

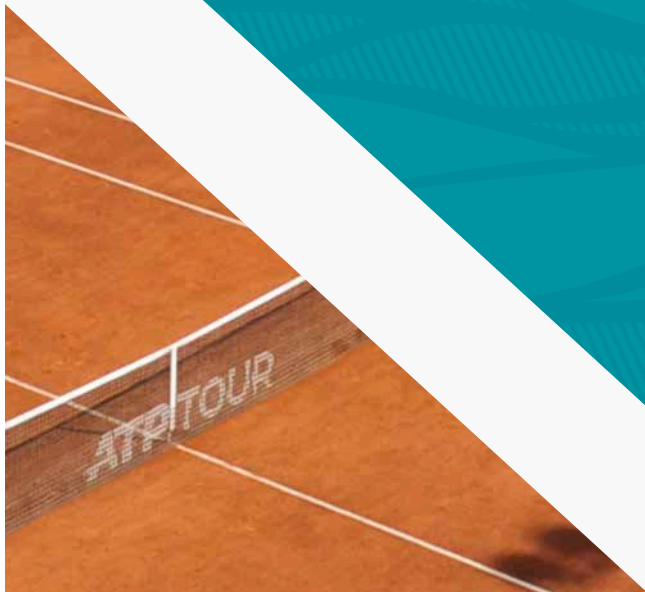


UNDER THE HIGH PATRONAGE OF H.S.H. THE SOVEREIGN PRINCE OF MONACO

ROLEX MONTE-CARLO MASTERS

PRINCIPALITY OF MONACO
6-14 APRIL 2024

PRESS KIT





ATP
MASTERS 1000

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PRINCIPALITY OF MONACO - 6-14 APRIL 2024

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127th
YEAR

THE BIGGEST STARS
OF WORLD TENNIS

ONE OF THE OLDEST CLAY COURT TENNIS TOURNAMENTS IN THE WORLD

PRESERVING THE HERITAGE TO BETTER EMBRACE THE FUTURE

Established in **1897**, the prestigious **Monte-Carlo Tournament** has consistently been regarded as an international benchmark in the world of tennis. After several changes in names and locations, a new venue was constructed to host the tournament: **The Monte-Carlo Country Club**. **The most beautiful tennis club in the world** was inaugurated on February 23, 1928, and became the new setting for the Monte-Carlo Tournament.

Within this picturesque setting of the French Riviera, in the town of Roquebrune Cap Martin (bordering the Principality of Monaco), surrounded by breathtaking views of the Mediterranean, **the greatest stars of world tennis have been competing annually since then, each April**. This legendary tournament and the extraordinary Monte-Carlo Country Club have always been inseparable. Thus, as the tournament approaches every year, this mythical club undergoes a transformation. The 23 courts are then reserved for international competition, and its 2300 members take a break for the duration of the event.



