

ATTACHMENT #1



City of Indian Wells 2025 – 2027 Sustainability Sponsorship

Designation

- City of Indian Wells will be designated as the Official Sustainability Partner of the 2025-2027 BNP Paribas Open

Promotions

- IWTG sustainability efforts will be promoted in tournament communication highlighting the support of the City of Indian Wells
- The City of Indian Wells will have a dedicated page on the tournament website which it may use to promote its partnership with the Indian Wells Tennis Garden and highlight its status as a premier residential resort and vacation destination
- The City of Indian Wells will be the sponsor of the tournament website page dedicated to IWTG's sustainability efforts
- The South Landing will be branded by the City of Indian Wells as the City of Indian Wells Look-Out as a photo opportunity. Fans who post their photos on social channels with the CIW hashtag will be entered into a drawing to win a CIW provided hotel and ticket package
- All temporary water stations on site during the tournament will be branded by the City of Indian Wells
- DC will work with Burtec to allow the temporary recycle receptacles to be branded by the City of Indian Wells
- DC will create a :30 second video to be shown on the screens in Stadiums 1 and 2 highlighting the City of Indian Wells' support of the tournament's sustainability efforts
- DC will provide a 15' x 15' activation space for the City of Indian Wells to promote its sustainability efforts

Social Media

- The tournament social media team will promote the City's on-site activation on its own social media channels
- The tournament social media team will help amplify the City's tournament related content with reposts and shares on the tournament social media channels

Sponsorship Fee

- 2025 - \$500,000
- 2026 - \$525,000
- 2027 - \$550,000