

# 2026 DELRAY BEACH OPEN MARKETING BOOK

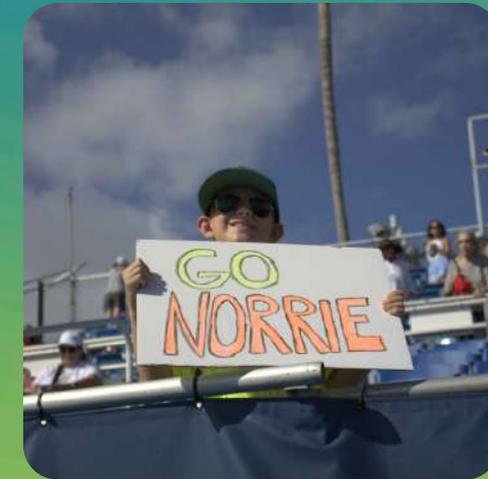
MORE FOOD. MORE PARTY. MORE TENNIS



# WHO WE ARE

Unique, loud, fun, casual, lively, exciting, memorable & more!

- Combined ATP 250 Tour Event & Legends Event
- 60,000+ Fans
- Dozen Special Tennis Events & Clinics
- DBO Food & Wine Series featuring 8+ Tasting Parties on site
- Unique Promotions & Offers for Seniors, Kids, Ladies, Military, LGBTQ+ & More Groups
- Televised Nationally & Internationally in over 100 Countries



## JOIN THE DBO FAMILY!



**MORE PARTY. MORE FUN. MORE TENNIS.**

An ATP 250 Tournament featuring top tennis professionals on the ATP Tour

We welcome over 60,000 spectators annually from all over the world to enjoy tennis, tasting events and plenty of fun on-site activities!



# 2025 CHAMPIONS

## Singles:

Miomir Kecmanovic

## Doubles:

Miomir Kecmanovic &  
Brandon Nakashima

## Legends Event:

Featuring the Bryan Brothers, Juan  
Martin del Potro, Tommy Haas, Murphy  
Jensen, Sam Querrey, Steve Johnson &  
Ryan Harrison



# SuperFans





# FAN FAVORITE SPOTS ON-SITE

## BEST SEATS IN THE HOUSE

There's nothing like the experience of sitting on Stadium Court a few feet from a 130 mph serve.

## DANO'S CANTINA

Dano's Cantina features tequila cocktails such as the Match Point Margarita and the Ace-presso Martini. Can you say delish!

## MARK'S BISTRO

For fans looking for a delectable dining experience, enjoy table-side service at the event's on-site restaurant!

## EXHIBITOR ROW

Tennis fans stopped by for complimentary goodies & to purchase DBO Merch.

## FOOD COURTYARD

Don't miss a beat of the match while you enjoy our culinary delights.

## MAIN BAR

Featuring the Signature Event Cocktail, the DBO Slice.

## VIP CLUBHOUSE LOUNGE

Sponsors & Series Holders enjoy a private getaway including daily drink specials.