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MAIN SPONSOR



1 OF THE 9 TOURNAMENTS

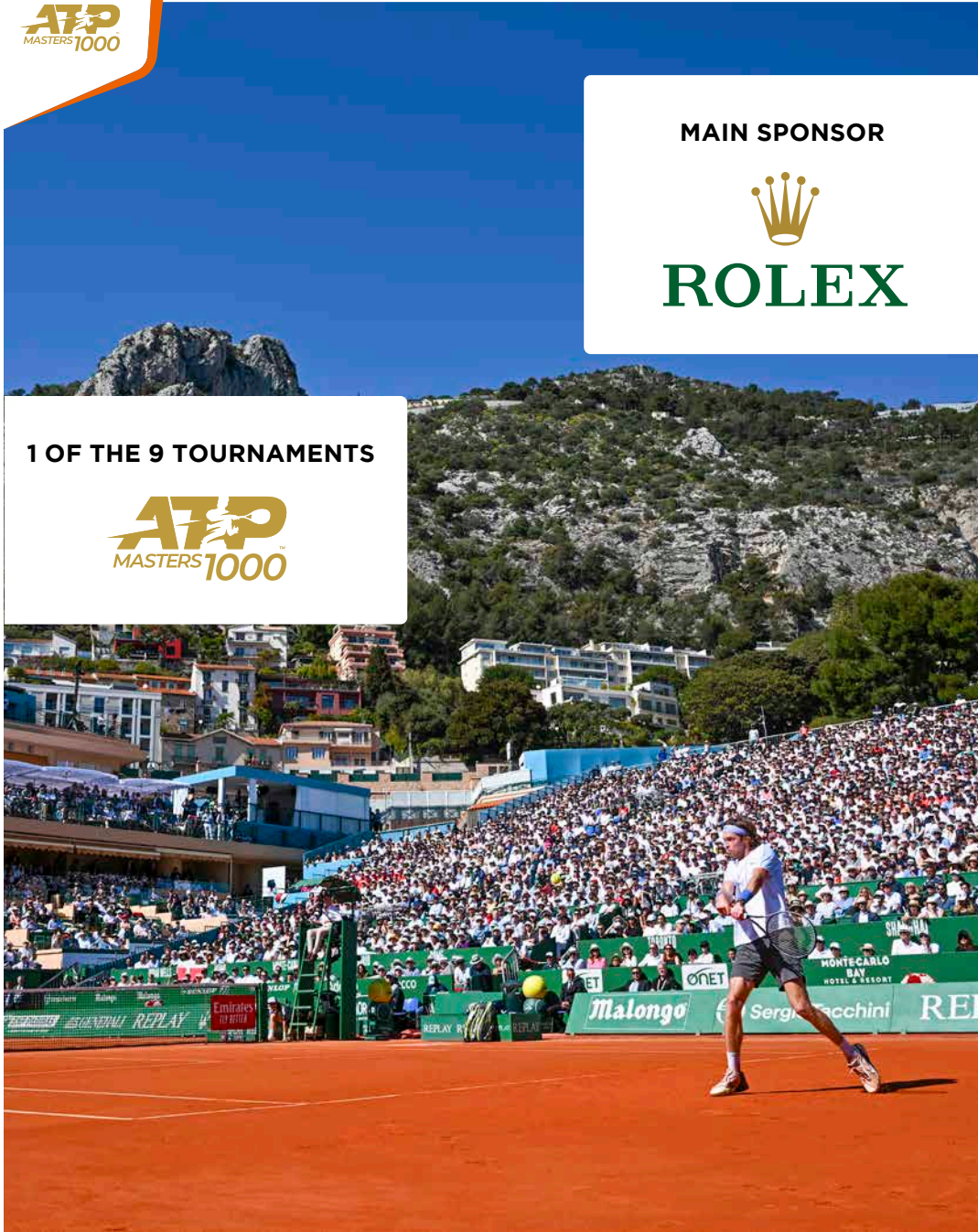


THE 1ST MASTERS 1000 TENNIS TOURNAMENT ON CLAY OF THE SEASON

**A TOURNAMENT THAT KICKS OFF THE SUMMER
SEASON ON THE FRENCH RIVIERA**

The Monte-Carlo Tournament is a tennis tournament in the ATP **Masters 1000** category (Association of Tennis Professionals). It is part of a series of 9 men's tournaments created in 1990, originally named the «Super 9». In 2009, the series was renamed the Masters 1000. After the four Grand Slam tournaments, the Masters 1000 are the most important tournaments, bringing together the world's best players. **Rolex, the Title Sponsor of the Monte-Carlo Tournament** since 2006, has given this essential event the name **Rolex Monte-Carlo Masters**. **In the era of large stadiums, the Rolex Monte-Carlo Masters is the only Masters 1000 tournament to be held at a tennis club.** It is organized jointly by two entities: the Monte-Carlo Country Club and the Monegasque Society for the Management of the Tennis Tournament (SMETT, founded in 2005).

