



US Open 2026

Serve the Moment

INTEGRATED MARKETING CAMPAIGN – EVENT

Kavin Jaganathan

Janani Jayaraj

Nandan Ramaswamy

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INDEPENDENCE HIGH SCHOOL

**10555 INDEPENDENCE PKWY
FRISCO, TX 75035**



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EXECUTIVE OVERVIEW

Description of the Event

The US Open is one of the four Grand Slam tennis tournaments and takes place each year in **New York**. It brings in more than 1.14 million fans and features over 600 matches across singles, doubles, juniors, and wheelchair events.

The 2026 tournament runs from **August 30 to September 13** at the **USTA Billie Jean King National Tennis Center** and reaches audiences in more than 170 countries.

Campaign Objectives

- 1

Increase fans attendance by 20% from 1.14 million to 1.37 million
- 2

Reach 200 million digital interactions during the 45 days
- 3

Add 3 new sponsor partners that support youth sports
- 4

Increase family attendanceby 15% from 40,000 to 46,000 and student attendance by 20% from 50,000 to 60,000
- 5

Donate 5% of profits to youth and health programs

Target Market

- Primary Audience

Adults ages 35 to 60 who regularly watch live sports and follow major tennis events. They value tradition, competition, and strong experiences.
- Secondary Audience

Families aged 25–50 seeking safe entertainment experiences. They travel to major events and respond well to family-centered promotions.
- Tertiary Audience

Gen-Z ages 15 to 24 who are active on social media and enjoy short form content, trending challenges and interactive experiences.

Key Metrics

- Track total attendance and compare to the 2025 baseline
- Measure impressions, views, clicks, and interactions across all platforms
- Count new sponsor partners and total sponsorship value added
- Track family and student ticket bundles sold
- Monitor final donation amount and publish impact report

Financial Summary

Revenue	\$46,299,350
Expenses	\$23,900,000
Profit	\$22,399,350
ROI	94%
Charity (5% Profit)	\$1,119,968

Campaign Activities

- 1

Fan Experiences: Bracket Challenges, Street courts, Night festivals, etc.
- 2

Digital & Social Media: Short form content, creator posts and interactive challenges
- 3

Sponsorships: Brand Partners, Community Partners, and Youth focused Sponsors
- 4

Advertisement & Storytelling: Television, outdoor and digital ads
- 5

Student Opportunities: Internships and scholarships

DESCRIPTION OF THE EVENT

The US Open is the most popular of the four Grand Slams, held in **New York City** at the Billie Jean King National Tennis Center from **August 30th to September 13th**. The US Open brings together international media attention and fast-paced matches.

With over **600 matches** played across the tournament, the US Open serves a wide variety of audiences, including Gen Z, families, and older adults. This also acts as a cultural festival, having interactive elements and competitive mini-games.

Core Aspects

- Witness the peak of athleticism engage in global competition
- Attracts more than 1.14 million people for over two weeks of intense matches
- Cultural fusion with NYC’s young culture allows for modernization and classic traditions
- Watch fast paced play and intense matchups on the iconic DecoTurf hard courts



SWOT Analysis

Strengths • Global event with strong brand recognition and wide reach • Demand for exciting sports experiences and premium events 	Weaknesses • Expensive travel and ticket costs for new or casual fans • Low online and social media engagement with the primary audience 
Opportunities • Increased interest in youth sports, competition, and community giving • Growing digital audience and persuasive influencers 	Threats • Coinciding large events/entertainment • Unexpected weather • Technological failures 