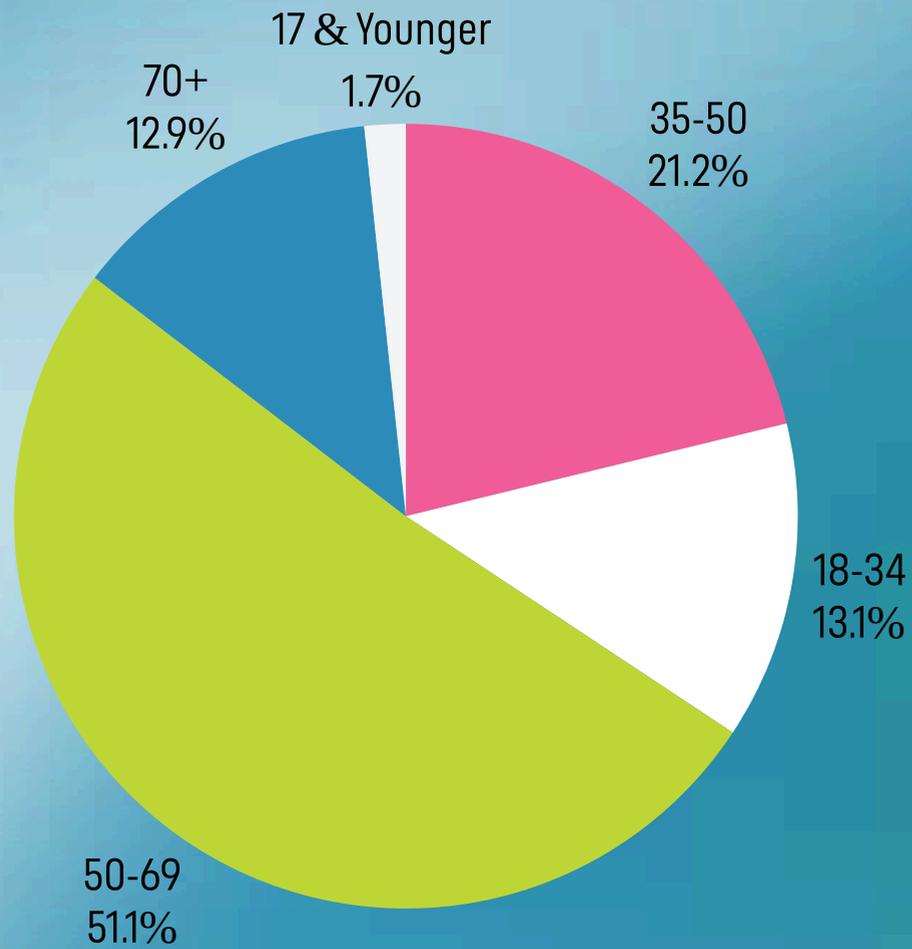
## COURT 9 SEATING

On-site seating for DBO fans, don't miss out on a point as Video Boards are displayed on a few steps away.

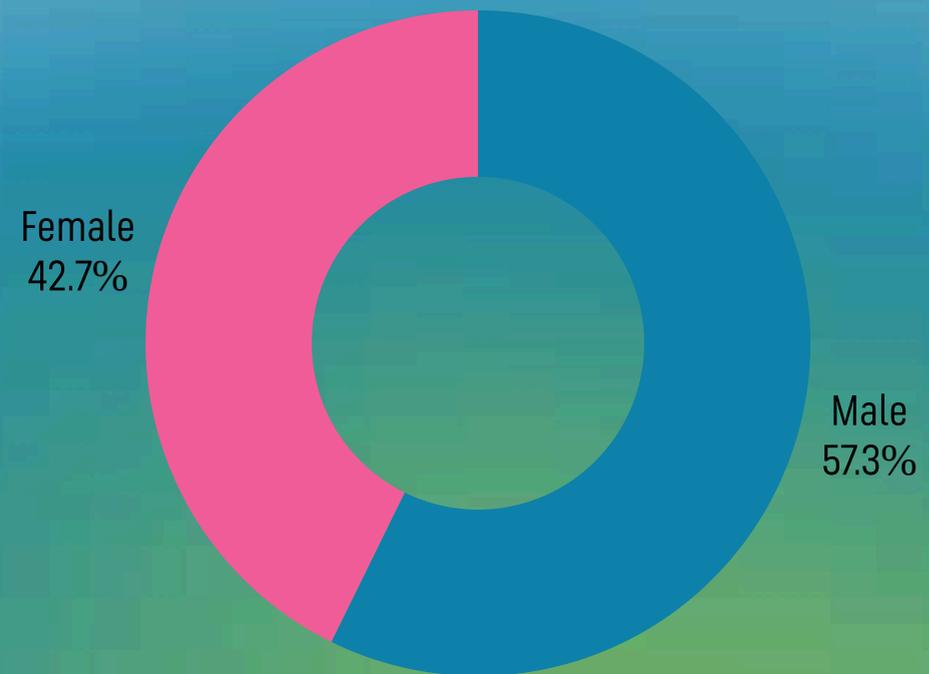


# DBO Demographics

## Age Segment



## Gender



## Mean Income

**\$123,500**

# Testimonials

“

“The Delray Beach ATP Event was televised on the Tennis Channel and the exposure that PBC has received is tremendous. Mark Baron and his entire team are to be congratulated for executing another successful event in PBC.” - Executive Director, Tourist Development Council PBC

”

“

“Thank you. It was an awesome week, and I really enjoyed the tournament. You and the staff work so tirelessly, and it shows. Everything was wonderful. Your staff gives 150% in all you do. THANK YOU!” -Executive Director, USTA Florida

”

“

“It was a great luncheon today and great tennis. I love this event because my teammates and I get to spend some time together outside of our own tennis matches and practice and have some fun! Congratulations to you and your group for being so well organized and putting on a great event!” - President, South Palm Beach County WTA

”

“

“Thank you for another great Chamber Bash. It was an excellent program, bringing together businesspeople from all South Palm Beach County. Your hospitality shined and I'm sure all the guests will spread the word on the special jewel (Delray Beach Open) available in their backyard. Thank you for bringing the championships to our city and the opportunity to share the message of who we are with many outside visitors as well as the players.” -President, GDB Chamber of Commerce

”

“

“Your team put together another amazing tournament & event!... It's truly remarkable to see this event grow year after year. We also value the relationship, and we are beyond proud to be partners with the Delray Beach Open! Kudos again to the great work that your team does year after year!” - Assistant Vice President | Baptist Health Orthopedic Care

”

“

“The Delray Beach Open continues to be one of the most aggressive and innovative ATP tournaments in terms of marketing. The events' calling card is its location along the Atlantic Ocean seashore. It's (promotions) will no doubt make the event instantly recognizable to ATP fans throughout the world.”  
- Mark Young, ATP Tour, Chief Legal & Administrative Officer

”



# DBOFWS

DELRAY BEACH OPEN FOOD & WINE SERIES

# WHY GET INVOLVED

All About the Parties & Food - SOLD OUT are two of our Favorite Words



## BOX SERIES RECEPTION/CHAMBER BASH

Guests enjoy complimentary food & beverage tastings from local restaurants.



