



## BNP PARIBAS SHOWDOWN 10<sup>TH</sup> ANNIVERSARY

*Celebrate 10 years of the Showdown at MSG!*

**Date: March 6, 2017 @ 7PM**

**Location: Madison Square Garden**

### **Event Snapshot**

- 2017 will be the 10<sup>th</sup> anniversary of the Showdown at the most iconic arena in the world
- 10 years with the same sponsor: BNP Paribas
- The longest-running one-night exhibition in tennis
- Fifth annual World Tennis Day
- Attended by famous actors, musicians, and sports figures
- Strong charitable and community outreach initiatives including over \$160,000 raised for the USTA Foundation in 2016
- Broadcast in the US and over 60 countries via ESPN2, ESPN3, ESPN Classic and MSG+

### **Why Tennis?!**

- Appeals to affluent, educated decision-makers
- Brand-loyal
- #1 most diverse sport

*The Showdown continues to offer once-in-a-lifetime experiences...*

- Player Meet & Greets
- VIP Pre-Match Parties
- VIP Player Clinics
- Press Conference Access



### **Past Players:**

