TENNISONTHE®
RACETRACK
23/05/23
TENNIS ON THE RACETRACK IMOLA 2023
A WORLD PREMIERE

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# IDEA

Tennis on the Racetrack was born from **an idea of CC LAB Consultant Ltd**, the result of a great **passion for the world of Sport, Motor Sports and Entertainment, combined with the excellence of Made in Italy.**

The idea of associating **Tennis with the Motor Sports world** arises from the **promotion of Made in Italy and the constant search for Italian excellences to export**. This magical combination deserves the **organisation of a unique event**, which will happen for the first time in **2023: Tennis on the Racetrack Imola 2023 in association with CC LAB Italia srl and** the **Enzo and Dino Ferrari International Racetrack of Imola.**

## SPORT AS A POWERFUL VALUE FACTOR

TENNIS ON THE RACETRACK 2023

SONJA IUMIENTO

Director CC LAB Consultant L

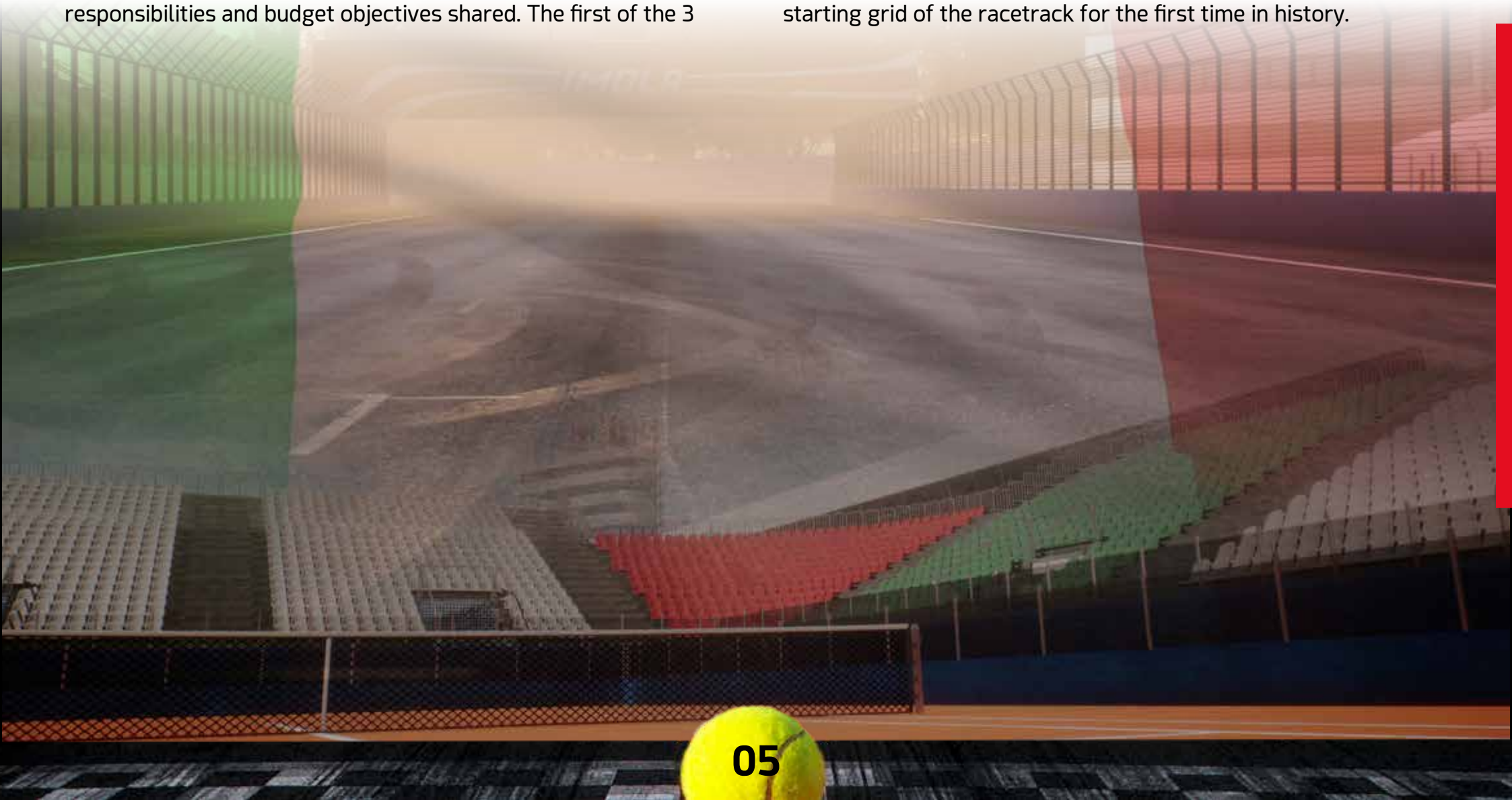
**Sonja Iumiento Director CC LAB Consultant Ltd**

*"An idea of CC LAB, which holds the intellectual rights, and has deep roots… in a journey that began some time ago… A long journey, during which this idea has evolved, taking into account historical events and happenings, but always retaining firm principles and values that have not changed over time - for example, the respect for green issues, for corporate social sustainability and for the promotion of Made in Italy; a factor that distinguishes us and that is appreciated all over the world. We have conceived an idea to be implemented in Italy, but also to be taken outside of Europe. An idea that makes unity a determining factor…unity among different worlds … among the worlds of Motor Racing, Sport and Entertainment, suitable for a wide audience of diverse targets. A worldwide format designed to reach different countries, thanks to the use of a digital platform owned by CC LAB tennisontheracetrack.co.uk.*

*An event that will be suitable for everyone, for families, for children, entrepreneurs, sport enthusiasts and others... for everyone."*

# THE STATUS QUO

Thanks to a **three-year agreement** that has become a **joint venture** between **CC LAB Italia srl** and **Formula Imola SpA**, 3 Italian events will be organized in 2023/2024/2025, with responsibilities and budget objectives shared. The first of the 3 Invitational Tournament events will be held in May 2023, precisely on the **23/05/23**, inside the Enzo and Dino Ferrari Racetrack, where a playing court with a red clay surface will be built on the starting grid of the racetrack for the first time in history.

