

SHORT-FORM AGREEMENT - ATP FINALS  
BY & BETWEEN  
FEDERAZIONE ITALIANA TENNIS  
AND  
ATP TOUR, INC.

This Agreement, dated April 11, 2019, states the principal terms of an agreement between Federazione Italiana Tennis ("FIT") and ATP Tour, Inc. ("ATP"), with respect to the operation and staging of the ATP Finals in Turin, Italy, from 2021 through 2025.

1. Background. ATP is the worldwide sanctioning body for the men's professional tennis circuit known as the "ATP Tour" and is the owner of the ATP Finals, the year-end championship of the ATP Tour (the "ATPF"). FIT has bid for the right to host the ATPF in Turin, Italy, pursuant to the bid documents it has submitted to ATP (namely, the ATP Finals 2021+ Bid Application Manual and the ATP Finals 2021+ Bid Guide) attached hereto as Exhibit A (the "FIT Bid Documents"). FIT and ATP desire to enter into this agreement whereby the ATPF would be conducted at the Pala Alpitour in Turin, Italy (the "Venue"), from 2021 through 2025.

2. Condition Precedent. This Agreement shall be entirely conditioned upon FIT establishing the letter of credit required pursuant to Section 4(c) below no later than April 15, 2019. In the event the above listed condition is not met on or before April 15, 2019, this Agreement shall terminate and be of no force or effect and neither party shall have any claim against the other in relation to this Agreement. For the avoidance of doubt, the condition set out in this Section shall be a condition precedent to the effectiveness and validity of this Agreement.

3. Operation / Exploitation of the ATPF.

(a) Operational Obligations. Subject to the terms and conditions of this Agreement, ATP hereby grants FIT the right and FIT accepts and agrees to the obligation of staging the ATPF at the Venue during the Term (as defined in Section 6(a) below) in accordance with the terms of this Agreement, the 2019 ATP Official Rulebook as amended from time to time (the "ATP Rules"), the direction of ATP and all of the commitments, representations, agreements and warranties made in the FIT Bid Documents, which are incorporated into this Agreement by this reference as if fully set forth herein. It is understood that in the case of a conflict between the ATP Rules and the FIT Bid Documents, the provisions of the ATP Rules shall prevail with respect to (i) those items set forth in Section 3(c) below, (ii) any rule which all ATP tournaments must comply with, or (iii) any rule change mutually agreed by the parties; otherwise the FIT Bid Documents shall prevail. Further, except as otherwise provided for in the FIT Bid Documents, FIT shall be solely responsible for any and all costs and expenses related to the staging of the ATPF at the Venue during the Term. FIT agrees to provide the Venue and all aspects of the operation of the ATPF in accordance with, and subject to, the FIT Bid Documents. Finally, FIT acknowledges and agrees that all other aspects of the ATPF, including but not limited commercial exploitation, shall be as set forth in the FIT Bid Documents. FIT shall have the option to change the location, subject to the approval of ATP's Board of Directors (such approval or disapproval shall be in the sole discretion of ATP's Board of Directors), provided that the request to change the Venue must be submitted to ATP Board no later than 18 months in advance of such proposed location change.

(b) No ATP Membership / Retention of Rights. FIT acknowledges that no ATP tournament class membership or other rights are being granted to FIT and FIT shall have no other rights in respect of or in connection with the ATPF except as provided in this Agreement. Subject to the rights granted to FIT in this Agreement, ATP shall, at all times, retain all rights with respect to the ATPF. FIT

*Playb B. B. B.*

acknowledges and agrees that, upon expiration or termination of this Agreement for any reason, all rights granted to FIT herein shall revert to ATP.

(c) ATP's Obligation. In the event that, during the Term, ATP substantively modifies (i) the ATPF's competition format (as currently set forth in sections 4.01 (A) and 4.02 (A) of the 2019 ATP Official Rulebook), (ii) the provisions relating to player participation in the ATPF (as currently set forth in section 4.01 (B) and 4.02 (B) of the 2019 ATP Official Rulebook) and/or (iii) the actual scheduling of ATPF (i.e., a 7-8 day event scheduled at the conclusion of the ATP Tour Calendar), and that in the reasonable opinion of FIT the modification will have a significant negative impact on the financial viability of the ATPF, then ATP and FIT shall in good faith negotiate to determine if certain terms and conditions of the Agreement should be adjusted in order protect and safeguard their respective interests. In this case, if any substantive modifications to the rules mentioned above in (i), (ii) and (iii) are to be proposed to ATP's Board of Directors, ATP agrees to first consult with FIT on such rule change proposals in advance. In the event the good faith negotiations noted above do not result in an amendment to this Agreement which meets with FIT's reasonable satisfaction, ATP may propose such rule change to the ATP's Board of Directors and the ATP's Board of Directors may approve such rule change, provided however, such rule change will not take effect until 18 months after being approved by ATP's Board of Directors. ATP shall promptly notify FIT of any such approved rule change. FIT may terminate this Agreement by providing ATP written notice no later than 28 days after being notified in writing by ATP that such rule change has been approved by ATP's Board of Directors, such termination shall not be effective until December 31 of the year in which the last ATPF occurs immediately preceding the date the relevant rule change comes into effect. However, in the event ATP retracts the relevant rule change within 60 days of receipt of FIT's notice, this Agreement shall continue in full force and effect.

#### 4. Financial Terms.

(a) Annual Player Prize Money. FIT agrees to pay ATP the following prize money amounts each year: US\$14,500,000 for the 2021 ATPF, US\$14,750,000 for the 2022 ATPF, US\$15,000,000 for the 2023 ATPF, US\$15,250,000 for the 2024 ATPF and US\$15,500,000 for the 2025 ATPF. ATP shall remit such amounts each year to the participating players of the ATPF in accordance with the ATP Rules. Such amounts shall be paid to ATP in three equal installments on or before April 30, July 30 and October 30 of each year during the Term in which the applicable ATPF will be played, commencing in 2021, and shall be paid via wire transfer in Euros (based on the published exchange rate in the Wall Street Journal on January 1 of each applicable year) without any deductions or withholdings of any kind to a bank account designated by ATP. FIT agrees to be solely responsible for calculating and remitting (on or before the 15 December after the conclusion of each ATPF during the Term) the required Italian tax withholdings on prize money each year and ATP, for 2021, shall reimburse FIT for such amounts in advance of FIT's payment deadline each year during the Term, provided FIT notifies ATP of such payment amounts at least 15 days prior to the payment deadline; after the 2021 ATPF, ATP and FIT shall review and agree upon the most effective method to have the required Italian tax withholdings remitted in a manner which will prevent any significant cash flow issues for FIT.

(b) ATP License Fee. Subject to the terms herein, in consideration of the rights granted to FIT herein, FIT agrees to pay ATP a license fee of US\$17,500,000 in each of 2021, 2022, 2023, 2024 and 2025. Such amounts shall be paid to ATP on or before February 15 of each year during the Term, commencing in 2021, and shall be paid via wire transfer in Euros (based on the published exchange rate in the Wall Street Journal on January 1 of each applicable year) without any deductions or withholdings of any kind to a bank account designated by ATP.

(c) Letter of Credit. As security for the payments to be made hereunder, FIT shall cause to be delivered to ATP on or before April 15, 2019, and shall maintain in effect throughout the Term, an



irrevocable and unconditional standby letter of credit in favor of ATP in the amount of €44,000,000 (provided that the amount of such letter of credit may be reduced to €28,600,000 on December 31, 2024; and further provided that so long as ATP has received the final license fee payment, the amount of such letter of credit may be reduced to €15,500,000 on March 3, 2025), which shall expire no earlier than December 31, 2025. Such letter of credit shall be issued by a bank acceptable to ATP and shall be in the form attached hereto as Exhibit B.

