US Open

2 WEEKS 7 ROUNDS

128 PLAYERS 700,000 OVERALL ATTENDANCE

ABOUT:
Taking place every year in Queens, NY, for two weeks over Labor Day, the US Open draws 700,000 people to watch the pros play – and to participate in many other experiences. From kids’ day and an opening ceremony to community day and all of the on-site dining options, the US Open goes beyond tennis. The Billie Jean King National Tennis Center is very close to the Queens Zoo, Queens Botanical Garden, New York Hall of Science and Queens Museum, so tennis fans can visit many destinations very nearby each other.

REACH & ENGAGE:
Gain exposure and brand visibility among attendees with a head-turning mobile billboard(s). Our strategic route will drive your message near the national tennis center, along with other high traffic areas and nearby Queens attractions. Add a well-trained, high-energy field marketing team to directly interact with tennis fans nearby the event. Activate a sponsorship or secure an experiential footprint to further engage attendees.

Pair the out-of-home campaign with mobile display ads through geofencing the national tennis center. Retarget the OOH viewers, even after the event, to remind fans of your tennis-friendly messaging. Geofarm tournaments leading up to the US Open, target tennis enthusiasts and layer in gender or HHI limits to reach the most precise audience for your digital outreach.