EACH YEAR IN APRIL





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It hosts a draw of :

28

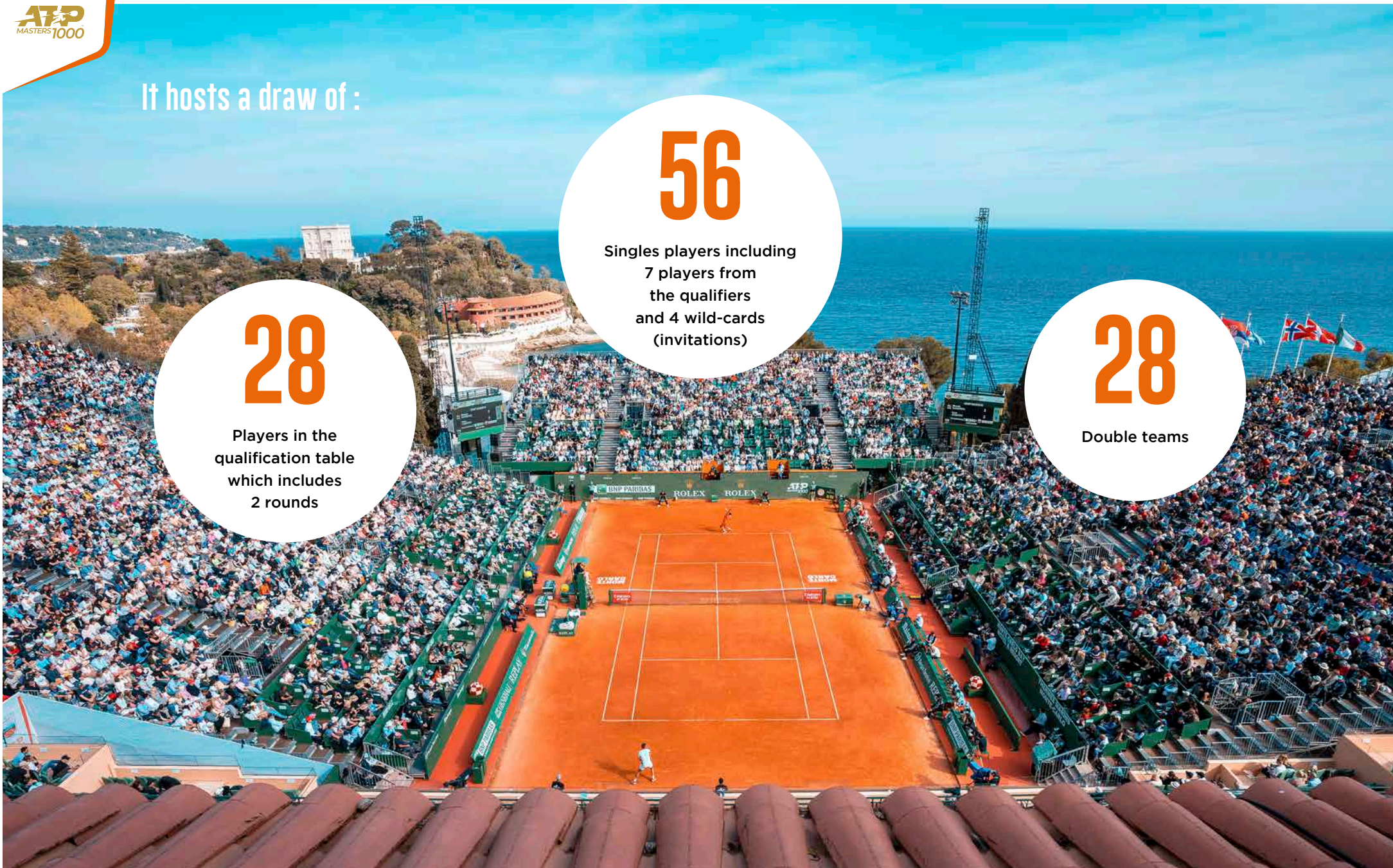
Players in the
qualification table
which includes
2 rounds

