with the results of this year's tournament. We were very excited this year to be able to raise the level of play by moving up to a WTA 125 on the women's side and an ATP Challenger 125 on the men's side. After a two year hiatus, the tennis community here in Vancouver was ready to welcome back these international professional tennis players with incredible hospitality and enthusiastic crowds.

We were fortunate to have the incredible support of Odlum Brown and all our partners, as well as our volunteers, host families, ball crew and the team at Hollyburn Country Club to make it all happen.

We are proud to report that Tennis Canada, the ATP (Association of Tennis Professionals) and the WTA (Women's Tennis Association) were all impressed with the caliber of tournament we can put on here in Vancouver at Hollyburn Country Club.

The Odlum Brown VanOpen enhances many facets of tennis, extending beyond competing, including coaching and officiating, our ball crew program and youth tennis outreach through our Community Day, presented by Birds Nest Properties, and Kids' Day, presented by Fresh St. Market.

As ambassadors for tennis in British Columbia, we want to thank all of our partners for participating in this year's event. Without a doubt, your enthusiasm and support were fundamental in making this year another terrific success. We look forward to working with you again as we plan for the upcoming 2023 Odlum Brown VanOpen taking place August 12 – 20.

We thank you in advance for your continued support!

Carlota Lee

CARLOTA LEE

Tournament Chair

Rik de Voest

RIK DE VOEST

Tournament Director

THANK YOU TO OUR PARTNERS AND PATRONS

TITLE PARTNER



HOST VENUE



FUNDING PARTNER



PLATINUM PARTNERS



GOLD PARTNERS



SILVER PARTNERS



OFFICIAL PARTNERS

HOTEL



BALL CREW



COMMUNITY DAY



VOLUNTEER



BALL



KIDS' DAY



CONTRIBUTING PARTNERS



MEDIA PARTNERS



PATRONS

Natallie and Amar Doman • Five Mile Enterprises Ltd. • Fred Deeley Ltd. • Floyd Hill
• Malcolm and Janice Hunter • Graeme Robertson and Lisa Dunne

SUPPORTERS & VENDOR VILLAGE

Café Umbria • Hekate • Hollyburn Country Club Sports Boutique • Jon Benjamin Photography
• Officewise • T-shirtprintingcompany.com • Trevor Haqq, truMedic

TOURNAMENT FACTS

CHARITY PARTNERS	<ul style="list-style-type: none"> • CLICK (Contributing to Lives of Inner City Kids) • Tennis BC's outreach programs
TOURNAMENT PURSE & DRAWS	<p>Total Men's Purse: \$159,360 USD Total Women's Purse: \$115,000 USD</p> <p>Singles Draw 32 Players Doubles Draw 16 Teams</p>
SPECTATORS	13,000
ATHLETES	128
COUNTRIES	35
VOLUNTEERS	130
BALL CREW	120
OFFICIALS	71
TENNIS ASSOCIATION PARTNERS	<ul style="list-style-type: none"> • Association of Tennis Professionals (ATP) • Women's Tennis Association (WTA) • Tennis Canada
FAMOUS ALUMNI	<p>Bianca Andreescu, Eugenie Bouchard, Milos Raonic, Maria Sharapova, Johanna Konta, Andy Murray, Vasek Pospisil, Félix Auger-Aliassime, Karolina Pliskova, Marcos Baghdatis, Kevin Anderson, Leylah Fernandez</p>
2022 SPECIAL EVENTS	<p>The Odlum Brown VanOpen is more than just tennis:</p> <ul style="list-style-type: none"> • Community Day presented by Birds Nest Properties: June 11 • Odlum Brown VanOpen Pro-Am: August 14 • Opening Ceremonies and VIP Reception: August 16 • Kids' Day presented by Fresh St. Market: August 17 • Players' Party: August 17 • Volunteer Appreciation Party: August 2 • Partners' Reception: October 25



COMMUNITY INVOLVEMENT

THE ODLUM BROWN VANOPEN RAISED \$15,000 THROUGH THE RAFFLE AND 50/50 TICKET SALES WITH PROCEEDS GOING TO CLICK (CONTRIBUTING TO LIVES OF INNER CITY KIDS) AND TENNIS BC'S OUTREACH PROGRAMS.