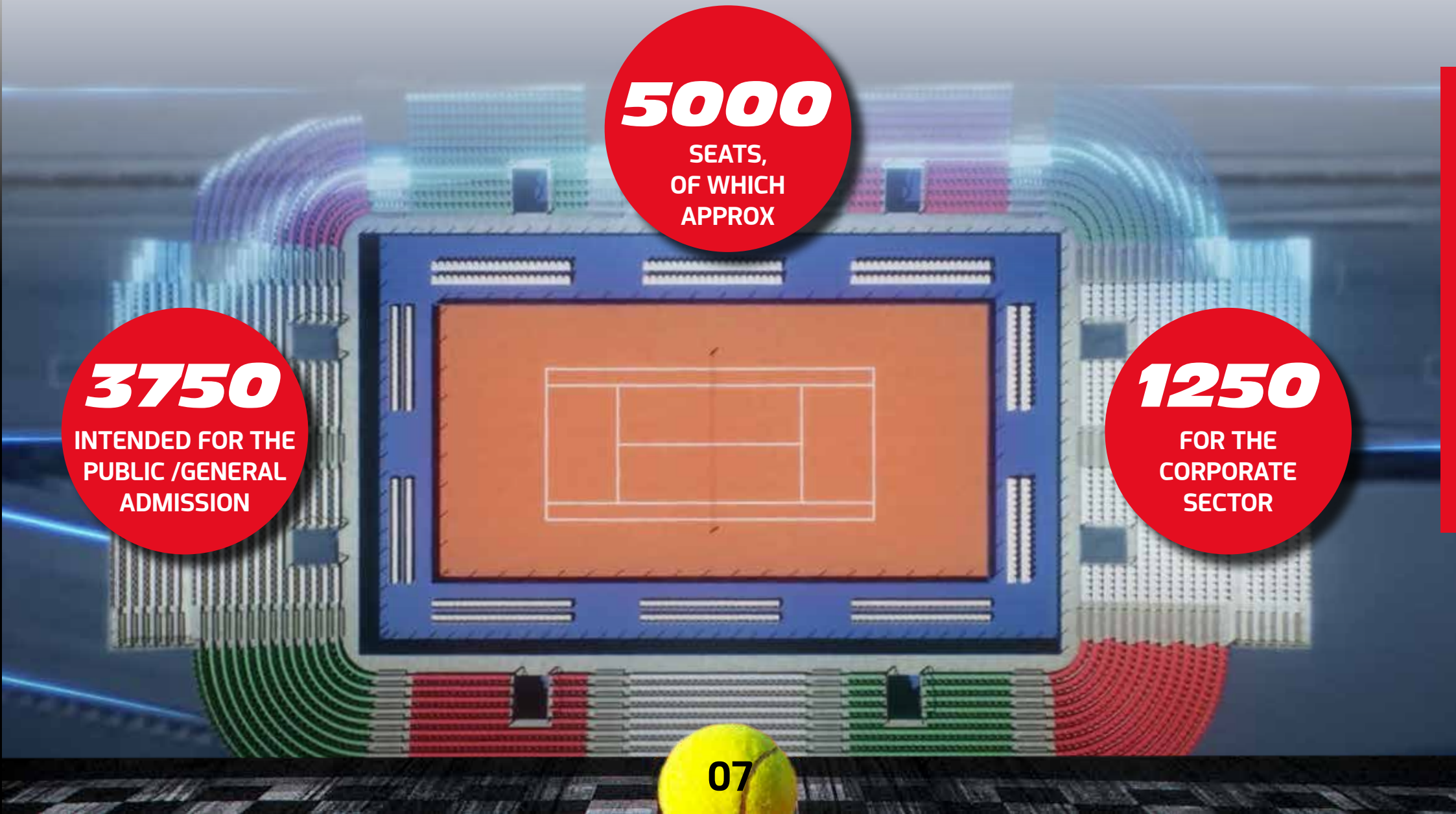


# THE STATUS QUO

Today, the **Enzo and Dino Ferrari International Racetrack of Imola** is **the ideal setting, within which to play a Tennis Exhibition Tournament in 2023**. It will be a world class event, with carefully developed media planning, high ranking players, first class hospitality, as well as the organization of unique fun happenings, such as fashion shows or guest appearances of sports champions, guaranteeing multiple promotional opportunities for the Partners/Supporters/Sponsors of the event.