CAMPAIGN OBJECTIVES

2. DIGITAL EXPANSION

Reach 200 million digital interactions

Across social platforms during the 45 day campaign

4. FAMILY AND STUDENT GROWTH

Increase family and student attendance

Families: 40,000 to 46,000

Students: 50,000 to 60,000

1. ATTENDANCE GROWTH

Increase fans attendance by 20%

1.14 million in 2025 to 1.37 million in 2026

3. SPONSORSHIP GROWTH

Add 3 new sponsor partners

Brands that support youth sports and community health

5. CHARITABLE CONTRIBUTION

Donate 5% of Profit

Support the community and expand our impact

TARGET MARKET

Market	Primary (Core Focus)	Secondary	Tertiary
Demographic	Age: 35–60 Gender: 30% F, 70% M Income: Around \$150,000, Middle to Upper class households	Age: Parents (30–50), Children (12–18) Gender: 40% F, 60% M Income: Middle Class to Upper Class	Age: 15–24 Gender: 50% F, 50% M Income: Students or early career adults with moderate disposable income
Geographic	• NYC and Northeast Corridor area • Has a major sports market and a strong tennis interest • Quick travel access availability	• Suburbs and family centered communities • Near major travel areas • New York, Northeast Corridor	• College towns • States with high youth sports activity • Regions with strong social media engagement and influence
Behavioral	• Watch full matches • Follow tournaments and heavily engage with tennis • Purchase premium packages	• Attend sports events as a family • Plan family trips and gatherings • Respond to bundle offers	• Watch highlights and short social media videos • Respond to interactive content • Follow creators
Strategic Rationale	• Drives the most amount of revenue through premium ticket packages • Targeted through partnerships, Country Clubs, and food like Cheese Cake Truffle Bites and Grey Goose drinks	• Generates strong volume through multi-ticket purchases and whole-family activities • Targeted through bundling promotions and family activities such as street courts and trading activities	• Pushes digital reach through sharing, interaction, and engagement • Targeted through TikTok game, creative reels, interactive challenges, and in-person events like the Night Festival



CAMPAIGN SCHEDULE

45 Day Campaign

Campaign Activities

- 1

Interactive Fan Experiences
(July 19-29, August 12-22)
- 2

Digital & Social Media
(July 15 - August 29)
- 3

Sponsorship & Partnership
(August 5-26)
- 4

Advertisement & Storytelling
(July 20 - August 4)
- 5

Student Opportunities & Scholarships
(August 2-15)

July

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

August

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

2026

1. INTERACTIVE FAN EXPERIENCES

Trading Coins

- Give each attendee a collectible coin with a player's face on it
- 3 different types of coins, each with different value (bronze, silver, gold)
- One gold coin into circulation in total and the person who finds it receives an all-expenses-paid trip to a tennis event of their choice

Bracket Challenge

- Global bracket challenge on the US Open website and app
- Each account can fill one bracket for the men's singles tournament
- Perfect bracket will receive a \$500,000 reward
- Top 10 will receive US Open merchandise

Street Courts

- Mini Tennis Courts set up in high traffic areas around NYC
- Pedestrians can play mini tennis with each other
- Events will be held every 4 days for 2 weeks at these courts

Country Clubs

- US Open representatives are placed at country clubs in NYC and surrounding areas
- Competitive serve game opportunity
- Representatives will target our primary market by providing US Open food samples and mini games

Night Festival

- A festival in Central Park on August 16th from 6:00 pm to 12 am local time
- Featuring local artists
- Includes US Open staple food samples and games
- Open to the public
- Celebrating tennis and NYC Culture



2. DIGITAL & SOCIAL MEDIA



TikTok Game

- Take advantage of the 1.6 billion monthly TikTok users
- In-app simple tennis game
- User leaderboard and profile decorations



Storytelling Series

- Daily 15–30 second videos
- Quick reels that highlight kindness, teamwork, and tennis culture



Fan Engagement

- Simple digital challenges to encourage engagement
- “Rally Challenge” for a prize
- Create and repost Gen Z US Open Edits



Partnerships

- Co-Produce content with our partners at Amex, Grey Goose, etc.
- Highlight community engagement efforts
- Reinforce brand support for tennis access



Athlete-Led Micro Stories

- Personal messages from top players on social media
- Behind-the-scenes glimpses during practice

3. SPONSORSHIP & PARTNERSHIP

BRAND PARTNERS

American Express

- Official payment method of the US Open
- Provides multiple services for cardholders (Discounted items, cashback opportunities)
- **Plan:** Add more benefits (prioritization, dining)

HC x Grey Goose

- US Open x Grey Goose partnership created the viral drink, Honey Deuces (generated \$17 million in revenue)
- Partner with the Highland Chocolatier to produce a new US Open specialty food item, **Truffle Cheesecake Bites**

COMMUNITY PARTNERS

USTA Foundation

- US Open is committed to giving back to community
- Since 1881, USTA has been a forerunner in providing tennis opportunities to children in underserved communities

NYC Schools

- US Open will bring tennis to local students by partnering with the NYC school system
- This will help reach families and young fans while impacting the lives of young people in the city