The grand prize was a VIP package for two to the 2023 National Bank Open in Toronto, presented by Rogers, including round trip airfare, 3-nights accommodation, tickets to the final weekend of play and access to the BMW VIP Lounge. Our second prize was the tennis inspired Baseline Edition watch from Strathcona International Watches, and our third prize was a tennis session and lunch for up to three people at Hollyburn Country Club with Rik de Voest, former ATP professional and OBVO Tournament Director. A big thank you goes out to everyone that purchased tickets.



ODLUM BROWN VANOPEN COMMUNITY DAY

PRESENTED BY



Birds Nest
properties

JUNE 11, 2022 – CELEBRATING FOUR YEARS OF HELPING YOUTH ACHIEVE THEIR POTENTIAL.

Forty youth from Tennis BC's Girls in Action outreach program and CLICK: Contributing to Lives of Inner City Kids took to the courts at Hollyburn Country Club on Saturday as part of the fourth annual Odlum Brown VanOpen Community Day; this year it was presented by Birds Nest Properties.

The fun-filled event saw youth take part in a morning of tennis provided by Hollyburn Country Club tennis coaches and Odlum Brown VanOpen Tournament Director and former ATP Tour pro Rik de Voest. The youth were provided breakfast when they arrived and a BBQ lunch after the workshop. In addition, they all went home with a new tennis racquet, balls and a prize.

In addition to having a lot of fun on the tennis courts, attending youth also heard Tennis Canada Head of High Performance for Western Canada Oded Jacob, National junior champions Joyce Geng, Gary Jiang, and Owen Nguyen, and other High Performance program players Barbora Bulinova and Daniel Dong each share stories of how to overcome adversity, set and achieve goals, and make dreams become reality.



BIG THANKS



Birds Nest
properties



T-shirt
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FRESH ST. MARKET

HOLLYBURN
COUNTRY CLUB

MARKETING & COMMUNICATIONS CAMPAIGN

THE 2022 ODLUM BROWN VANOPEN WAS PROMOTED THROUGH THE FOLLOWING INITIATIVES:



ADVERTISING

- Newspaper
- Street banners:
Cambie Street Bridge
and Burrard Street
- TV
- Radio
- Online digital campaign:
Postmedia and Ryznar Media



OTHER PROMOTIONS:

- Printed event program
- Postering in all North Shore
Community Centres and Metro
Vancouver tennis clubs
- Inclusion in the following private
tennis club member newsletters:
 - » Hollyburn Country Club
 - » North Shore Winter Club
 - » Richmond Country Club
 - » Arbutus Club
 - » Vancouver Lawn Tennis &
Badminton Club
 - » Jericho Tennis Club
 - » West Vancouver Tennis Club



MEDIA RELATIONS AND COMMUNICATIONS

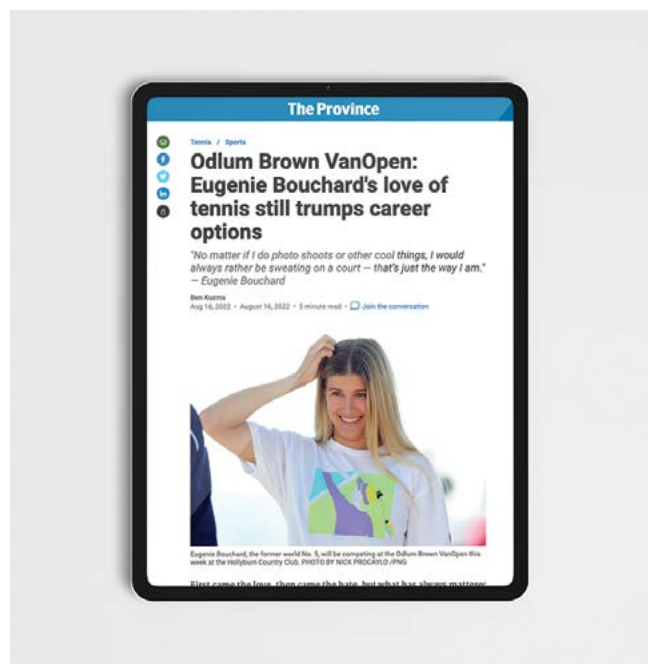
- Media advisories
- Press releases
- TV interviews
- Radio interviews
- VanOpen E-newsletters
- Event listings - print and online
- Website: vanopen.com
- Social media: Facebook, Instagram,
Twitter, YouTube, TikTok, Flickr



ADVERTISING

In 2022, the Odlum Brown VanOpen had an extensive advertising campaign. Print advertisements were placed in the Vancouver Sun, The Province, North Shore News, Vancouver Is Awesome, Richmond News and Burnaby Now.