ATP shall have the right to draw on the letter of credit in the event FIT fails to make any payment to be made hereunder within 17 days of being notified in writing by ATP that such payment is late (for the purposes of the notice required, an email shall be sufficient). In this event, ATP shall have the right to draw on the letter of credit up to an amount equal to the payment which FIT failed to pay. Once ATP makes such partial draw on the letter of credit, FIT shall be obligated to replenish the letter of credit up to its full amount no later than 20 days after ATP makes such draw, in which case this Agreement will remain in full force and effect. However, in the event FIT fails to replenish the letter of credit within such time period, ATP shall have the right to terminate this Agreement and draw on the letter of credit for its full remaining amount.

In addition, ATP shall have the right to draw on the letter of credit in full in the event (i) FIT is subject to any of the insolvency events set forth in Section 5 (d) below, (ii) FIT fails to operate the ATPF in any year during the Term for any reason other than a force majeure event as defined Section 6(e) below.

Furthermore, in the event FIT does not operate the ATPF substantially in accordance with the budget submitted by FIT in the FIT Bid Documents for 2021 (such budget being developed to conduct the ATPF in a first-class manner), or FIT does not operate the ATPF substantially in accordance with the mutually approved budget for any year thereafter (in the event the parties cannot agree on a budget in any year, the prior year's budget will be considered the approved budget for such year) FIT shall pay to ATP the penalty set forth below. For the purposes of this section "substantially in accordance with the budget" shall mean that FIT spent at least 80% of the full total budgeted amount for the relevant year (for the avoidance of doubt, neither the license fee, the prize money amounts, nor the VAT taxes on tickets sales, shall be considered in the calculation of the full total budget in any year). If FIT does not operate the ATPF substantially in accordance with the budget, FIT shall pay to ATP a penalty equal to the budgeted amount not spent by FIT. If FIT fails to make the penalty payment within 17 days of being notified in writing by ATP (for the purposes of the notice required, an email shall be sufficient) ATP shall have the right to draw on the letter of credit up to an amount equal to the penalty payment which FIT failed to pay. Once ATP makes such partial draw on the letter of credit, FIT shall be obligated to replenish the letter of credit up to its full amount no later than 20 days after ATP makes such draw, in which case this Agreement will remain in full force and effect. However, in the event FIT fails to replenish the letter of credit within such time period, ATP shall have the right to terminate this Agreement and draw on the letter of credit for its full remaining amount. FIT agrees to keep accurate and complete books and records showing all budgeted expenditures each year and to provide such records, certified to be accurate by an officer or FIT, to ATP as soon as reasonably possible after each ATPF during the Term.

In the event ATP has the right to draw on the letter of credit in full as provided for in this Section 4(c), FIT acknowledges and agrees that ATP shall have the right to (x) draw and retain, as liquidated damages and not as a penalty, up to the full amount of the letter of credit, (y) use the funds from the letter of credit to conduct the ATPF in a location of ATP's sole selection, and (z) terminate this Agreement. The parties acknowledge and agree that in the event ATP is entitled to draw on the letter of credit, the actual damages ATP would suffer are difficult to predict and would be difficult or impossible to calculate, and that any amount drawn by ATP from the letter of credit would be a fair measure of ATP's damages and would be deemed liquidated damages and not a penalty.

*Penalty Bid*

5. Term and Termination.

(a) Subject to Sections 5(b), 5(c) and 5(d) below, and Section 2 above, this Agreement shall become effective upon execution hereof and shall expire on December 31, 2025 (the "Term").

(b) In the event of a material breach of this Agreement by either party, this Agreement may be earlier terminated at the option of the non-breaching party, upon 20 days prior written notice of termination to the breaching party that describes the alleged breach in reasonable detail, unless such breach is cured within such 20 day period; provided however, if such breach occurs within 20 days prior to the commencement of any ATPF or during any ATPF, this Agreement may be earlier terminated at the option of the non-breaching party, upon 24 hours prior written notice of termination to the breaching party that describes the alleged breach in reasonable detail, unless such breach is cured within such 24 hour period, and further provided that such termination shall not become effective until 30 days after the ATPF with respect to which the uncured breach occurred.

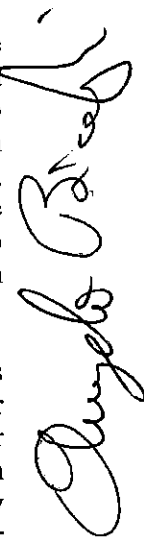
(c) In the event ATP determines in its sole discretion that the quality of any ATPF during the Term is not being operated in a first-class manner (the "Quality Standard"), ATP shall notify FIT in a writing that states in detail the substantive issues which in ATP's opinion caused the relevant ATPF to fall below the Quality Standard. ATP and FIT shall then meet to discuss the substantive issues which caused the relevant ATPF to fall below the Quality Standard and the remedies which, in ATP's opinion, need to be put in place at the next edition of the ATPF to ensure it meets the Quality Standard. In the event FIT fails to implement such remedies at the next edition of the ATPF, ATP shall have the right to terminate this Agreement by providing 20 days written notice to FIT within 60 days after the conclusion of such edition of the ATPF.

(d) Notwithstanding the Term set forth in Section 5(a) above, either party may terminate this Agreement effective upon written notice to the other in the event of (i) the other's insolvency or adjudication of bankruptcy (or similar proceeding under applicable law), (ii) the filing of a petition for voluntary bankruptcy (or similar proceeding under applicable law) of the other or the filing of a petition for involuntary bankruptcy (or similar proceeding under applicable law) of the other if such involuntary petition is not dismissed within 60 days after its filing, (iii) the other's making of an arrangement with, or an assignment for the benefit of, creditors (or any similar arrangement or proceeding under applicable law) or (iv) the appointment of a receiver or trustee for the assets of the other (or similar proceeding under applicable law).

6. Miscellaneous Provisions.

(a) Each party agrees to indemnify and hold the other and any of its affiliates, officers, directors, employees and agents harmless from and against any and all claims, damages, liabilities, costs and expenses (including attorneys' fees and litigation expenses) incurred by an indemnified party, affiliate or other person resulting from such party's non-performance or breach of its obligations hereunder or breach of any warranties or representations hereunder. FIT shall obtain and maintain, from reputable, internationally recognized insurers, the appropriate customary insurance policies for the conduct of a world class sporting event and shall have ATP named as an additional insured under such policies. FIT shall provide ATP with evidence of such insurance coverage upon request.

(b) Both parties agree that nothing in this Agreement shall give a party any title to or ownership interest in the other party's intellectual property (including, without limitation, trademarks) and that upon expiration or earlier termination of this Agreement, all rights to such intellectual property (including, without limitation, trademarks) shall revert to their owner. Each party agrees not to raise or



cause to be raised any questions concerning or challenges to the other party's ownership of or the validity or registrability of the other party's intellectual property (including, without limitation, trademarks).

(c) FIT acknowledges that ATP does not have the right to use the name, signature, photograph or likeness of any ATP player or member in connection with a commercial product or service unless so authorized by the player or member. FIT agrees that it will not exercise the rights granted in this Agreement in any manner that might appear to constitute a commercial endorsement by any ATP player or member without having obtained proper advance written authorization from ATP or directly from such player or member.

(d) This Agreement does not constitute the parties hereto as partners or joint venturers, and nothing contained herein shall create any partnership or joint venture. The relationship of the parties hereto to each other is that of independent contractors, and neither party has the right to obligate or bind the other party in any manner whatsoever.