# THE STATUS QUO

## AN ARENA WITH

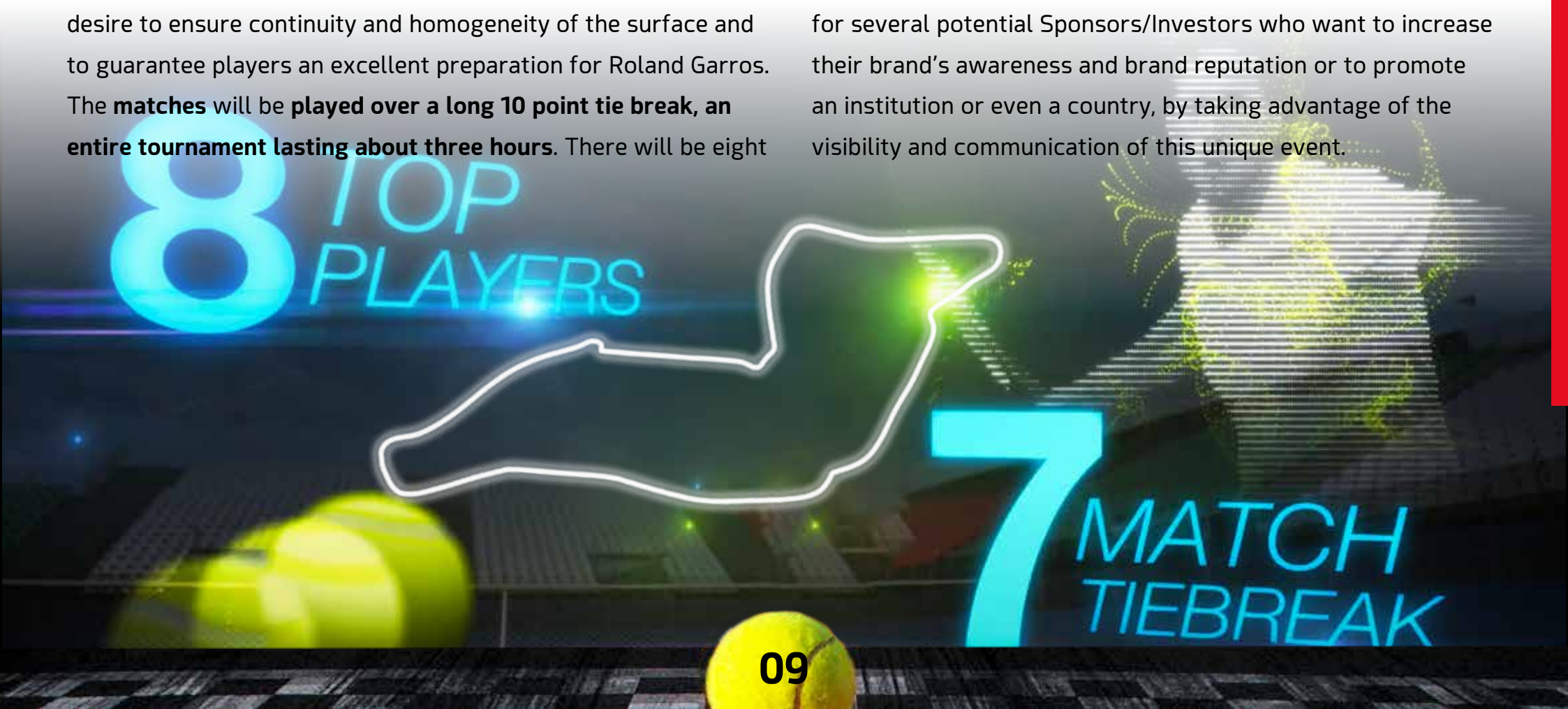


# THE STATUS QUO

**8 TOP PLAYERS** among the top 25 in the world ranking are expected to take part, three of which are currently under contract. We will proceed with the announcement of about 1 Top Player per month.

# THE GAME MODE

**A quick game formula, ideal for the Formula 1 circuit**, will be played on the Tuesday following the final of the Italian Open in Rome and before the French Open, which starts the following week. **Imola will be an ideal bridge between Rome and Paris and will take advantage of the presence of the best players in the world in Europe.** The choice of the clay court comes from the desire to ensure continuity and homogeneity of the surface and to guarantee players an excellent preparation for Roland Garros. The **matches** will be **played over a long 10 point tie break, an entire tournament lasting about three hours**. There will be eight players who will start from four quarter-finals, the winners will play two semifinals and the winners of the two semifinals will play the final. A unique opportunity to see eight players from start to finish of a tournament in a tie break format, which guarantees a wealth of unique emotions. Tennis On The Racetrack Imola 2023, represents an important opportunity for several potential Sponsors/Investors who want to increase their brand's awareness and brand reputation or to promote an institution or even a country, by taking advantage of the visibility and communication of this unique event.



# OPPORTUNITIES

In terms of opportunity, **it is the first time that Italian tennis has had ten players among the top 100. It is also the first time that Sponsors of any product segment can combine their Brand with a unique event,** which has never happened before.
In Imola, **the exclusive assignment of the product sector to 13 Brands is expected, through specific formats designed for the region,** in order to ensure that the **companies in the area, on that day, can** also **organise their corporate events**. In addition to the set-ups planned in the corporate areas, the Sponsors' guests will have access to a paddock grandstand and separate corporate areas. It will also be possible to create bespoke corners, rather than ad-hoc stands, in which to organise an event within the event. **Worldwide media coverage and important digital cross communication actions are also envisaged.**