YOUTH-FOCUSED SPONSORS

- Committed to youth sports engagement since **1875**
- Donated **\$2,000,000+** to low-income academies
- Development of youth equipment and education

BABOLAT

DICKS SPORTING GOODS

- Provides nationwide access to affordable tennis equipment
- Funds youth tennis grants (**\$8.9 million+**)
- Has helped **3,000,000+** underserved kids get into sports
- Sponsors school-based tennis programs

BODY ARMOR

- Funds **1200+** community tennis events annually
- **\$1.5 million+** provided in scholarships annually
- Delivers hydration stations to **500+** courts yearly

4. ADVERTISING & STORYTELLING

01 Advertisements

- Launch television and digital ads that portray the high-intensity environment of live tennis
- Run them in locations with potential spectators, like local country clubs

02 Generational Rivalries

- Run an advertisement and storytelling documentary highlighting the story of Carlos Alcaraz and Jannik Sinner and their rivalry
- Build hype around the historic game happening at the US Open

03 Public Relations

- Feature athletes doing things outside of tennis, such as their individual philanthropic initiatives
- Invite the media to special moments like community visits and youth clinics



5. STUDENT OPPORTUNITIES & SCHOLARSHIPS

The US Open has been dedicated to expanding the opportunities of students since its founding. In 2026, we hope to expand these opportunities to provide college students in NYC with real-time work experience and involvement with tennis culture.

Internships

- Social Media Interns
- Product Management Interns
- Sports Broadcasting Interns
- Software Development & Maintenance Interns