(e) Notwithstanding any other provisions of this Agreement, in the event the performance of this Agreement by FIT is prevented by an act of God or natural disaster outside the control of FIT, and any ATPF is cancelled by the parties after consultation in good faith, due to such event, FIT shall be relieved of its duty to conduct such cancelled ATPF, including its duty to pay the Player Prize Money amount for such ATPF as required by Section 4. In the event an ATPF is cancelled pursuant to this Section 6(e), the parties agree that such force majeure event shall not constitute a breach of this Agreement, however, the parties shall meet to determine in good faith whether this Agreement should be terminated. For the avoidance of doubt, the following shall not be considered an act of God or natural disaster hereunder: economic conditions in Italy, fluctuations in currency, the instability of banking institutions within Italy, the instability of any government agency or a change in key personnel of any government agency, or social unrest.

(f) This Agreement shall be governed by and interpreted and construed in accordance with the laws of the State of Florida applicable to contracts entered into and to be fully performed therein. In the event any suit, action or proceeding is brought by either party with respect to this Agreement, such action, suit or proceeding shall be exclusively brought in the federal courts located in Jacksonville, Florida, and both parties hereby accept and submit to the exclusive jurisdiction and venue (as proper and convenient) of such court for the purpose of any such action, suit or proceeding. Each party agrees to accept service of process by any means permitted by such courts and hereby waives all claims to the effect that such courts constitute an inconvenient forum.

(g) The parties acknowledge and agree that they desire to conclude and enter into a more detailed subsequent contract as soon as practical; however, in the event no such subsequent contract is entered into between the parties, this Agreement shall serve as the agreement between the parties relative to the subject matter herein and shall be fully enforceable and binding upon the parties.

(h) The parties agree to keep the terms and conditions of this Agreement strictly confidential and shall not disclose such terms and conditions to any third party (other than its attorneys, accountants and advisors as necessary). Further, the parties agree not to make any public announcement concerning this Agreement until all of the conditions of Section 2 have been met and not until after mutual agreement concerning the wording, timing and place of any such public announcement.

(i) This Agreement, including this provision, may not be waived, modified or changed in any manner except by a writing signed by each of the parties hereto.



(j) Except as specifically contemplated by this Agreement, the rights and obligations of a party hereunder shall not be assigned, transferred, sublicensed, delegated, encumbered or otherwise alienated without the prior written consent of the other party (which shall not be unreasonably withheld) however, ATP hereby consents to an assignment, sublicense, transfer or delegation by FIT to any of those entities listed in Part 3 Section A of the Bid Application Manual submitted by FIT as part of the FIT Bid Documents. No assignment, sublicense, transfer or delegation of a party's rights or obligations under this Agreement shall relieve such party from any of its obligations hereunder. Failure of a party to complain of any act or omission on the part of the other party shall not be deemed a waiver by either party of its rights under this Agreement. The waiver by any party of a breach of any provision of this Agreement by the other party shall not operate or be construed as a waiver of any subsequent breach by such other party.

(k) All notices or other communications required or permitted to be given hereunder shall be in writing and shall be deemed to be sufficiently given and received in all respects when personally delivered, when sent by guaranteed overnight courier service, or for the purposes of the notice requirement set forth in Section 4(c) above, via email, addressed as follows:

If to FIT, to:

FEDERAZIONE ITALIANA TENNIS  
Stadio Olimpico, Curva Nord, Ing. 44 scala G  
00135 ROMA (Italia)  
C.A.: Massimo Verdina  
Email: m.verdina@federtennis.it

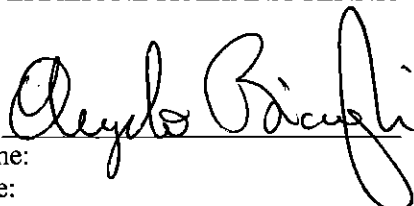
If to ATP, to:

ATP Tour, Inc.  
201 ATP Tour Boulevard  
Ponte Vedra Beach, Florida 32082  
Attn: Ross Hutchins  
Copy: Jeffrey T. Reel, Esq.

A party may, by written notice to the other, change the address to which any such communications shall be sent to it, and after notice of such change has been received, any communication shall be sent to such party at such changed address.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the date first above written.


FEDERAZIONE ITALIANA TENNIS

By:   
Name:  
Title:

**FEDERAZIONE ITALIANA TENNIS**

**Il Presidente  
(Ing. Angelo Binaghi)**

ATP TOUR, INC.

By:   
Name: Chris Kermode  
Title: Chairman and President

**EXHIBIT A**

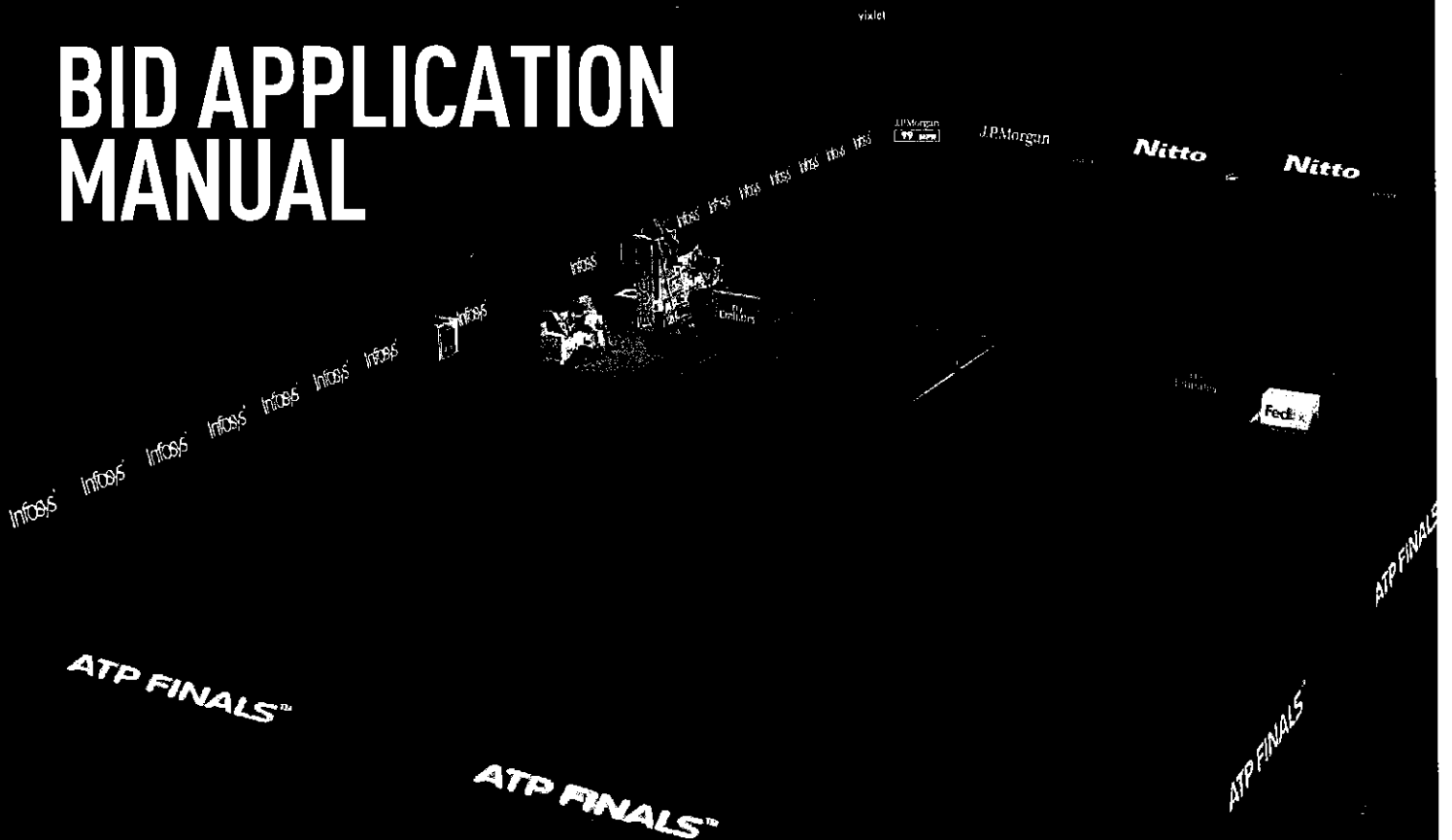
FIT Bid Documents

*James B. B. B.*



# ATP FINALS

# BID APPLICATION MANUAL





# 3. APPLICATION DOCUMENTS



## SECTION A – HOST LOCATION AND CANDIDATE DETAILS

### HOST LOCATION DETAILS

COUNTRY ITALY  
 CITY/LOCATION TURIN  
 VENUE PALA ALPITOUR

*Insert country name*  
*Insert city name*  
*Insert name of venue*

One principal organisation is required to be identified as part of this bidding process, although other organisations involved in the bid (e.g. National government sport/event departments or City authorities/councils) should also be identified in the relevant section below.