56

Singles players including
7 players from
the qualifiers
and 4 wild-cards
(invitations)

28

Double teams





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ROLEX MONTE-CARLO MASTERS : PERFORMANCES 2023



38.4

MILLION VIEWERS

Linear + Digital (+21.6%)



167.1

MILLION VIEWS

Social Media
Followers (+272.2%)



+ 14,000

VISITORS



ATP
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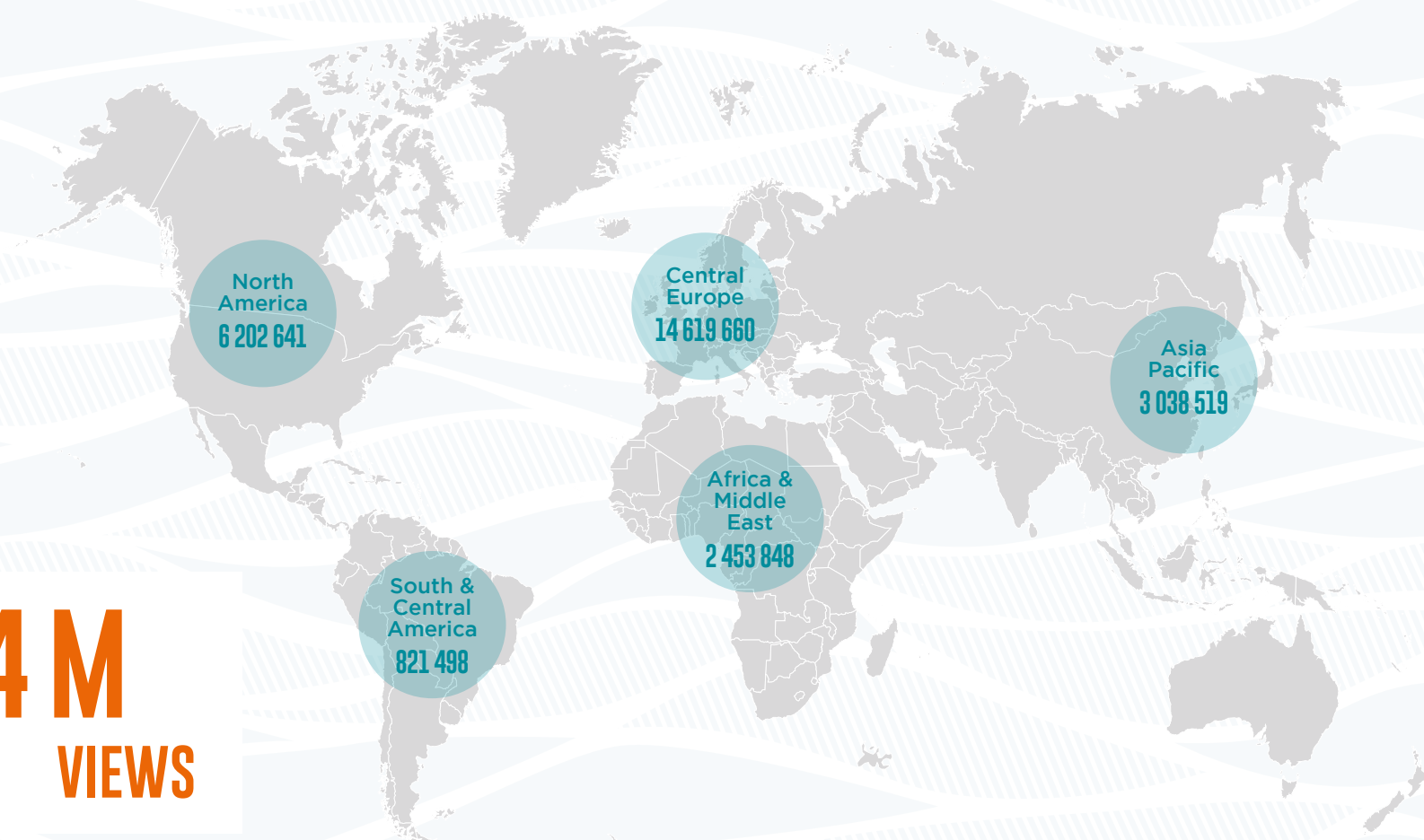
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GLOBAL BROADCAST 2023