Radio spots were produced and aired on SPORTSNET650 and NEWS1130. Global BC was our official television partner with a strong promotional campaign. In addition, digital campaigns were executed through Postmedia and Ryznar Media. The Odlum Brown VanOpen was pleased to have street banners on the Cambie Street Bridge and north end of Burrard Street in downtown Vancouver.





MEDIA RELATIONS

THE ODLUM BROWN VANOPEN IS WESTERN CANADA'S LARGEST AND MOST CELEBRATED TENNIS EVENT.

The tournament offers a total of \$274,360 USD in prize money and provides players with the opportunity to gain valuable world-ranking points on both the ATP and WTA Tours. It annually attracts approximately 130 international and professional players from over 35 countries.

Media relations initiatives to promote the 2022 Odlum Brown VanOpen included:

- In-studio TV interview with Tournament Director Rik de Voest on Global BC.
- On-air radio interviews on 980 CKNW, CBC Radio Vancouver, Radio-Canada and Sportsnet650.
- Pre-event media advisories and pitching to all Metro Vancouver area, daily press releases with results and photographs were distributed to the media during the tournament week.
- Results were also distributed through social media channels.
Find us: @vanopentennis



MEDIA COVERAGE

THE 2022 ODLUM BROWN VANOPEN GARNERED IMPRESSIVE COVERAGE AND SAW EDITORIAL COVERAGE INCREASE FROM 2019.

THE EVENT WAS COVERED BY THE FOLLOWING MEDIA OUTLETS:

PRINT

Global Times (China), Le Journal de Montreal, Le Journal de Quebec, Lethbridge Herald (Lethbridge, AB), Nanaimo Magazine, North Shore News, Penticton Herald, The Chronicle Herald (Halifax, NS), The Daily Courier (Kelowna), The Globe and Mail, The Hamilton Spectator, The Province Newspaper, The Standard (St. Catharines, ON), Toronto Star, Vancouver Sun, Victoria Times Colonist, Waterloo Region Record (Waterloo, ON), West Vancouver Magazine