It is anticipated that the Candidate details below will match those provided on the Expression of Interest form but please confirm these in addition to providing details for any other organisations involved in the bid.

### CANDIDATE DETAILS

CANDIDATE ORGANISATION FIT - ITALIAN TENNIS FEDERATION  
 PLACE OF INCORPORATION / REGISTRATION ROME, ITALY  
 TYPE OF ORGANISATION TENNIS NATIONAL GOVERNING BODY  
 WEBSITE ADDRESS WWW.FEDERTENNIS.IT  
 NOMINATED POINT OF CONTACT SERGIO PALMIERI  
 POSITION OF NOMINATED POINT OF CONTACT TOURNAMENT DIRECTOR - FIT  
 CONTACT DETAILS FOR NOMINATED POINT OF CONTACT  
 Postal address STADIO OLIMPICO - CURVA NORD - 00135 ROME

*Insert organisation name*  
*Insert country/territory where organisation is incorporated or registered*  
*Insert type of organisation (indicative examples in notes below)*  
*Website address of organisation*  
*Insert name*  
*Insert position/job title*  
*Insert postal address*

Phone (landline) +39 06 98372100

*Insert landline number including international dialling code*

Phone (mobile) +39 3346880848

*Insert mobile number including international dialling code*

Email address s.palmieri@federtennis.it

*Insert email address*

*NB. this email address will be used as the username for the ShareFile system by which Applicants will obtain bid documentation*

ADDITIONAL POINT OF CONTACT

DIEGO NEPI MOLINERIS

*Insert name*

POSITION OF ADDITIONAL POINT OF CONTACT

Marketing and development director - Sport e Salute SpA

*Insert position/job title*

CONTACT DETAILS FOR ADDITIONAL POINT OF CONTACT

Postal address PIAZZA LAURO DE BOSIS N.15, 00135, ROME

*Insert postal address*

Phone (landline) +39 06 3685060

*Insert landline number including international dialling code*

Phone (mobile) +39 33578810964

*Insert mobile number including international dialling code*

Email address diego.nepi@coni.it

*Insert email address*

*NB. this will also be a login for the ShareFile system by which Applicants will obtain bid documentation*

*Handwritten signature*

# 3. APPLICATION DOCUMENTS



## OTHER ORGANISATIONS INVOLVED IN THE BID

ADDITIONAL ORGANISATION 1	SPORT E SALUTE SPA (FORMER CONI SERVIZI SPA)	<i>Insert organisation name</i>
PLACE OF INCORPORATION / REGISTRATION	ROME , ITALY	<i>Insert country/territory where organisation is incorporated or registered</i>
TYPE OF ORGANISATION	SpA constitute in force of law 178/2002	<i>Insert type of organisation, indicative examples in notes below</i>
WEBSITE ADDRESS	www.coni.it/it/sport-e-salute	<i>Website address of organisation</i>
ADDITIONAL ORGANISATION 2	CITY OF TURIN	<i>Insert organisation name</i>
PLACE OF INCORPORATION / REGISTRATION	TURIN, ITALY	<i>Insert country/territory where organisation is incorporated or registered</i>
TYPE OF ORGANISATION	CITY MUNICIPALITY	<i>Insert type of organisation, indicative examples in notes below</i>
WEBSITE ADDRESS	www.comune.torino.it	<i>Website address of organisation</i>
ADDITIONAL ORGANISATION 3	ITALIAN GOVERNMENT	<i>Insert organisation name</i>
PLACE OF INCORPORATION / REGISTRATION	ROME, ITALY	<i>Insert country/territory where organisation is incorporated or registered</i>
TYPE OF ORGANISATION	S.d.M. Anniversari Int. Nazionale Ev. Sporti	<i>Insert type of organisation, indicative examples in notes below</i>
WEBSITE ADDRESS	www.governo.it	<i>Website address of organisation</i>
ADDITIONAL ORGANISATION 4	PIEDMONT REGION	<i>Insert organisation name</i>
PLACE OF INCORPORATION / REGISTRATION	TURIN, ITALY	<i>Insert country/territory where organisation is incorporated or registered</i>
TYPE OF ORGANISATION	REGION GOVERNMENT	<i>Insert type of organisation, indicative examples in notes below</i>
WEBSITE ADDRESS	www.regione.piemonte.it	<i>Website address of organisation</i>
ADDITIONAL ORGANISATION 5	PARCOLIMPICO SRL	<i>Insert organisation name</i>
PLACE OF INCORPORATION / REGISTRATION	TURIN, ITALY	<i>Insert country/territory where organisation is incorporated or registered</i>
TYPE OF ORGANISATION	VENUE OWNER - OPERATOR	<i>Insert type of organisation, indicative examples in notes below</i>
WEBSITE ADDRESS	www.palaalpittour.it	<i>Website address of organisation</i>

*Paolo Bonifazi*

## NOTES

There are a number of different types of organisations that may wish to submit a bid on behalf of a specific city/location. A nominated principal organisation is required to be identified and will have granted to the bid documentation via the ShareFile system.

Examples of the types of organisations that may wish to submit a bid include, but are not limited to:

- Venue owners/operators
- National government sport/event departments
- City authorities/councils
- Tennis national governing bodies
- Sports or events agencies
- Corporate sponsors
- Individuals and/or relevant investment funds/trusts
- Other commercial entities

# 3. APPLICATION DOCUMENTS



## SECTION B – CANDIDATE PHASE QUESTIONNAIRE

For this Section, note that only the following questionnaire and accompanying documents specified in the questionnaire should be submitted. The ATP reserves the right not to consider any other material submitted with the questionnaire.

### 1. PROPOSED VENUE

#### 1.1 VENUE OVERVIEW

PROPOSED CITY/REGION	Name of city/region	TURIN	<i>Insert name</i>
	Population of city/region (m)	2.2 m (metropolitan area)	<i>Insert population</i>
	Attitude of city/region (m)	240 a.s.l.	<i>Insert altitude</i>
PROPOSED VENUE	Venue name	PALA ALPITOUR	<i>Insert name</i>
	Date built	2005	<i>Insert date or 'Planned/Under construction' if not yet built</i>
	Date of any major refurbishment (please give details)		<i>Insert date and detail</i>
	Primary existing use of venue	INTERNATIONAL SPORT AND ENTERTAINMENT	
	Venue layout (permanent facilities)	<p>Please attach as an appendix to this questionnaire a drawing of all permanent facilities at the venue (files to be submitted in DWG and PDF formats). Please attach multiple drawings if required e.g. for different floors of facility. Photographs should also be attached if available.</p>	
	Venue layout (for events)	<p>Please attach as an appendix to this questionnaire a drawing of the venue layout for events, including all temporary facilities (files to be submitted in DWG and PDF formats). Please attach multiple drawings if required e.g. for different floors of facility. Photographs should also be attached if available.</p>	
	List any additional permanent works required to the venue to host the ATPF	TBD	
If any additional permanent works are required, or if facility not yet constructed, list planned completion date and the basis upon which the Candidate is able to guarantee the work will be completed in time	TBD		
Name of venue owners/operators (if applicable)	Parcolimpico srl		

*Angelo Baruffi*

# 3. APPLICATION DOCUMENTS



Have the venue owners/operators agreed to the use of the venue for the ATPF in the competition window (November) for a minimum of 5 years from 2021?