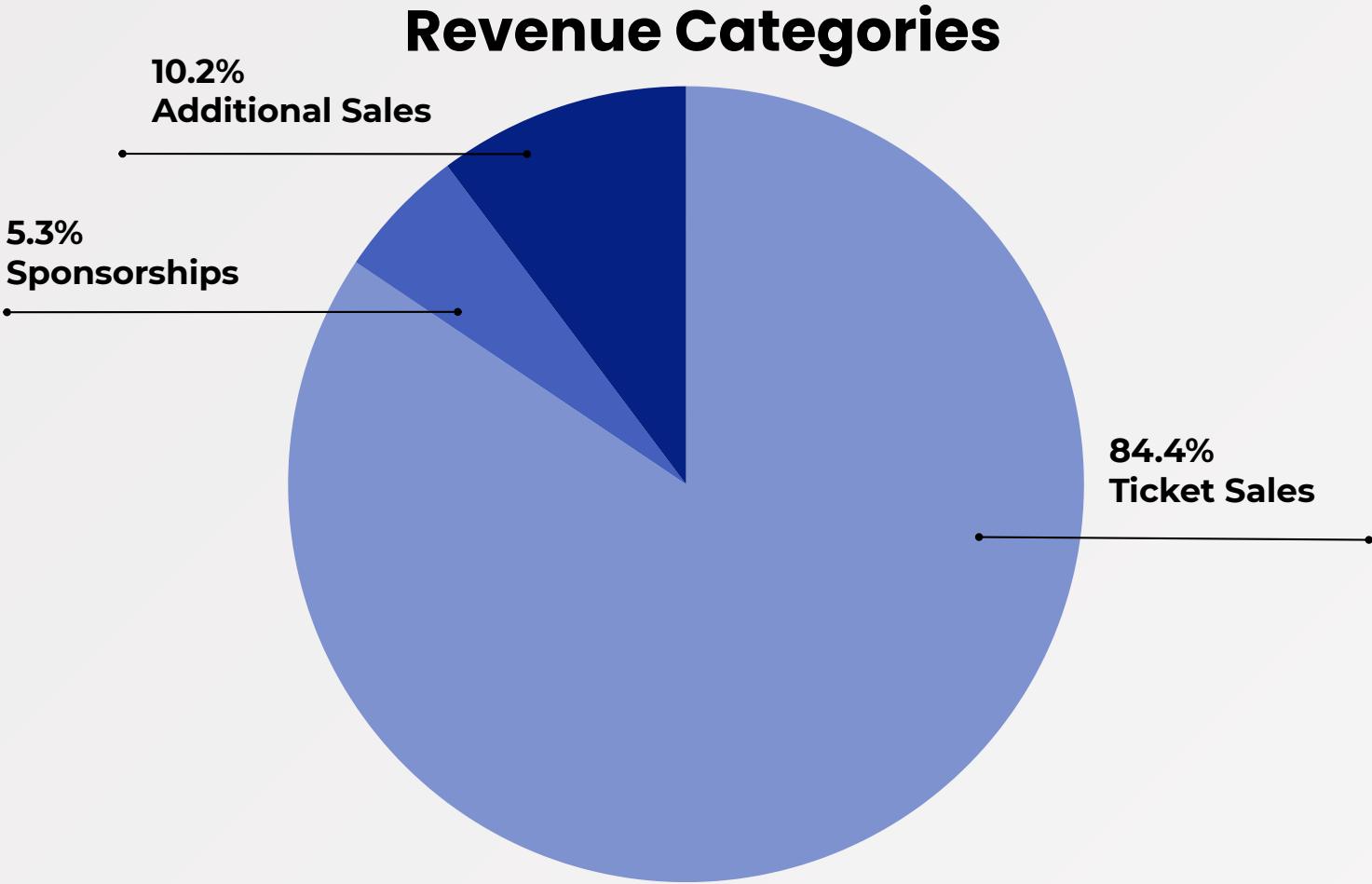
Scholarships

- \$500K Collegiate Trailer Design Scholarship Competition
- Winner announced at the Night Festival