TV

Global BC, CTV, Novus TV, CityNews

RADIO

980 CKNW, Radio-Canada, Sportsnet 650, News1130

ONLINE

Abbotsford News, ABS-CBN News (Filipino media company), Airdrie Today (Airdrie, AB), Alaska Highway News (Fort St. John, BC), Alberta Prime Times, Athabasca Advocate (Athabasca, AB), ATP Tour, Barrie Today (Barrie, ON), battlefordsNOW (Battlefords, SK), BayToday.ca (North Bay, ON), BC Business, Belleville Intelligencer (Belleville, ON), Bonnyville Nouvelle (Bonnyville, AB), Bowen Island Undercurrent (Bowen Island, BC), Bradford Today (Bradford, ON), Brandon Sun (Brandon, MB), Burnaby Now (Burnaby, BC), Calgary Herald, Cambridge Today (Cambridge, ON), Castanet (Kelowna, BC), CBC, CFJC Today Kamloops, CFJC Today Kamloops, CHAT News Today (Medicine Hat, AB), CHAT News Today (Medicine Hat, AB), CKPGToday.ca (Prince George, BC), CKPGToday.ca (Prince George, BC), Coast Reporter (Sunshine Coast, BC), Cochrane Today (Cochrane, AB), Collingwood Today (Collingwood, ON), Corriere dello Sport (Italian sports newspaper), CP24 (Toronto), CTV News (Montreal), CTV News website, Daily Herald Tribune (Grande Prairie, AB), Daily Hive, Dawson Creek Mirror (Dawson Creek, BC), Delta Optimist (Delta, BC), Eagle Valley News, Elliot Lake News (Elliot Lake, ON), EssentiallySports, EverythingGP (Grande Prairie, AB), Fairplay News, Flin Flon Reminder (Flin Flon, MB), Fort McMurray Today (Fort McMurray, AB), Global BC, Greek City Times, Guelph Today (Guelph, ON), Hamilton Spectator (Hamilton, ON), InfoTel.ca, Kelowna Capital News, Kelowna Daily Courier (Kelowna, BC), Keremeos Review (Keremeos, BC), La Presse, Lake Country Calendar, larongeNOW (La Ronge, SK), Le Journal de Quebec, Lethbridge News Now (Lethbridge, AB), LifeVancouver (Japanese news website), meadowlakeNOW (Meadow Lake, SK), Medicine Hat News (Medicine Hat, AB), Melfort Journal (Melfort, SK), Midland Today (Midland, ON), Montreal Gazette, Moose Jaw Today (Moose Jaw, SK), Mountainview Today (Olds, AB), MSN Canada, Nanaimo Magazine, NanaimoNewsNOW (Nanaimo, BC), National Post, New West Record (New Westminster, BC), Newmarket Today (Newmarket, ON), News 24 (South African online news publication), Niagara Falls Review (Niagara Falls, ON), northeastNOW (Melfort, SK), Okotoks Today (Okotoks, AB), Ottawa Sun, Owen Sound Sun Times, paNOW (Prince Albert, SK), Penticton Herald (Penticton, BC), Penticton Western News, Peterborough Examiner (Peterborough, ON), Pique Newsmagazine (Whistler, BC), Postmedia Network across Canada, Powell River Peak (Powell River, BC), Prince George Citizen (Prince George, BC), rdnewsNOW (Red Deer, AB), Revelstoke Review, Richmond News (Richmond, BC), Rocky Mountain Outlook (Bow Valley, AB), Salmon Arm Observer, SaskToday.ca (Saskatchewan), Sekeres and Price Show, Sherwood Park News (Sherwood Park, AB), Simcoe Reformer (Simcoe, ON), Similkameen Spotlight, SooToday.com (Sault Ste. Marie, ON), Sportskeeda, Sportsnet, Sportsnet 650, Sportswave, Squamish Chief (Squamish, BC), St. Albert Gazette (St. Albert, AB), St. Catharines Standard (St. Catharines, ON), Summerland Review, Tennis Canada, Tennis Majors, Tennis TourTalk, Tennis.com, Tennisuptodate.com, The Bharat Express News, The Chronicle Journal (Thunder Bay, ON), The Globe and Mail, The Golden Star, The Lethbridge Herald (Lethbridge, AB), The Province, The Sarnia Observer (Sarnia, ON), Thorold News (Thorold, ON), Tiebreaker Times (Philippine sports news website), Timmins Press (Timmins, ON), Toronto Star, Toronto Sun, Tri-City News (Coquitlam, BC), TSN, Tuttosport (Italian sports newspaper), United News of India, Vancouver Is Awesome, Vancouver Sun, Vaughan Today (Vaughan, ON), Vernon Matters (Vernon, BC), Vernon Morning Star, Victoria Times Colonist (Victoria, BC), Virden Empire-Advance (Virden, MB), VITA Daily, Waterloo Region Record (Waterloo, ON), Welland Tribune (Welland, ON), WFMZ-TV (Allentown, PA), Winnipeg Free Press, WTA Tour, Yahoo Sports



The Province

Tennis / Sports

It's happy Valentini's day at VanOpen, as Greek underdog claims women's singles title

Grammatikopoulou, who came into the week ranked No. 239 in the world, becomes the first winner in the tournament's history to come through the qualifying round

Steve Ewen
Aug 21, 2022 • August 21, 2022 • 3 minute read • [Join the conversation](#)



Valentini Grammatikopoulou of Greece beat Lucia Bronzetti during Women's final at the Odlum Brown VanOpen at Hollyburn Country Club on Sunday. PHOTO BY ARLEN REDEKOP /PNG

With the apologies to the Rupert Holmes classic tune, Valentini Grammatikopoulou likes pina colodas and winning the Odlum Brown VanOpen.