YES

Yes/No/TBC  
Details:

Please ensure the venue owners/operators are included in the list of organisations involved in the bid in section A if they are not the principal organisation.

*Handwritten signature: Olympia B. B. B.*

## PREVIOUS EVENT HOSTING - VENUE

Please list all major tennis, other sport or entertainment events hosted at the venue in the last 10 years (add lines if needed)

### EVENT

Winter Olympic Games 2006

### DESCRIPTION

Ice hockey 2006 olympic tournament

Volley

2018 FIVB Volleyball Men's World Championship

Basket

2008-09 EuroCup Basketball  
2016 FIBA World Olympic Qualifying Tournament

Davis Cup

2013 Davis Cup Quarter Finals

Concerts

U2, Depeche Mode, Muse, Metallica, Red Hot Chili Peppers, Bob Dylan, Green Day, Marilyn Manson, Lady Gaga, Shakira, Madonna, Jamiroquai, Rihanna, Ed Sheeran

## OTHER MAJOR EVENTS - CITY

Please list any other sport, entertainment or cultural events that have taken place in your city/region in the last 10 years (add lines if needed)

### EVENT

Winter Olympic Games 2006

### DESCRIPTION

The City of Torino and its mountains, in 2006, hosted the XX Winter Olympic Games and the IX Paralympics Games, the most important winter sports events in the world. The One of the most important Book Fairs in Europe. Every year, in May, it welcomes more than a thousand of exhibitor editors: a truly large and shared library that hosts One of the most important film festivals on the National and International scene. This event takes place every year in November/December and it has a large appeal among International Fair of Contemporary Art

Turin: International Book Fair

Turin: Film Festival

Artissima

SlowFood "Salone del Gusto"

One of the finest food sector's major events at international level, held every two years in September/October

## CLIMATE

If Outdoors, please give the following climatic details in November for the city/region

Average temperature (day)  
Please specify in degrees Celsius

Average temperature (night)  
Please specify in degrees Celsius

Average monthly rainfall

Average humidity

# 3. APPLICATION DOCUMENTS



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## 1.2 ATP VENUE REQUIREMENTS

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Please confirm that the venue will meet the guideline ATP requirements as listed in the Bid Guide.  
If there are any requirements that will not be met, or that you wish to propose alternative arrangements for, please give further details, explaining any mitigating factors and the alternative arrangements that will be put in place:

*Please provide further details and mitigating factors/alternative arrangements if there is a possibility any requirements will not be met.* Yes/no

YES - the venue meets all the ATP requirements

A handwritten signature in black ink, oriented vertically on the right side of the page. The signature appears to be "Deylo B. J.".

# 3. APPLICATION DOCUMENTS



## 1.3 SPECTATORS

Please detail the permanent capacity, additional temporary seats/stands, the number of seats that are accessible, and if outdoors the number of each that are covered in the table below:

	TOTAL	NO. ACCESSIBLE	NO. COVERED (if outdoor venue)
PERMANENT CAPACITY	15.500		
ADDITIONAL TEMPORARY CAPACITY			
<b>TOTAL CAPACITY</b>	<b>15.500</b>		

Please confirm the venue has designated accessible areas for wheelchair users and confirm wheelchair capacity

YES-wheelchair capacity 67

Y/N  
State wheelchair capacity

Please detail the facilities for VIPs e.g. priority seating, lounge access, hospitality box access

(Max 500 words)

Nr.13 Sky Box (From 14 to 16 seats each) for a total of 200 seats  
 Nr.1 Hospitality Area "Golden Stage" 36 seats  
 Nr.2 Hospitality Area "Terraces" up to 675 people  
 Other spavce available for Corporate Hospitality in order to meet the ATP Requirements  
 Reserved Entrance to Hospitality Areas

# 3. APPLICATION DOCUMENTS



## 1.4 ACCOMMODATION

Outline the details of the proposed hotels for players, officials, ATP staff and guests. Please name a minimum of two five star hotels which should be within 40 minutes travel time of the venue by car in peak traffic.

Hotel name	Current rate (US\$ including breakfast, taxes and internet) per night	Current rate (US\$ including breakfast, dinner, taxes and internet) per night	Capacity (rooms)	Travel time to venue by car (mins)
Principale Hotel Piemonte	170	220	99	<15 mins
Allegroitalia 2 Golden Place	170	220	195	<15 mins

If accommodation other than hotels will be provided to any of the above groups (e.g. serviced apartments or villas for players) please give details here

TBD

Give details here

Are there any preferred rates available for block bookings in either of the hotels named above? Please detail if so.

Give details here

Please detail any periods in November when there may be significant demand for hotel accommodation in the city/region, the reason for this demand and how you will ensure sufficient rooms will be available for the ATPF if so.

November is an off-peak period for the city, no problem in capacity will be experienced.

(Max 500 words)

*Angelo Barbi*

# 3. APPLICATION DOCUMENTS



## 1.5 LOCAL TRANSPORT AND TRAVEL

		<b>Turin Airport - Caselle</b>			<i>Airport 1</i>
<b>AIRPORTS</b>	Please name the nearest international airport(s) (max. 2)	<b>Milan Malpensa Airport</b>			<i>Airport 2</i>
Please state the distance and travel time from the proposed hotels/accommodation to the airports(s), competition venue and training venue (if applicable). Please also attach as an appendix a map of the proposed host city/region showing airport(s), competition venue, training venue (if applicable) and hotels.					
<b>DISTANCES AND TRAVEL TIMES</b>		<b>HOTEL 1 (km)</b>	<b>HOTEL 1 Travel time by car (mins)</b>	<b>HOTEL 2 (km)</b>	<b>HOTEL 2 Travel time by car (mins)</b>
	<b>AIRPORT 1</b>	19,5 km	30 mins	19 km	30 mins
	<b>AIRPORT 2</b>	136 km	100 mins	136 km	100 mins
	<b>COMPETITION VENUE</b>	4,5 km	15 mins	3,7 km	11 mins
	<b>TRAINING VENUE</b>	4,5 km	15 mins	3,7 km	11 mins
<b>HOSPITAL</b>	Please detail the distance and travel time (by road) from the venue to the nearest hospital with an Accident & Emergency department	<i>Please state distance (km) and time (mins)</i> <b>2,3 km (7 mins)</b>			
<b>PUBLIC TRANSPORT</b>	Please detail the public transport options to the venue available for spectators	<b>From Railway station:</b> - from Porta Nuova: line 4 - from Porta Susa: line 10 - from Lingotto: lines 14, 63			
<b>CAR PARKING</b>	Please confirm car parking arrangements (including number of spaces) in place at the venue for:	<b>All the areas meet the requirements</b>  - Players - ATP staff and officials - Media - VIPs - Spectators			
<b>VISA</b>	Please state the visa requirements that will apply to visiting players, officials and all other attendees	<b>European Citizens whose country is under the authority of the Schengen Treaty may enter Italy with nothing more than a valid identity card or passport. Citizens from all other countries must show their passport on the border; where a visa is required, this must also be presented to the border.</b>			

*David Boff*



# 3. APPLICATION DOCUMENTS



## 2. TIME ZONE/EASE OF TRAVEL

Please provide the flight time (hh:mm) to the international airport(s) named previously from Paris (location of the prior tournament to the ATPF on the ATP circuit)

AIRPORT 1 1:30

hh:mm

AIRPORT 2 1:35

hh:mm

Is there a direct flight from Paris to the international airport(s) named previously? Please also provide the carrier(s)

Yes: 4 flights/day to Turin Airport, 15 flights/day to Milan Malpensa Airport

Yes/No

Air France, Easyjet, Vueling, Aigle Azur

Carrier name if Yes

Please provide the time zone of the city/region (GMT +/-) during the competition in November

GMT + 1

e.g. GMT + 1

# 3. APPLICATION DOCUMENTS



## 3. INTEREST IN TENNIS

Please give details of any international tennis events held in the proposed host country in the last 10 years.