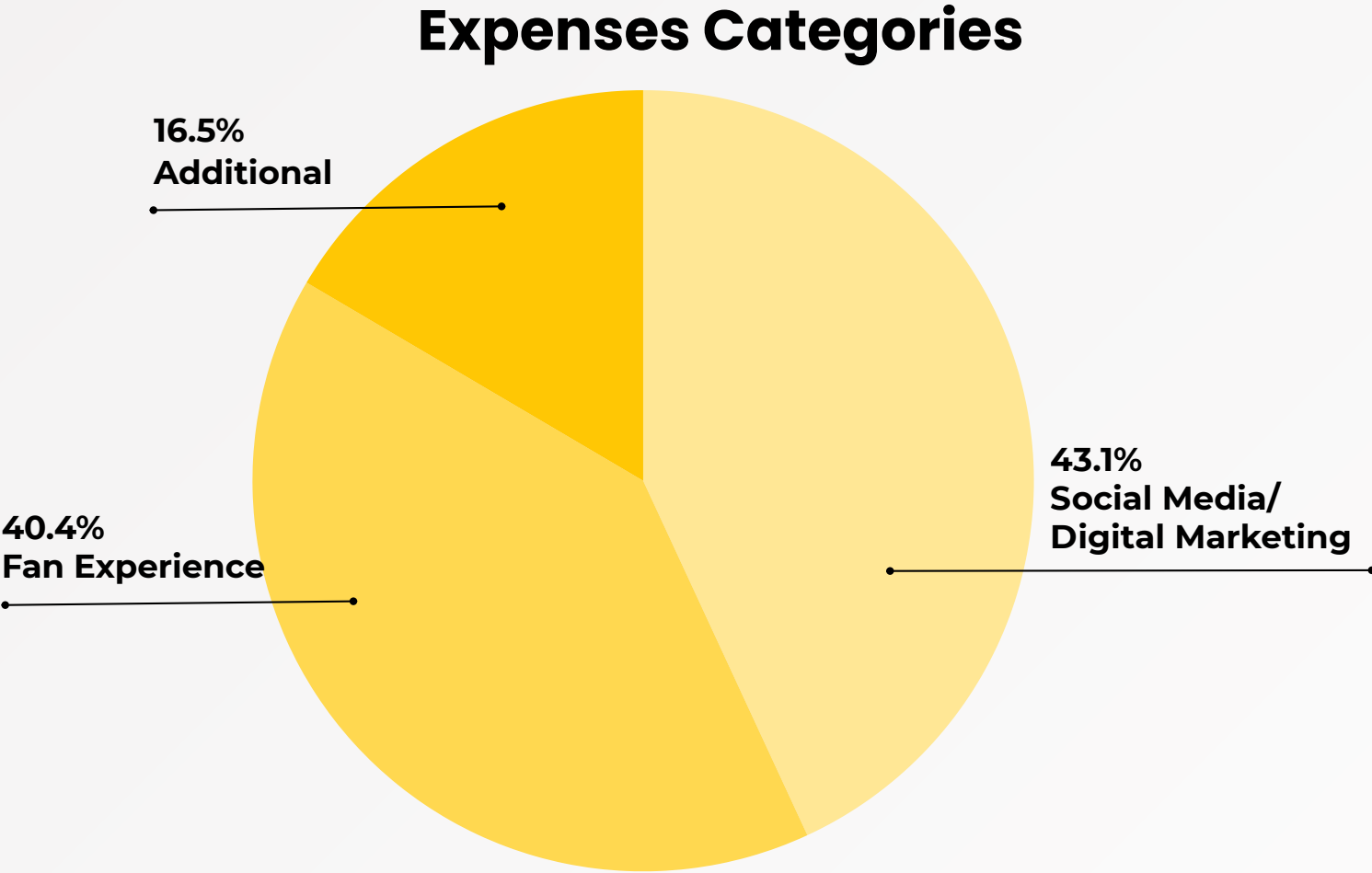


BUDGET SUMMARY

Revenue: **\$46,299,350**



Expenses: **\$23,900,000**



Gross Profit: **\$22,399,350**
(Revenue minus Expenses)

Return on Investment: **94%**
(Revenue minus Expenses) divided by Revenue

Charitable Donation: **\$1,119,968**
(5% of Total Profit)

Profit after Donation: **\$21,279,382**

REVENUE BREAKDOWN

Category	Item Description	Total
Ticket Sales	- Regular Ticket Approximation (\$29M) - Tour NYC Full Pack (\$5.5M) - Family Discount Tickets (\$2.85M) - Student Discount Tickets (\$1M) - Global Streaming Pass (\$800K)	\$39,086,950
Food & Merchandise Revenue	- Food/Drink Sales (\$2M) - Premium Cold Truffle Cheesecake Bites Sale (\$1.74M) - Merchandise (\$1M)	\$4,742,400
Sponsorships & Partnerships	- New Sponsorship (\$1.75M) - Amex (\$500K) - Additional Revenue from Current Sponsorship (\$150K) - YouTube Creator Fund & Ad Revenue (\$70K)	\$2,470,000

\$46,299,350

EXPENSES BREAKDOWN

Category	Item Description		Total
Social Media (SM) and Digital Marketing	• TV Commercials (\$3.5M) • SM Impressions (\$2.5M) • SM Team (\$1.5M) • TikTok Game (\$750K) • Influencers (\$750K) • Documentaries (\$500K) • Website, App Support (\$500K) • Analytics Tools (\$300K)		\$10,300,000
Fan Experiences	• Ticket Discounts (\$2.5M) • New Food Item (\$2M) • NYC Night Festival (\$1.5M) • Challenge Prizes (\$1M) • VIP Experience (\$1M) • Student Opportunities (\$750K) • Country Club Experience (\$500K) • Coin Collectables (\$400K)		\$9,650,000
Outdoor, PR, & Reserve	• Reserve (\$2M) • Press Conference and Public Relations Management (\$1M) • Outdoor boards (\$500K) • Additional Live Coverage Teams (\$250K) • Event Games/Activities (\$200K)		\$3,950,000

\$23,900,000

KEY METRICS



#	Metric	Goal	Key Measurements	Tools
1	Overall ROI Metrics	Financial Goal: Achieve 94% ROI Marketing Goal: Achieve cost-efficient reach	Cost per digital interaction, Cost per ticket conversion, Partner revenue ratios, Overall profit vs. projected profit, Benchmark comparison vs. other Grand Slams	Financial dashboards, ROI modeling spreadsheets, Year-over-year benchmarking
2	Attendance & Ticketing Metrics	Track progress toward increasing attendance by 20% to 1.37 million.	Total ticketed attendance, Family bundles sold, Student passes sold, Geo-targeted conversion, Premium suite and hospitality utilization.	Ticketmaster analytics, US Open CRM, Real-time sales dashboards
3	Digital Engagement Metrics	Track 200 million digital interactions.	Total digital impressions, Video views, Engagement rate (likes, shares, saves), Participation in digital challenges, Referral traffic, Website visits.	Meta Business Suite, TikTok Creator Analytics, YouTube Studio, Google Analytics
4	Sponsorship Metrics	Record the number of new partners added and the total sponsorship value secured.	Number of new sponsors secured, Sponsor media value delivered, Partner activation attendance (AMEX lounges, Grey Goose kiosks).	Nielsen Impact Reports, Sponsor satisfaction surveys, Activation footfall, and QR code tracking
5	Fan Experience Metrics	Validate family-friendly and Gen Z-engagement goals.	Usage counts at Family Fan Zones (Street Courts, Skill Stations), Pop-up traffic, Bracket Challenge sign-ups, Festival attendance.	QR counters, On-site intercept surveys, POS (point-of-sale) reports
6	Community Impact Metrics	Quantify the purpose-driven promise of the campaign.	Total donation amount, Number of youth served in NYC schools & programs, Participation in USTA youth clinics, Volunteer hours from partners & staff.	USTA reporting, NYC Schools partnership logs, Community program attendance sheets