# SPONSORSHIP

The different levels of sponsorship - **Platinum, Gold, Silver and Bronze** offer the Sponsors important **opportunities in different macro-areas for the promotion and diffusion of their name and / or Brand**, associating it with **Tennis on the Racetrack Imola 2023,** in terms of **visibility, integrated communication and corporate services.**

**Platinum**

1 Title
1 Presented By

**Gold**

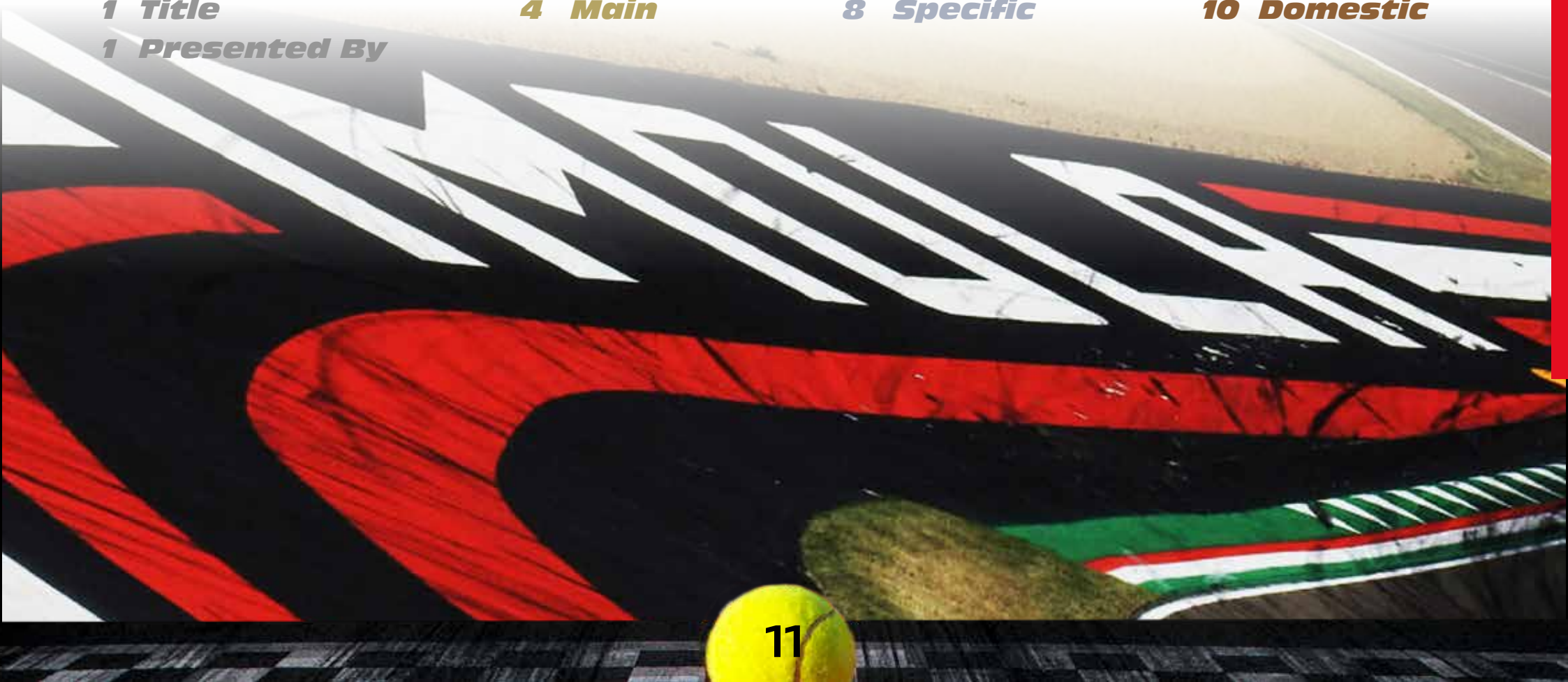
4 Main

**Silver**

8 Specific

**Bronze**

10 Domestic



# INTEGRATED COMMUNICATION

Detailed studies, research and benchmarking have made it possible to develop an **effective integrated communication strategy.** This will help to achieve specific business objectives, aimed at **increasing the brand awareness and brand reputation of the companies involved, conveying their history and mission.** Through a **mix of** increasingly **high-performance technological tools, improved communication with the outside world** is no longer one-way, but interactive. Constant monitoring of the flow of the various communication exchanges will produce an important return from Customers, Stakeholders and Users. **Cross Communication - a huge benefit for all Partner/Sponsor companies** - allows the simultaneous use of different channels and means of communication. Designed to best adapt to the peculiarities of the single channel or medium, the communication plan **will start before the beginning of the Invitational Tournament.**

## The advantages of digital oriented

| | | |
|---|---|---|
| NEW COMMUNICATION CHANNELS PRESIDIUM | TOUCH POINT INCREASE OF COMMUNICATION | PASSAGE FROM A LOCAL/NATIONAL TO AN INTERNATIONAL/WORLDWIDE DIMENSION |
| REAL-TIME MONITORING OF TRENDS AND RESULTS | POSSIBILITY OF REMARKETING AND TRACKING | BIDIRECTIONAL COMMUNICATION AND FOLLOW-UP |