NAME OF EVENT	COMPETITION TYPE	ANNUAL OR ONE-OFF EVENT	YEAR LAST HELD	HOST VENUE / CITY	NUMBER OF ATTENDEES (LATEST RENEWAL)	DETAILS OF DOMESTIC BROADCAST COVERAGE
<i>Event 1</i> Internazionali BNL d'Italia	e.g. ATP Tour, WTA Tour, Davis Cup, Fed Cup, Domestic competition ATP Master 1000 WTA Premier 5	Whether the event occurs annually or was a one-off event Annual	Year the event was last held (2018 if still running) 2018	The host venue / city that hosted the event Rome	Number of attendees over the duration of the event 220,000	Details of domestic broadcast coverage including channel, number of hours live or highlights etc Sky Supertennis TV
<i>Event 2</i> Next Gen ATP Finals	ATP Finals	Annual	2018	Milan	60,000	Supertennis TV
<i>Event 3</i> Davis / Fed Cup	ITF	By draw	2018	Genoa	20,000	Supertennis TV
<i>Event 4</i> WTA Palermo - Trofeo Bonfiglio	WTA - ITF Juniors Tournament		2013-2018	Palermo - Milano	n/a	Supertennis TV

*Fabio Fognini*

Please provide the name and current ranking of any Men's tennis players of the proposed host nationality in the world's top 250 (add more rows if required)

Fabio Fognini	Name 1	17	Ranking
Marco Cecchinato	Name 2	16	Ranking
Andrea Seppl	Name 3	47	Ranking
Matteo Berrettini	Name 4	52	Ranking

Please give an indication of any up and coming Men's tennis players e.g. that are currently performing well in Juniors, ATP Challenger Tour, ITF Futures

Matteo Berrettini (52) - Lorenzo Sonego (106) - Stefano Travaglia (132) - Gianluca Quinzi (151) - Filippo Baldi (162) - Jannik Sinner (322) - Lorenzo Musetti - Giulio Zeppieri

Please give an indication of tennis participation in the proposed host country, including any trends/movements over the last decade as appropriate (e.g. club membership, federation membership, number of courts)

Number of Members: over than 395,000 (+130% vs 2018)  
Number of Tennis Clubs affiliates: over than 3,200  
Number of Tennis Courts: 10,000+

Max 500 words

# 3. APPLICATION DOCUMENTS



## 4. PROPOSED OPERATING MODEL

Please describe the operating model you intend to use to deliver the ATPF.

The recommended Joint Operations Model provided in the Bid Guide is for guidance only, and an example of one operating model that bidders may wish to consider.

PLEASE SPECIFY IN YOUR RESPONSE:

- The proposed entities that will be in place to deliver the ATPF (e.g. existing organisations, newly formed organisations, joint venture organisations etc. and the owner/shareholders in the organising entity)
- The rights and obligations of each party (promoter and operator/ATP) including:
  - Organisation, promotion and hosting
  - Commercial rights
  - Day-to-day operations
  - Organising costs
  - Host broadcast production costs
  - Venue provision
- Decision making process (e.g. composition of any steering committees or equivalent)

(Max. 1,500 words)

**Governance by Italian Tennis Federation in partnership with Sport e Salute SpA (former Coni Servizi SpA) and City of Turin (City Municipality): similar operational model of Internazionali BNL d'Italia.**

# 3. APPLICATION DOCUMENTS



## 5. ORGANISATION AND PERSONNEL

Based on the Operating Model you have described in section 4 of this Application Manual, please describe how the organisation of the ATPF will be coordinated (e.g. by an existing events team at the venue, establishment of a bespoke Organising Committee etc.).

Please provide a high-level organisation chart showing personnel structure and detail the key resources and personnel (e.g. in the events team at the venue or bespoke Organising Committee) that will deliver the event, providing names and experience as appropriate. If suitable individuals are not yet in place please detail how these resources will be recruited.

*(Max. 1,500 words)*

- Steering Committee composed by a Board of Members representing FIT, Sport e Salute SpA (former Coni Servizi SpA) and City of Turin (City Municipality) management.

Three Main management Areas:

1) Communication: coordination of all communication activities and relationships with media

- Press office
- TV Rights
- Media
- Press
- Photographers

2) Operations: Management and coordination of all activities necessary for the running of the event

- Venue Management
- Marketing & Commercial
- Ticketing
- Relationship with Sponsors / Institutions
- Human Resources
- Media facilities

3) Sport/Athletes: Management of the different aspects of the competition and provision of integrated services for the hospitality of the athletes

- Event Direction
- Facilities Athletes
- Relationship with International Organization

# 3. APPLICATION DOCUMENTS



## 6. EVENT PRESENTATION AND SPECTATOR EXPERIENCE

Please detail planned initiatives to improve the spectator experience of the ATPF matches:

1. In the precincts, walkways etc. around the venue including along public transport routes:

- branding of airports, and principal metro and bus station
- city dressing programme
- branding of public transport and metro stations
- cross-marketing with other sports
- co-marketing with other sport and football teams (es. Juventus - Torino)

Please provide appropriate details

2. In the venue itself before/during/after matches (i.e. sports presentation)

During other Italian tennis events:

- promotion
- communication
- ticketing selling

- Details should include:
- Personnel, including any sports presentation partners
    - Vision
    - Music
  - Graphics (special effects, lighting etc.)
  - Pre-match build up and player entrance
    - Post-match
    - Crowd competitions
  - Other (non-Tennis) entertainment
    - Innovation

Outside the venue:

- activation for all the target group

Please give specific details of your proposal for the fan/spectator plaza

Engagement with Italian tennis professionals and former players  
Tennis activation focus on digital experience, augmented reality, performance analysis, ecc

Please provide appropriate details

In order that only approved commercial partners of the ATP and the event will be allowed advertising/signage at the venue can you confirm that the venue will be "clean" of advertising/signage of any other organisations? If not please give details as to how this will be mitigated.

If no please give details as to how this will be dealt with to ensure ATP venue requirements with regard to commercial partners will be met

Please outline what your approach will be to combat "ambush marketing" in and around the venue (i.e. promotional activities by organisations not officially sanctioned by the ATP or the event).

Please give details, including whether there are any legal provisions in the host country specifically to target ambush marketing.

Close connection with police and local authorities.  
Ambush marketing is hard-fought by the Italian law. Complete cooperation with T.I.U. is guaranteed.

Do you intend to hold any other events/promotions in the wider city/region due to the hosting of the ATPF (e.g. youth or school events promoting participation in tennis)?

The ATP Finals will be promoted by the two other big tennis events in Italy (Rome and Milan Tournament) and inside tennis school, tennis club, even through dedicated tennis tournament event all over the year. FIT will promote the event through SuperTennis TV and digital channel s (owned by FIT) all over the year even, guaranting the maximum in the Italian market

Please provide appropriate details

Are there any restrictions in your city/region on use of the Internet and/or social media (i.e. Facebook, Twitter, Instagram)?

NO

Yes/No  
If Yes, please give details

# 3. APPLICATION DOCUMENTS



## 7. FINANCIAL SUSTAINABILITY

Based on the Operating Model you have described in section 4 of this Application Manual, please complete the attached separate Financial Plan indicating the estimated revenue, costs and profitability of hosting the ATPF, and attach as an Appendix to the application.