205.4 million views

Linear TV, digital streaming, social media

205,4 M
VIEWS





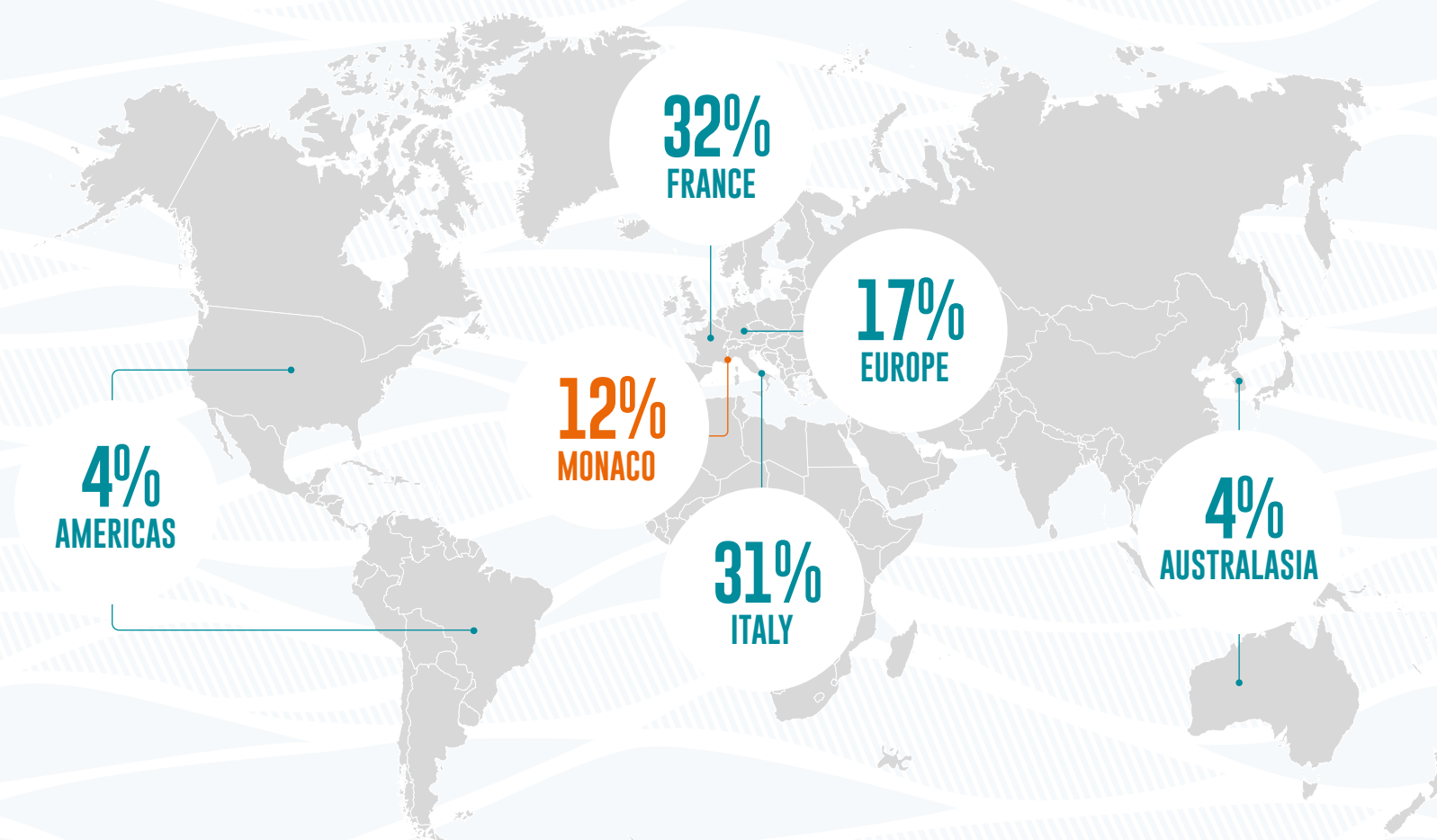
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VISITOR ORIGIN