# INTEGRATED COMMUNICATION

## The strategic objectives

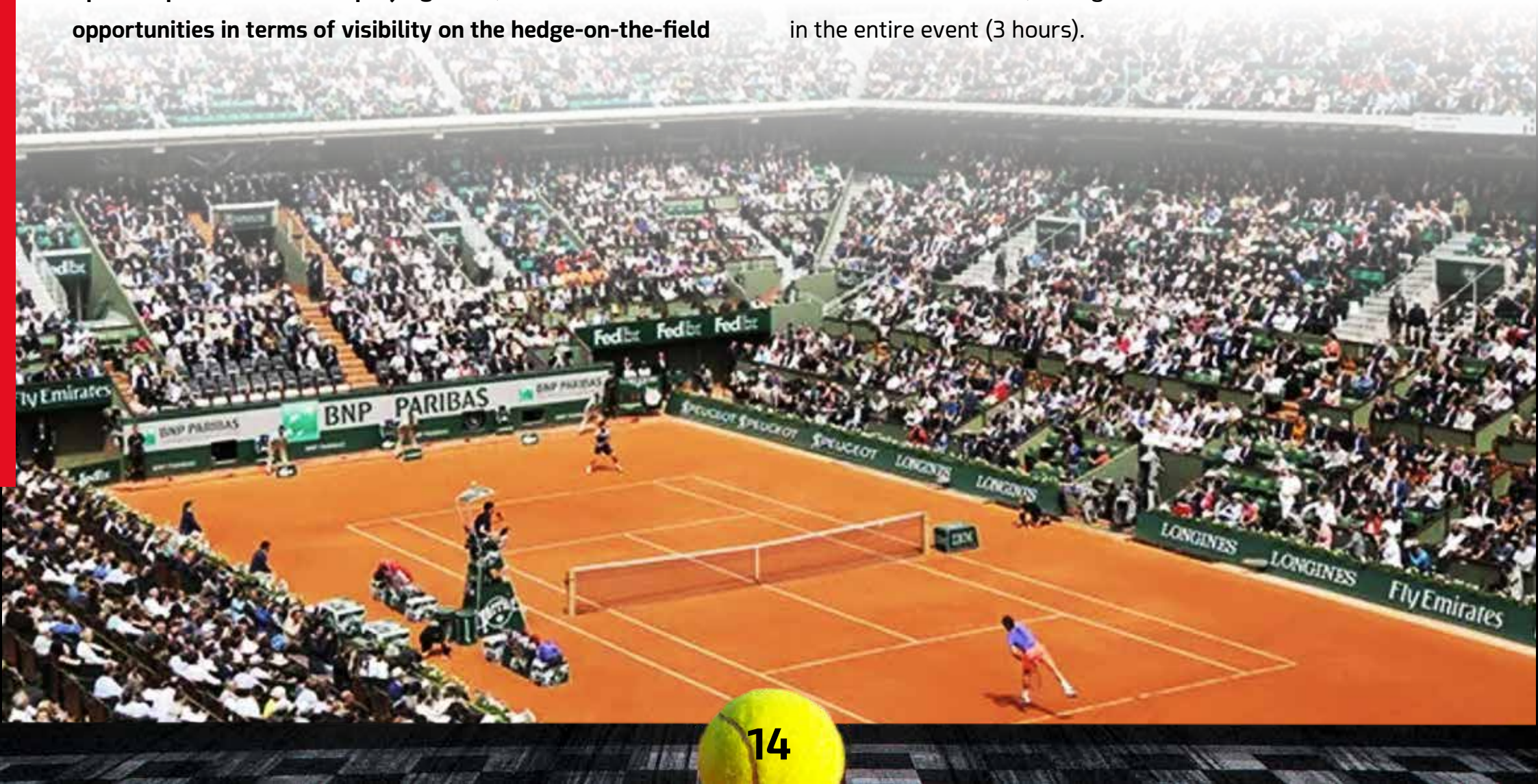
- **LEAD GENERATION**
- **BRAND AWARENESS**
- **BRAND REPUTATION**

Following a constant scenario analysis, created to optimise communication objectives, **the advance communication plan, which is designed for the benefit of the Partner/Sponsor, and which will start almost 1 year before the beginning of the Tournament**, will involve the use of different marketing strategies, taking into account a broad target audience and a mass segmentation approach.

# VISIBILITY

## Playing Court

Depending on the Sponsorship level, the Brand **logo of the Sponsor positioned on the playing court,** will have **different opportunities in terms of visibility on the hedge-on-the-field luminous LEDs, which will be subject to constant filming on full-screen televisions,** during the course of the all the matches in the entire event (3 hours).



