

US OPEN

By far the largest and most prestigious event in the sport of racquetball, the US OPEN Racquetball Championships is patterned after the U.S. OPEN of golf and tennis and is the crown jewel for any sponsor interested in the sport. A total spectator experience is the rule, including an Industry Trade Show, Hospitality Village with concessions, souvenir booths, entertainment and parties with the pro's. In addition, special attention is given to the television production with the goal of presenting the sport of racquetball to the public in a fun and exciting format. The show includes dramatic pre-match player introductions featuring high energy music and light shows. The tournament will be played on the "made for TV portable court" which was made possible by personal donations from racquetball fans all over the world. In just ten short years since the inception of the U.S. OPEN Racquetball Championships in Memphis Tennessee, the sport of racquetball has emerged as a viable spectator sport for fans of all ages.

The US OPEN takes place every October in Memphis, TN and boasts over 700 players from 20 different countries. Over 20 hours of prime time coverage on The Tennis Channel is scheduled. Sponsors receive significant commercial spots, billboards, and on-court signage. The US OPEN is the best opportunity to make a major splash in the sport of racquetball!

With over five million current players in the U.S. and over 40 million that have played the sport some time in their lives, the opportunity to build a huge loyal spectator base is at hand. The US OPEN is leading the way to exploding the popularity of the sport worldwide.

Opportunities:

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