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OUR PARTNERS



+400h

of match with
"Rolex Times Keeper"



BNP PARIBAS

122

bank transfers to players
via the ATP



36

vehicles

REPLAY

1,610

clothing items



Official Sponsor
Insurance



5,963

clothing items



9

direct flights Nice-Dubai
during the Tournament

MONTE-CARLO
SOCIÉTÉ DES BAINS DE MER

966

nights
SBM / Monte-Carlo Bay

Adecco

635

temporary workers



20,520

tennis balls



1,040

strung rackets

Malongo

+100,000

coffees served



+5,000

bottles served

Moët Hennessy

+2,000

bottles served

VALMORA
MINERAL WATER

+84,000

bottles served

ONET

72

agents mobilized
every day

monacotelecom

5 Million

visitors per day on the official
Tournament website

ALGIZ
SECURITY

80

security agents



6,000 m²

square meters of construction
for the Tournament

LANCASTER
MONACO

Official Supplier



ATP
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LA GRANDE NUIT DU TENNIS

THE UNMISSABLE EVENT

GALA DINNER

IN HONOR OF THE FINALISTS

650 GUESTS AT THE SPORTING MONTE CARLO
IN THE FAMOUS SALLE DES ETOILES

PRESTIGIOUS DINNER-SHOW EVENING

BOOKING ON THE TOURNAMENT WEBSITE

WWW.MONTECARLOTENNISMASTERS.COM



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THE MOST BEAUTIFUL SETTING IN THE WORLD

The only Masters 1000 played on clay courts nestled on a hillside, with the blue of the Mediterranean as a backdrop.

Grandstands offering the numerous spectators (over 140,000 in 2023) a **breathtaking panoramic view**.

A unique venue where the elite of world tennis loves to compete... in a striking setting.





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CLUB DES LOGES

PANORAMIC VIEW OF THE COURTS



PAMPERED SPECTATORS, FOR WHOM THE TOURNAMENT HAS DEVELOPED AND OFFERS A WIDE RANGE OF PACKAGES

REFINED HOSPITALITY PACKAGES FOR AN AUGMENTED EXPERIENCE

The **VIP and Premium** offers, refined year after year, allow fans to experience the Tournament in increasingly exceptional conditions.

These packages, offering seats in courtside boxes or Premium areas, also provide access to exceptional venues for **relaxation or dining**:

La Terrasse, the Tournament's historic restaurant, operated by the **Société des Bains de Mer (SBM)** since its inception, offers an unparalleled bird's-eye view of the Rainier III Court (Center Court), along with an unforgettable view of the sea.

The Village, a restaurant located in the heart of the revamped, modernized, and streamlined VIP village, operated in 2024 and for a duration of 5 years by the renowned caterer **Lenôtre**, offers a glamorous and gourmet experience.

The Club des Loges, a luxurious bar/salon, exclusively accessible to all lodge clients, offers drinks accompanied by some appetizers, or a coffee, while continuing to watch the match on a giant screen. This space is created in collaboration with **Moët Hennessy**, where it's possible to taste all the specialties of the iconic House.