# CORPORATE SERVICES

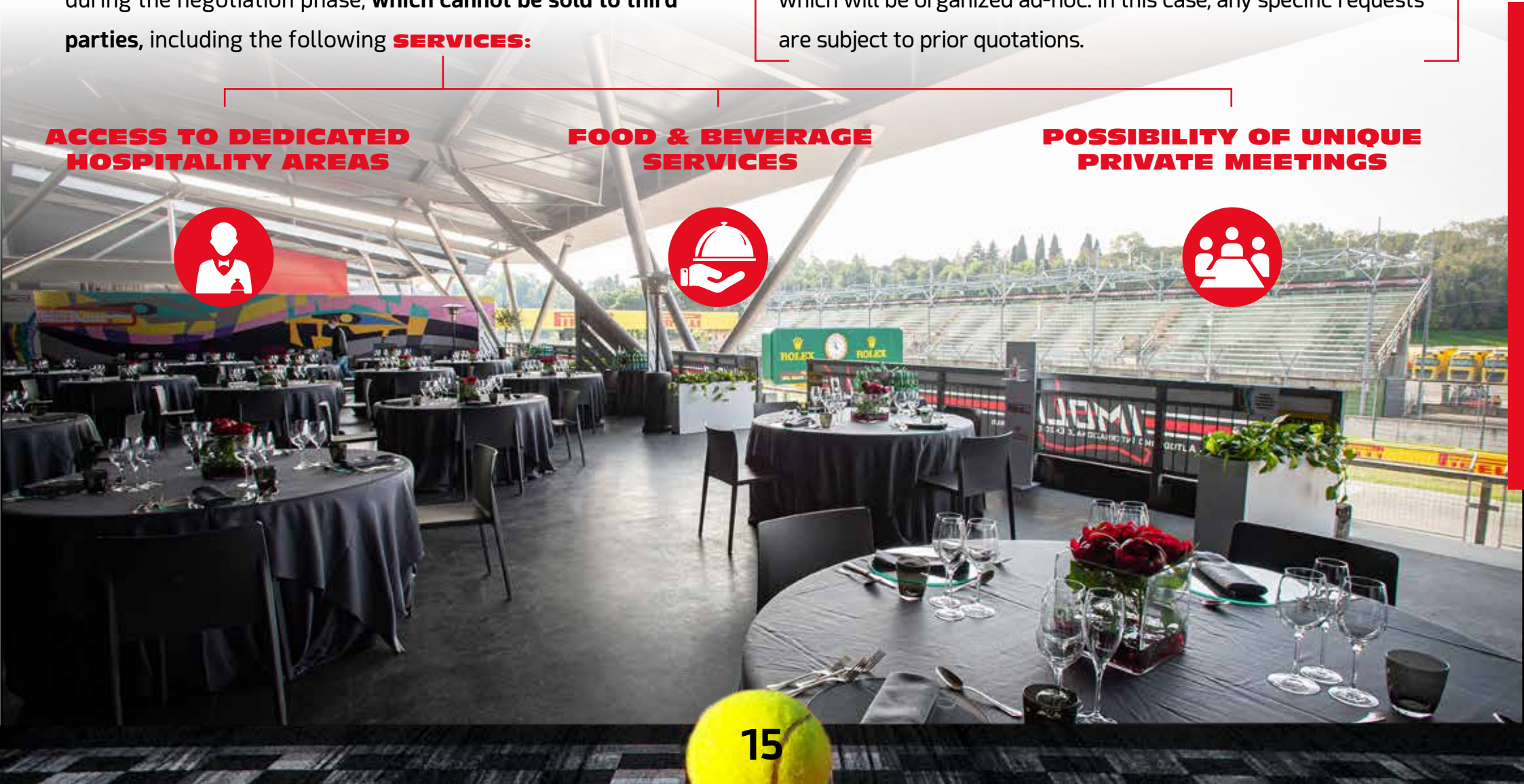
Depending on the chosen level of participation, the Partners and Sponsors of the Invitational Tournament **will have exclusive concessions to a number of paddock passes,** to be defined during the negotiation phase, **which cannot be sold to third parties,** including the following **SERVICES:**

* There is also the possibility of purchasing 'bespoke' solutions to any specific requests from Partners/ Sponsors, for personalised set-up or pre/post Tournament private meetings/get-togethers, which will be organized ad-hoc. In this case, any specific requests are subject to prior quotations.