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Partners

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APPENDIX – BUDGET BREAKDOWN

Revenue

Type	Item Sold	Assumption	Revenue (USD)
Ticket Sales			
Standard single session tickets	192,913	Avg ticket price: \$150	\$28,936,950
Family Experience Pass	6,000	Avg family bundle: \$475	\$2,850,000
Student Match Passes	10,000	Avg student price: \$100	\$1,000,000
Tour NYC Full Pack	2,000	Avg bundle price: \$2,750	\$5,500,000
Global Streaming Pass	400,000	Avg ticket price: \$20	\$800,000
Sponsorship & Partnerships			
Additional Brand Sponsorship	3	\$500K-\$750K each	\$1,750,000
Current Sponsors	4	\$100K-\$500K each	\$650,000
YouTube Creator Fund & Ads	1	Assuming 2M views	\$70,000
Food & Merchandise Revenue			
Cheesecake Truffle bites sale	79,200 (6% of total attendance)	\$22 per pack (3 bites)	\$1,742,400
Additional food/drink sale	100,000 (40% of new attendees)	\$20 (less than one drink price)	\$2,000,000
Merchandise	50,000	\$20 per unit	\$1,000,000
TOTAL REVENUE			\$46,299,350

Expenses

Item	Expense Item Description	Cost (USD)
Social Media and Digital Marketing		
Social Media Team	Photographers, videographers, professional editors- edit and post main social media content	\$1,500,000
Website Support	Update the campaign microsite and user tools for user convenience	\$500,000
TV Commercials	25-30 sec national TV commercials, 10-15 videos made and advertised over networks like ESPN, CBS, NBC	\$3,500,000
SM Impressions	Total number of times content is displayed on the user's screen regardless of user interaction	\$2,500,000
TikTok Game	Engineering support, featured placement, leaderboard, challenge promotion, motion/gesture recognition, AI	\$750,000
SM Influencers	Creator fees, travel/event attendance cost, production & editing support	\$750,000
Documentaries	Cost for production	\$500,000
SM Analytics Tools	Tracks engagement, measure reach, audience insight, campaign performance, competitive comparison	\$300,000
Fan Experiences		
Coin Collectables	Coin for every attendee, rare coins, singular gold coin, packaging, distribution, production	\$400,000
SM Total Prize \$	Prize money allocation for ALL the games available and offered on social media	\$1,000,000
Country Club	Staff, set up, booth, Serve Competition simulation, food, drinks	\$500,000
NYC Night Festival	Permit, footprint fee, staff, insurance, stage, audio, food, set up, tennis events, marketing, branding, creative installations, waste management, clean up	\$1,500,000
Cheesecake Truffle	Recipe Development, Testing, Trademark, Branding, Packaging, labor, distribution, marketing	\$2,000,000
VIP Experience	Premium seating opportunities, exclusive access, food/beverage benefits, special service, merchandis	\$1,000,000
Ticket Discounts	Money needed to make up ticket discounts	\$2,500,000
Scholarship	Money allocated for the scholarship and internship set-up	\$750,000
Outdoor, PR and Reserve		
Outdoor boards	Billboards across US highways, sponsorship billboards, printing, installation, rental, stadium/venue boards	\$500,000
Event Activities	Fan experience, influencers, concept and design, equipment, materials, staff, marketing, maintenance	\$200,000
Public Conference PR	Venue rental, staging, media kits, catering, hospitality, photography, videography, monitoring, travel	\$1,000,000
Additional coverage	Photography, videography, camera operators, equipment, staffing	\$250,000
Reserve	Contingency amount	\$2,000,000
TOTAL EXPENSES		\$23,900,000