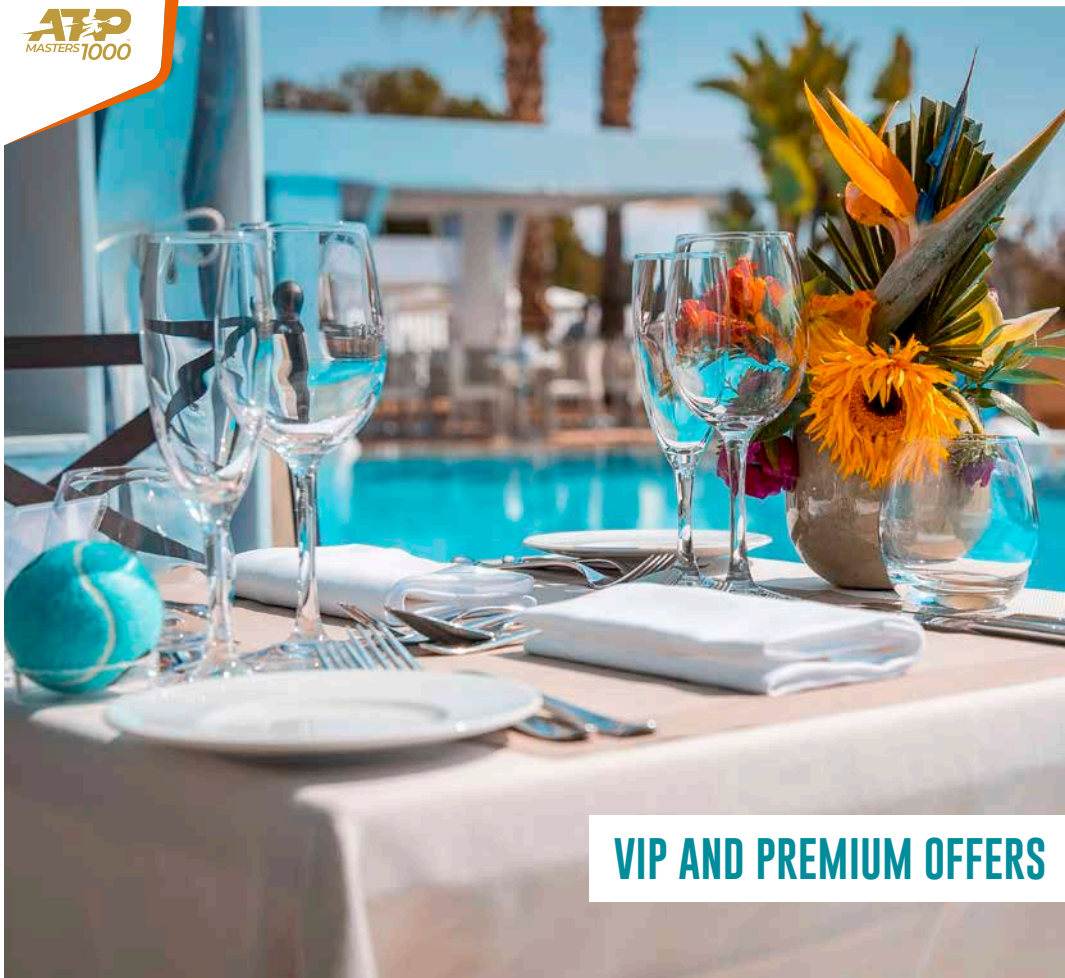


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VIP AND PREMIUM OFFERS

Still as exclusive, for a «early summer» atmosphere, slightly off-centered on the edge of the famous Monte-Carlo Country Club pool:

Lopen, operated by **Grand Events - Fairmont Monte-Carlo**, offers a quirky gastronomic break in an idyllic setting for the lucky ones who book in advance.