## ACCESS TO DEDICATED HOSPITALITY AREAS

## FOOD & BEVERAGE SERVICES

## POSSIBILITY OF UNIQUE PRIVATE MEETINGS

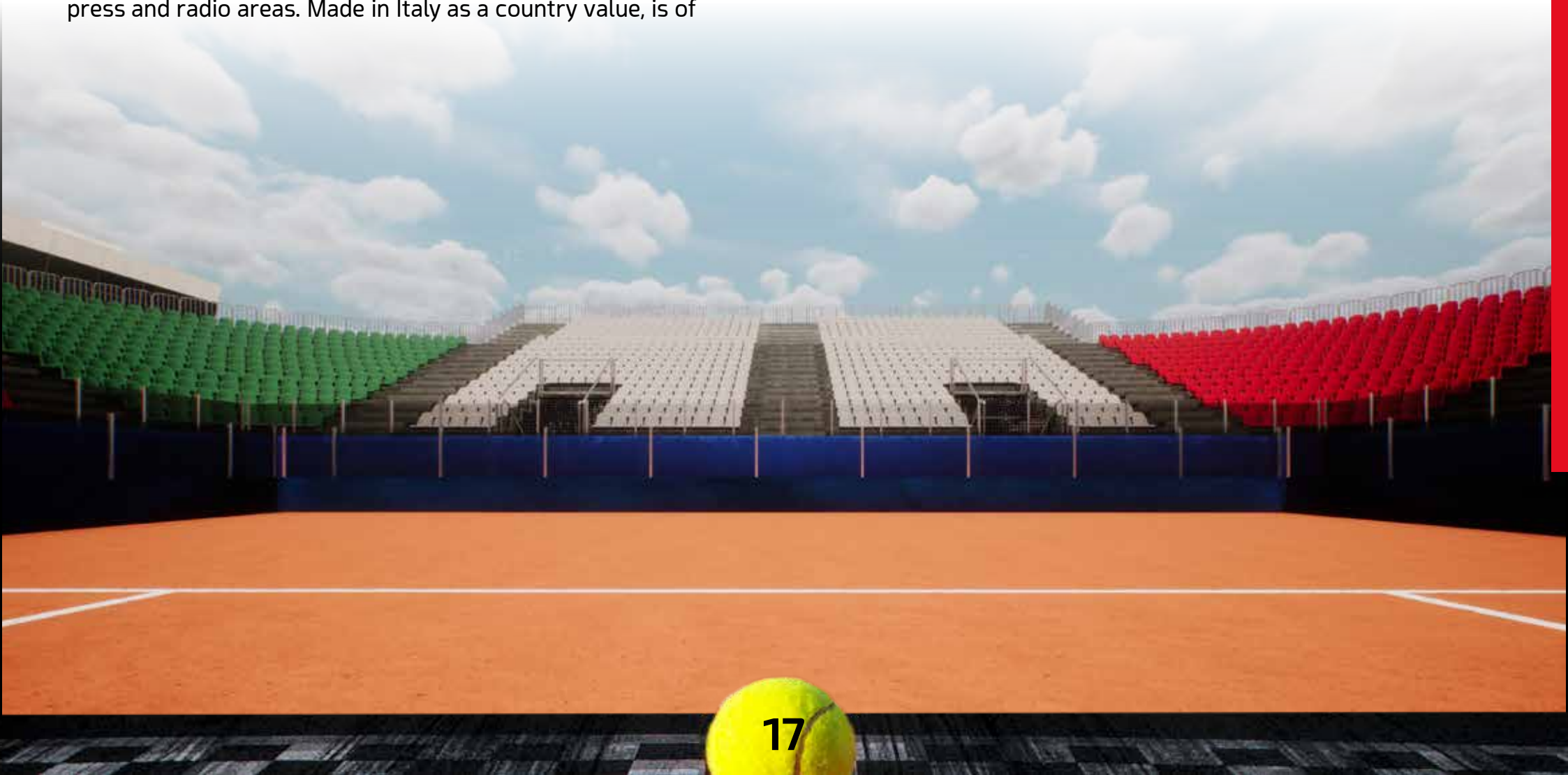


# SPORT ENTERTAINMENT

The initiative represents a **world exclusive in the panorama of Sport Entertainment,** enabling the worlds of Motor Racing and Tennis to be combined for the first time inside the Enzo and Dino Ferrari International Racetrack, Temple of Made in Italy. **The unity among different worlds is the basis of this unique format.**

# MADE IN ITALY

The decision to carry out the first edition of this event in the Temple of Made in Italy, comes from the desire to enhance this concept and to export it outside of Italy, through the special web portal, social network channels, TV agreements, broadcasting, press and radio areas. Made in Italy as a country value, is of great importance, both in the tourism and institutional fields. With this in mind, the project includes a series of activities that will enrich the moment of pure Sport Entertainment, evolving to a broader concept of Expo / Village.



# EXPO VILLAGE

Thanks to the unity between different worlds: ***MOTOR SPORTS, SPORT, ESPORTS, ART, CULTURE, EXCELLENCES, MADE IN ITALY***, the event represents an **important opportunity in terms of tourism opportunities,** giving Institutions the ability to include this initiative, **with a view to national development, to sustainability** and to those **values** that distinguish us and for which we are recognized worldwide.

# ESPORTS

## CALENDAR ESPORTS TOURNAMENT TOTR8

**Race 1**
**Barcellona**
19.02.23

**Race 2**
**Misano**
26.02.23

**Race 3**
**Silverstone**
12.03.23

**Race 4**
**SPA**
26.03.23

**Race 5**
**Monza**
09.04.23

**Race 6**
**Paul Ricard**
23.04.23

**Race 7**
**Nürburgring**
07.05.23

**Race 8**
**Imola**
23.05.23

# PARTNERSHIPS

The partnerships that guarantee the Expo/Village offer for the event in the 3 days prior (**Saturday 20, Sunday 21 and Monday 22 May**), specifically concern:

### JOINT VENTURE WITH THE ENZO AND DINO FERRARI INTERNATIONAL RACETRACK

(which represents Motor Valley). The goal is to create Exhibition moments in which you can admire Italian brand cars and motorbikes, which will be exhibited, with a view to Expo unity.

### PARTNERSHIP WITH A LEADING COMPANY IN THE ESPORTS WORLD

An ESports Tournament branded Tennis on the Racetrack, which will be played during a period of about 36 weeks of virtual qualifications and GPs. The final and the presentation of the E-Trophy, will happen in conjunction with the Award Ceremony of the Invitational Tournament.

### PARTNERSHIP WITH A LEADING COMPANY IN THE SPORT BUSINESS

CC LAB and SportBusiness together in the Sport Entertainment market with the Tennis on the Racetrack Imola 2023

### ETHICAL PARTNERSHIP

Thanks to this partnership, the event offers the opportunity to support an ethical cause, through Black Bees Matter, a project for the protection of the black bee species, which supports university studies, research and experiments aimed at health and wellbeing.

# PARTNERSHIP ANNOUNCEMENT WITH THE ENZO AND DINO FERRARI INTERNATIONAL RACETRACK

**20/10/2021**

**TENNIS ON THE RACETRACK IMOLA 2023: A WORLD PREMIERE**

Tennis and Automotive, arm in arm for a special event, destined to go down in history. In spring 2023, for the first time ever, eight leading international tennis players will compete on a Formula 1 racetrack - the Enzo and Dino Ferrari International Racetrack of Imola, which will celebrate its 70th anniversary that year. The project is called 'Tennis on the Racetrack', born from an idea of CC LAB in association with the racetrack itself, and is the result of a great passion for the world of Sport, Automotive and Entertainment, combined with the excellence of 'Made in Italy'.