Which organisation will provide a guarantee to the ATP that the Financial commitments detailed in the Financial Plan, specifically the combined licence fee & player compensation (prize money) figures, will be met?

<b>ORGANISATION</b>	<b>FIT - ITALIAN TENNIS FEDERATION</b>	<i>Insert organisation name</i>
<b>PLACE OF INCORPORATION / REGISTRATION</b>	<b>ROME, ITALY</b>	<i>Insert country/territory where organisation is incorporated or registered</i>
<b>TYPE OF ORGANISATION</b>	<b>TENNIS NATIONAL GOVERNING BODY</b>	<i>Insert type of organisation</i>
<b>WEBSITE ADDRESS</b>	<b>www.federtennis.it</b>	<i>Website address of organisation</i>
<b>NOMINATED POINT OF CONTACT AT ORGANISATION</b>	<b>SERGIO PALMIERI</b>	<i>Insert name</i>
<b>POSITION OF NOMINATED POINT OF CONTACT</b>	<b>TOURNAMENT DIRECTOR - FIT</b>	<i>Insert position/job title</i>
<b>CONTACT DETAILS FOR NOMINATED POINT OF CONTACT</b>	<b>Postal address</b> <b>STADIO OLIMPICO - CURVAN NORD - 00135 ROME</b>	<i>Insert postal address</i>
	<b>Phone (landline)</b> <b>+39 06 98372100</b>	<i>Insert landline number including international dialling code</i>
	<b>Phone (mobile)</b> <b>+39 334 6880848</b>	<i>Insert mobile number including international dialling code</i>
	<b>Email address</b> <b>s.palmieri@federtennis.it</b>	<i>Insert email address</i>

Please explain any financial risks associated with the hosting of the ATPF. For each risk provide details of the mitigation strategies you would employ (add further rows as required):

RISK	MITIGATING ACTION(S)

# 3. APPLICATION DOCUMENTS



Please explain any significant increases/decreases in revenues or costs that you anticipate may occur from 2021 onwards:

*Please provide appropriate details (Max. 1,000 words)*

A handwritten signature in black ink, written vertically on the right side of the page. The signature appears to be 'Dario Berti'.

If your estimated financial position results in a deficit, please give details of how this will be funded:

*Please provide appropriate details e.g. shortfall made up by existing reserves or government guarantees (Max. 1,000 words)*

**According to the operating model Italian Tennis Federation and Sport e Salute SpA (former Coni Servizi SpA).**

# 3. APPLICATION DOCUMENTS



## 8. COMMERCIAL

Based on the Operating Model you have described in section 4 of this Application Manual, please explain how you will take advantage of the additional commercial opportunities hosting the ATPF will bring via an overview of your commercial plan for hosting the event.

Please provide details on:

- Resourcing for sponsor acquisition (e.g. staffing, agency support, investment)
- Event day resourcing for sponsor acquisition or servicing
- General sponsor resourcing for sponsor activation and servicing
- Brands and categories that could be targeted and discussion of forms of sponsorship e.g. cash or value-in-kind (include any evidence of interest based on your application to host the ATPF from 2021)
- Major brands already involved in sponsorship of tennis, sporting events or entertainment events in the city/region
- Proposed timing and go-to-market approach

(Max. 1,500 words)

The organization will take advantage of internal commercial capabilities together with cross - functional contributions coming from ATP and other world - wide recognized advisors.

Thanks to the track record of success registered in Rome with Interazionali BNL d'Italia and the fast - growing experience in Milan we strongly believe to be able to maximize the opportunities coming from the hosting of the ATP Finals event.

Moreover, Sport e Salute SpA (former Coni Servizi SpA) and FIT already counts a substantial constellation of stakeholders that might be interested in partnering on the Event.

The go - to - market strategy would start as soon as the ATP Finals will be assigned leveraging on the other international.

In addition the Italian Tennis Federation, Sport e Salute SpA (former Coni Servizi SpA) and City of Turin (City Municipality) will maximize sponsors exposure and activations across Supertennis TV and all the other media assets and platforms available.



# 3. APPLICATION DOCUMENTS



## 9. LEGAL

Are there any existing or proposed legal restrictions or regulations in the host country that might impact your ability to host the ATPF?

No

Yes/No

If yes please indicate how these restrictions will be dealt with.

Please give details as appropriate

Is there any current, pending or threatened litigation that could impact your ability to host the ATPF from 2021?

NO

Please give details as appropriate

At this stage, would it be your desire to secure the right to negotiate with ATP for an extension after the initial term (e.g., an additional X year term) to host the ATPF (to be negotiated at the end of the third year i.e. 2023), understanding that neither party will be obligated to enter into any such renewal or extended term?

YES

Please provide details

# 3. APPLICATION DOCUMENTS



## SECTION C – LEGAL TERMS

IN CONNECTION WITH THE SUBMISSION OF THIS APPLICATION, THE APPLICANT (ON BEHALF OF ITSELF AND OTHER ORGANISATIONS INVOLVED) AGREES, REPRESENTS AND WARRANTS AS FOLLOWS:

1. By submitting this Application, the applicant is committing itself to the obligation of hosting, staging and operating the ATP Finals on the terms and in the manner described in this Application and in accordance with the ATP's Rules and requirements should the Application be accepted, subject to the execution and delivery of definitive legal documentation that is satisfactory to the ATP. Notwithstanding the foregoing, the applicant understands and acknowledges that the ATP is conducting a competitive bidding process and has not entered into any binding commitment or agreement with the applicant or any other person or entity with respect to the hosting of the ATPF from 2021. The ATP has the right, in its sole discretion, to accept or reject this Application for any or no reason.
2. The applicant has the authority to enter into and submit this Application on behalf of itself and other organisations involved, and the terms, conditions, covenants, agreements, representations and warranties contained and submitted in this Application shall be binding on the applicant.
3. To the best of the applicant's knowledge, all of the Information contained in this Application is true, complete and accurate.
4. The applicant agrees to comply with the terms and conditions of this Application.
5. The applicant shall immediately inform the ATP in writing if any information submitted in connection with this Application becomes inaccurate, incomplete, or misleading in any way.
6. The applicant shall, at the ATP's request, (i) provide any further information, (ii) participate in any interview, and/or (iii) agree to any site inspection which is deemed necessary by the ATP for the purposes of fully and properly evaluating this Application.
7. Nothing in this Application shall prevent or restrict the ATP from continuing to refine its format and tournament specifications.
8. The applicant will treat confidentially all information provided to the applicant by the ATP or Deloitte in connection with this bidding process and will use such information solely for the purpose of evaluating, preparing and submitting a bid in accordance with the requirements set forth in this Application and the Bid Guide. Upon request by the ATP or Deloitte, the applicant will promptly return or destroy all information provided to the applicant by the ATP or Deloitte in connection with this bidding process and will certify such return or destruction in writing.
9. The applicant understands and acknowledges that all information provided to the applicant by the ATP or Deloitte in connection with this bidding process is being provided without any representation or warranty on the part of the ATP or Deloitte, express or implied, as to the accuracy or completeness thereof. Neither the ATP nor Deloitte, nor any of their members, officers, directors, employees, agents or representatives will have any liability to the applicant or any other person or entity relating to or arising from their use of such information or for any errors therein or omissions therefrom.
10. The applicant agrees not to present or provide to ATP or Deloitte or any ATP or Deloitte employee or agent any cash consideration or any item of value for the purpose of influencing the decision making process with respect to any bid for the ATPF, and any attempt to do so will immediately disqualify any applicant.
11. The applicant, on behalf of itself and each other person or entity collaborating with the applicant on this Application, hereby irrevocably and unconditionally releases, remises, acquits, waives, exonerates, and forever discharges the ATP and its members, officers, directors, employees, agents, and representatives from any claim or demand of any kind whatsoever relating to or arising from the consideration, rejection, or acceptance of this Application or any information provided to the applicant by the ATP or Deloitte in connection with this bidding process.