For those who love to be in the heart of the action, to not miss any of the crowd's cheers, at the foot of the Rainier III Court (Center Court):

Le Masters, operated by the catering company **Pavillon Traiteur**, promises a sports & gastronomy experience while enjoying a stunning sea view.



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AN INTENSE EXPERIENCE FOR ALL



TO ATTEND

A **digital platform to purchase and view seats in the stadium with just one click.** In case of any inconvenience, the opportunity to make others happy by reselling the seat on the same platform.

A train station: Halte Monte-Carlo Country Club, open for 9 days a year during the Rolex Monte-Carlo Masters Tournament.



TO EAT

For extreme fans: The presence on-site of a **Self-Service Restaurant, an Italian Corner**, and numerous **buvettes** offer the possibility to quickly grab a meal. This year, for the first time, these buvettes also suggest a **click & collect** service for the most impatient.



TO SHOP

Official Tournament Shop: To discover the latest exclusives from the Rolex Monte-Carlo Masters as well as all the **latest collections** in collaboration with Tournament partners (Replay, Sergio Tacchini, Dunlop...).

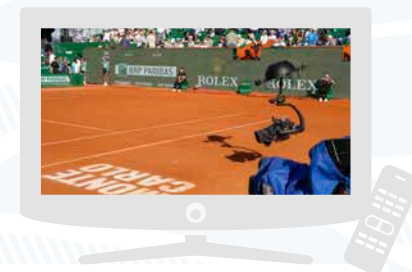


TO DISCOVER

Public Village & Commercial Village: Stands to discover the latest Tennis/Sport & Lifestyle trends - Discovery areas to enhance the experience.

Entertainment Area: Fun games and activities for the younger audience.

Photobooth area: Fun, Interactive, Fast. An experience to capture unforgettable moments during the Tournament.



TO WATCH

For all those who cannot attend in person:
Live broadcast worldwide.
Eurosport (All matches)
France TV (1 match per day)



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ON THE ROAD TO EXCELLENCE TRANSFORMATION AND HIGH TECH



MODERNITY, AESTHETICS

LED panels replace traditional displays (backcourt banners) and enhance sponsor visibility.



DIGITAL & COMMUNICATION

A true **take-over of social media**, community development, and an engaged audience.

Enhanced 2.0 communication for a sense of closeness, instant and amplified visibility.



INNOVATIONS & BROADCASTS

New production practices and new technologies used for **ultra-attractive image broadcasts...**

Heading towards new, more spectacular possibilities to broadcast matches... The Tournament launches a new television era. Technologies reaching new heights: Drones, Bird's eye cam...



HIGH-TECH SECURITY & COMFORT

Implementation of an EVOLV control system (high-tech security gates) at all stadium entrances for streamlined traffic, eliminated queues, and **ensured security**.



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STATISTICS

WORLD NO. 1S WHO HAVE WON THE ROLEX MONTE-CARLO MASTERS (ATP RANKING)



ILIE NASTASE

(1971, 1972, 1973)



BJORN BORG

(1977, 1979, 1980)



IVAN LENDL

(1985, 1988)



THOMAS MUSTER

(1992, 1995, 1996)



MARCELO RIOS

(1997)



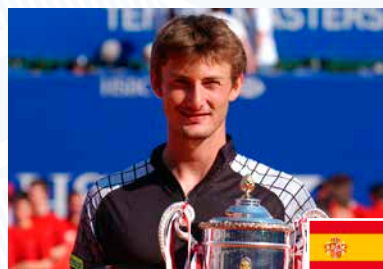
CARLOS MOYA

(1998)



GUSTAVO KUERTEN

(1999, 2001)



JUAN CARLOS FERRERO

(2002, 2003)



RAFAEL NADAL

(2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2016, 2017, 2018)



NOVAK DJOKOVIC

(2013, 2015)

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The place to be !

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Find us on social media: Instagram, LinkedIn, TikTok, Twitter:

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