The hope of CC LAB is that it will be only the beginning of a long series of events of this kind, to be replicated in the coming years not only in Italy, but at major racetracks all over the world. Today, however, the focus is on the Enzo and Dino Ferrari International Racetrack of Imola, the ideal setting within which to play an exhibition tournament.

# PARTNERSHIP ANNOUNCEMENT WITH A LEADING COMPANY IN THE ESPORTS WORLD

**26/04/2022**

**TOTR8: CC LAB AND GOSKILLA TOGETHER IN THE ESPORTS WORLD**

CC LAB and GOSKILLA (a Swiss ESport company, also based in Italy) are pleased to announce a new partnership, in relation to the Tennis on The Racetrack project, an idea created by CC LAB Consultant Ltd, which will be take place in Imola in 2023, 2024, 2025 and produced by CC LAB Italia Srl, in association with the Enzo and Dino Ferrari International Racetrack. A worldwide project, which will be developed in different countries. CC LAB and GOSKILLA are combining their skills, creating useful synergies for the development of this innovative Sport Entertainment project. Thanks to this partnership, an Esports tournament will be staged, which fits perfectly into the eco-sustainability logic of the Tennis on the Racetrack, which has respect for the green theme among its principles and values. One way to unite the world of tennis with that of engines, in this case turning on only the virtual engines, therefore with zero impact due to no noise or environmental pollution. It will be called TOTR8 - a competition open to a maximum of 1024 virtual drivers, of all categories. The drivers will compete in qualifying sessions that will take place between November 2022 and January 2023. At the end of the qualifications, only the 8 best drivers will remain and they will compete in 8 races on as many international circuits, including Imola for the final race. The final will in fact be held at the Tennis on the Racetrack event, in an area specifically dedicated to the Enzo and Dino Ferrari Racetrack, equipped with eight professional SIM Racing stations. The award ceremony will take place on a podium set up for the occasion. In the coming weeks we will reveal more details, including the different categories, the cars that can be used in the race, the other circuits involved, the regulations and obviously the dates of the various events, with the registration procedures.

# PARTNERSHIP ANNOUNCEMENT WITH A LEADING COMPANY IN THE SPORT ENTERTAINMENT MARKET

*12/05/2022*

CC LAB and SportBusiness together in the sport entertainment market with an innovative worldwide format that will bring tennis to the track, starting from May 2023, at the Enzo and Dino Ferrari Racetrack of Imola. Thanks to CC LAB and the important contribution of the SportBusiness Consulting division, it will be possible to reach new markets and expand the number of business partners of this groundbreaking format. Sonja Iumiento, Director CC LAB, and Roberto Dal Miglio, CEO SportBusiness, together with their teams, are ready to race on the track with their seat belts on!

**CC LAB AND SPORTBUSINESS TOGETHER IN THE SPORT ENTERTAINMENT MARKET WITH THE TENNIS ON THE RACETRACK IMOLA 2023**

SportBusiness and CC LAB are delighted to announce a new partnership which aims to drive significant change in Sports Entertainment market: the 'Tennis on the Racetrack' project will start in Europe and gradually expand to a global series - with the inaugural event Tennis on the Racetrack Imola 2023 launching in Italy. Produced by CC LAB Italia Srl in association with the Enzo and Dino Ferrari International Circuit of Imola, the concept was designed by CC LAB Consultant Ltd – the consulting division at SportBusiness will be advising on brand partnerships and additional event hosts through its strong network in the sports and entertainment industry, as well as providing insights and business critical data. The partnership will enable both companies to utilise their synergies and skills to drive growth across the industry.

# ETHICAL PARTNERSHIP ANNOUNCEMENT ON A SUSTAINABILITY THEME

**20/05/2022**

Thanks to this partnership, the event offers the opportunity to support an ethical cause, through Black Bees Matter - a project for the protection of the black bee species, which supports university studies, research and experiments aimed at health and wellbeing.

## 20 MAY WORLD BEE DAY

Sonja Iumiento, Director CC LAB Consultant Ltd, announces an important addition to Tennis on the Racetrack, on this special day, the sustainability theme: Bees and the Black Bees Matter project.

*"Last time, in January, I talked about the idea from CC LAB that gave birth to Tennis on the Racetrack and the principles and values that distinguish it. I talked about the importance of the green issue, which for us means a series of actions aimed at research activities on the subject of innovation and support for the enhancement of human capital, as a determining force for development... conservation of the ecosystem... biodiversity... in short .. the promotion of sustainable development. This is the perfect setting for a project that comes from a CC LAB idea, which focuses on an ethical cause: attention to the planet and the safeguarding of the black bee species, together with support for studies and research, aimed at health and wellbeing. We are talking about Black Bees Matter, a project that aims to accompany, throughout its journey, Tennis on the Racetrack and the Partners and Brand Sponsors of the event, giving them a sustainable footprint and ethical value. We are waiting for you on the tennisontheracetrack.co.uk website to tell you about this initiative, to provide you with more information ... and to announce new surprises! Thank you all and see you soon!*

BLACK BEES MATTER

TENNIS ON THE RACETRACK®

An idea from

CC LAB

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TENNIS ON THE RACETRACK® Imola 2023

In association with

CC LAB

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