NAME OF APPLICANT

ITALIAN TENNIS FEDERATION

SIGNATURE OF AUTHORIZED SIGNING OFFICER

**FEDERAZIONE ITALIANA TENNIS**

*Il Presidente  
(Ing. Angelo Binaghi)*

NAME OF AUTHORIZED SIGNING OFFICER

ANGELO BINAGHI

TITLE OF AUTHORIZED SIGNING OFFICER

PRESIDENT

PHONE # OF AUTHORIZED SIGNING OFFICER

+39 06 98372144

EMAIL ADDRESS OF AUTHORIZED SIGNING OFFICER

presidenza@federtennis.it

DATE

21 March 2019

Please copy the table above for additional applicants.

# ATP FINALS 2021+

## FINANCIAL PLAN PRO-FORMA

### SECTION B - CANDIDATE PHASE QUESTIONNAIRE

CITY/LOCATION **TURIN**

VENUE **PALA ALPITOUR**

APPLICANT ORGANISATION **ITALIAN TENNIS FEDERATION**

Please complete each line based on the ATPF taking place at your proposed venue in 2021.  
Please provide all information to the nearest thousand USD (\$'000s), using exchange rate at link below as at 8<sup>th</sup> August 2018.  
<https://www.xe.com/currencytables/>

REVENUE	\$'000s	DESCRIPTION
COMMERCIAL AFFILIATES (SPONSORSHIP)	13500	All revenue received from all event sponsors. Premier and Ball Sponsor income provided by the ATP estimated to be in the region of \$1-1.5M annually, however not guaranteed
TICKET SALES	8500	All revenues from the sale of general admission tickets (not including Corporate Hospitality or VIP tickets)
PUBLIC CATERING	280	Exclude any food and beverage sold as part of Corporate Hospitality, VIP or Sponsorship packages but include all other food and beverage revenue
BROADCAST (DOMESTIC RIGHTS ONLY)	570	Domestic broadcast and streaming rights income provided by the ATP, estimated to be in the region of \$1m
OTHER MEDIA INCOME	60	Income from any other forms of media including website and apps
CORPORATE HOSPITALITY	1240	All revenue from the sale of seating in boxes, suites, lounges and any other premium seating which are sold inclusive of hospitality or other enhanced services excluding that from event sponsors
COMMERCIAL AFFILIATE HOSPITALITY	130	All revenue from the sale to event sponsors of seating in boxes, suites, lounges and any other premium seating which are sold inclusive of hospitality or other enhanced services
PROGRAMME SALES	0	Revenue from the sale of official ATPF programmes
MERCHANDISE SALES	215	Revenue from the sale of official ATPF merchandise (excluding programmes)
GOVERNMENT/CITY FUNDING	21749**	All revenue from either Local or National Government or city authorities. Where possible provide evidence as appendices attached alongside this financial plan (e.g. letter or guarantee confirming government or city support towards the hosting of the ATPF from 2021)
MISCELLANEOUS REVENUE	155	Any other income expected to be received from the hosting of the ATPF
<b>TOTAL REVENUE (X)</b>	<b>46399</b>	

(\*\*) See details

*Stefano Ricci*

<b>COSTS</b>	<b>\$'000s</b>	<b>DESCRIPTION</b>
LICENCE FEE	17500	The ATP expect the value of the licence fee to be in the region of \$20m annually (net of withholding or any other taxes)
PRIZE MONEY	15000**	The ATP expect prize money to be in the region of \$15m (net of withholding or any other taxes)
STAFF COSTS	1770	All costs of employing both full time and temporary staff
LOCAL MARKETING	2280	The cost of any pre tournament and onsite marketing
BROADCAST AND MEDIA	0	Cost of the provision of infrastructure that enable successful broadcast and coverage of the event
FACILITY COSTS	1910	The cost of renting the facility for the duration of the tournament for those bidders that do not own their facility OR repairs and maintenance costs for those bidders that own their facility
TOURNAMENT OPERATIONS	3500	All costs directly associated with the tournament excluding fixed administrative costs
FOOD AND BEVERAGE COSTS	200	All costs associated with the sale of food and beverage at the venue not accounted for elsewhere
ADMINISTRATIVE COSTS	3200	Costs such as utilities, office costs and other costs (excluding staff costs) which are not directly associated with the tournament operation
OTHER COSTS	800	Any other costs expected to be borne from the hosting of the ATPF
<b>TOTAL COSTS (Y)</b>	<b>46160</b>	
<b>PROFIT (X-Y)</b>		

(\*\*) See details

*Handwritten signature: Jyoti B. S.*

**GOVERNMENT / CITY FUNDING**

	2021	2022	2023	2024	2025
Government	€ 18.000	€ 15.000	€ 15.000	€ 15.000	€ 15.000
Local entities	€ 3.000	€ 3.000	€ 3.000	€ 3.000	€ 3.000
Chamber of commerce	€ 500	€ 500	€ 500	€ 500	€ 500
	€ 21.500	€ 18.500	€ 18.500	€ 18.500	€ 18.500

Average in € € 19.100

Average in \$ \$ 21.749

**PRICE MONEY**

Year	Amount
2021	\$ 14.500
2022	\$ 14.750
2023	\$ 15.000
2024	\$ 15.250
2025	\$ 15.500

Average in \$ \$ 15.000

*Lynda P. King*

**EXHIBIT B**

[Date]

IRREVOCABLE STANDBY LETTER OF CREDIT NO: \_\_\_\_  
AMOUNT: €44,000,000  
DATED: \_\_\_\_\_

ATP Tour, Inc.  
201 ATP Tour Boulevard  
Ponte Vedra Beach, Florida 32082

Gentlemen:

[insert bank name] ("Bank") hereby establishes its Irrevocable Standby Letter of Credit in favor of ATP Tour, Inc., a Delaware not for profit corporation ("ATP"), and authorizes ATP to draw on Bank for the account of Federazione Italiana Tennis ("FIT"), up to an aggregate amount of US €44,000,000, which Bank hereby unconditionally agrees to pay upon presentation of ATP's draft at sight, such draft to be presented to Bank at its offices at \_\_\_\_\_, accompanied by a written statement from ATP that ATP is entitled to draw on this Letter of Credit pursuant to the terms of an agreement between ATP and FIT dated \_\_\_\_\_, as the same may be amended or amended and restated from time to time. On or after December 31, 2024, the aggregate amount available for payment to ATP pursuant to this Letter of Credit may be reduced to €28,600,000 upon the written request of FIT and written notification to ATP of such reduction.

Bank acknowledges and agrees that a draft drawn in compliance with the terms of this Letter of Credit will be duly honored upon presentation if presented to Bank on or before December 31, 2025, at which time this Letter of Credit will expire. Bank further acknowledges and agrees that Bank will honor a draft drawn in compliance with the terms of this Letter of Credit without inquiry into the accuracy of ATP's written statement requesting same and regardless of whether FIT disputes ATP's entitlement to draw on this Letter of Credit.

ATP may make partial draws from time to time in amounts at its discretion under this Letter of Credit.

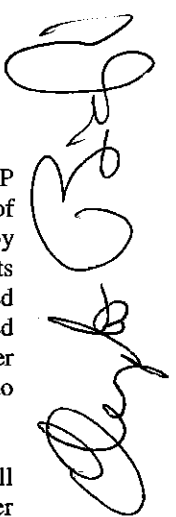
This Letter of Credit is subject to the Uniform Customs and Practices for Documentary Credits (2007 Revision), International Chamber of Commerce Publication No. 600.

Very truly yours,

\_\_\_\_\_

BY: \_\_\_\_\_

ITS: \_\_\_\_\_

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