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TENNIS [NEWS](#) [VIDEO](#) [BRACKET](#) [ATP](#) [ATP ON TSN](#) [WTA](#) [CDN RANKING](#)

TENNIS Aug 18, 2022

Pospisil brings the heat in gritty VanOpen singles win over Australian Thompson

The Canadian Press [f](#) [t](#) [...](#)



Vasek Pospisil, The Canadian Press

VANCOUVER — It's difficult to talk about the Vancouver tennis scene without the names of Rebecca Marino and Vasek Pospisil popping up.

They are lovable underdogs, passionate players, gritty fighters and, in the case of the annual Odlum Brown VanOpen, great draws and ambassadors.

So it was fitting Wednesday, on one of the hottest nights of Vancouver's summer, the 32-year-old Pospisil sweated two hours and 40 minutes to post a thrilling 3-6, 6-2, 6-3 men's singles victory over Jordan Thompson of Australia at the Hollyburn Country Club to advance to the ATP Challenger event's quarterfinals.

The popular B.C. athlete, who while growing up in the Okanagan community of Vernon became a thing on the tennis court, now calls Vancouver home. And Wednesday night, the West Coast tennis fans were proud of his never-say-die

The Province

Odlum Brown VanOpen: Towering Gabriel Diallo aims high as future face of Canadian tennis

Twenty-year-old Montrealer looks to good friend Auger-Aliassime for inspiration, both on and off the court

Ben Kuzma
Aug 17, 2022 • August 17, 2022 • 6 minute read • [Join the conversation](#)



Montreal's Gabriel Diallo returns a shot during his match against Ricardas Berankis of Lithuania at the Odlum Brown VanOpen tournament in West Vancouver on Wednesday. Diallo lost 4-6, 1-6 to the defending event champion. PHOTO BY NICK PROCAYLO /PNG

Gabriel Diallo would embrace the pressure and prestige of becoming

NATIONAL POST

PMN Tennis / PMN Sports

Canada's Vasek Pospisil moves on to VanOpen semifinals with straight sets win

SPORTS TENNIS

Metro Vancouver's pro tennis tournament returns after a two-year absence

Adam Laskaris | Feb 2 2022, 10:39am



Jon Ben-Jamin Photographs/Odlum Brown VanOpen

Pro tennis is returning to Metro Vancouver once again.

ODLUM BROWN VANOPEN: A CROWN JEWEL ON THE CANADIAN TENNIS CALENDAR



POPULAR READS



CANADIAN STACEY PENO WINS PREDICTION ITF EVENT





DIGITAL COVERAGE

WEBSITE

We continue to include sponsor ads on our sidebar, providing a great digital benefit to our partners. The website had over 231,154 page views in August 2022. This is a 33% increase in website traffic from our previous edition of the tournament.

NEWSLETTER

With over 3500 subscribers and growing, the Odlum Brown VanOpen e-newsletter provides engaging general tennis news and tournament information all year round.

SOCIAL MEDIA

The Odlum Brown VanOpen continues to grow our social media networks and integrated TikTok this year. We look forward to the continued growth of our networks and sharing our stories.



[@vanopentennis](#) (1,858 followers)



[@vanopentennis](#) (2,167 followers)



[Odlum Brown VanOpen](#) (1,400 followers)



[Odlum Brown VanOpen](#)



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[Odlum Brown VanOpen](#)



RCMP, Hollyburn GM Kathryn Cowden, Tournament Chair Carlota Lee, Men's Singles Champion Constant Lestienne (FRA), Runner Up Arthur Rinderknech (FRA), Tournament Director Rik de Voest, RCMP.



RCMP flanking Singles Women's Champion Valentini Grammatikopoulou (GRE). She is the first winner in our tournament's history to come through the qualifying round.



Men's Doubles Champions Ben McLachlan (JPN) and Andre Goransson (SWE).



Tournament Chair Carlota Lee, Women's Doubles Champions Miyu Kato (JPN) and Asia Muhammad (USA), Runners Up Timea Babos (HUN) and Angela Kulikov (USA), Tournament Director Rik de Voest.













ODLUM BROWN
VANOPEN

HOSTED AT HOLLYBURN COUNTRY CLUB



CONTACT US TO CONFIRM YOUR 2023 PARTNERSHIP

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“COMING TOGETHER IS THE BEGINNING. KEEPING TOGETHER IS PROGRESS.
WORKING TOGETHER IS SUCCESS!”

- HENRY FORD