## LADIES LUNCHEONS

400+ ladies over the two-day affair. Gather and gab with your girlfriends while enjoying an Aperol Spritz, Bloody Mary's and sipping wines provided by Raeburn Winery. SOLD OUT in '25.



## BURGERS, BOURBON & BREW

Sample some of the best burgers this town has to offer while enjoying beer, wine and bourbon cocktails.



## VIP GRAND TASTING EVENT

It's all about the food and drinks! Culinary delights provided by VIP Caterers featuring beverage partners: Shanky's Whip, Raeburn Winery and American Icon Brewery, and Betty Booze.



## TACO'S, TEQUILA & TENNIS

Presented by Dano's Tequila. A match made in heaven featuring local restaurants to see who has the best taco & beverage pairing. SOLD OUT in '25.



## VALENTINE'S & VOLLEYS

Come enjoy all your Italian favorites at our Valentine's and Volleys night with culinary delights by VIP Caterers and beverage partners Raeburn Winery, American Icon Brewery, and Aperol Spritz.



## GAME, SET, POUR

Ultimate pairing event for 400+ featuring the best beer, wine & food around! SOLD OUT in '25.



## CHAMPIONSHIP BRUNCHES

Come enjoy an upscale brunch during championship weekend with bottomless mimosas and culinary delights provided by VIP Caterers.

# MORE PARTY. MORE FUN.



# Special Events & Offers

## ATP PRO - AM

Once-in-a-lifetime opportunity to see if amateurs have what it takes to beat an ATP Pro.

## CLINICS GALORE

Over 100 participants enjoyed the Legends Clinic, Love Serving Autism Clinic, ACEing Autism Clinic and Delray Beach Youth Foundation Clinic.

## FOOD DRIVE

Over 500lbs donated to local organizations.

## PRIDE NIGHT

Annual Pride Night to support Delray Beach Pride

## SENIOR DAY

BOGO specials on multiple days; we love our Seniors!

## USTA FLORIDA KIDS DAY

Kids having a blast = smiles!

## WHEELCHAIR SHOWCASE

Annual event held on Show Court #1.





# WE LOVE DELRAY BEACH



Food Drive sponsored by  
South Florida BMW Centers

Delray Beach Youth  
Foundation Clinic

Book Drive sponsored by  
Baptist Health



Complimentary Tickets for  
Delray Beach Residents

Kids Day sponsored by  
USTA Florida

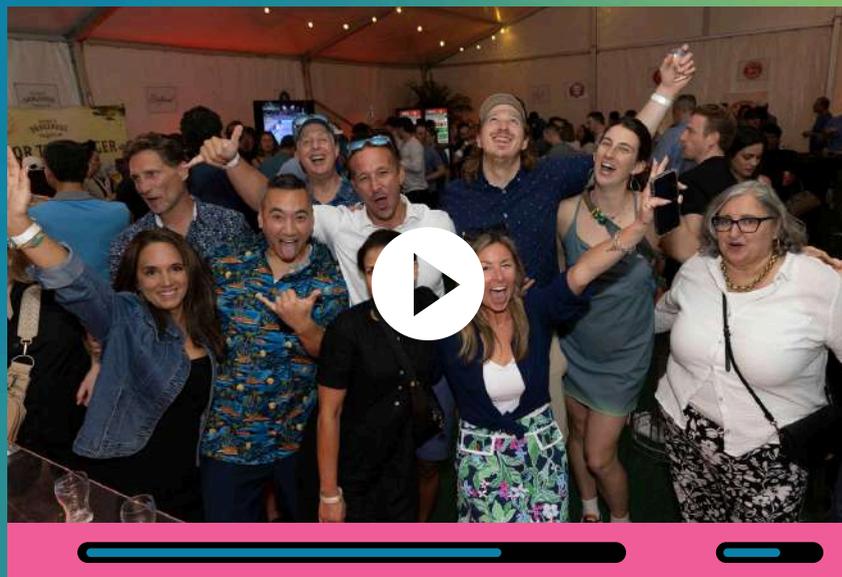
ACEing Autism & Love  
Serving Autism Clinics



2025 DBO Sizzle Reel



2025 Game, Set, Pour



# All About the Videos

ATP Pros vs Beach Tennis Pros

2025 DBO Opening Weekend Reel

Tacos, Tequila & Tennis

2025 Game, Set, Pour

2025 VIP Grand Tasting Event

2025 Box Series Reception/ Chamber Bash

2025 DBO Sizzle Reel

# OUR REACH



# Social Media Reach

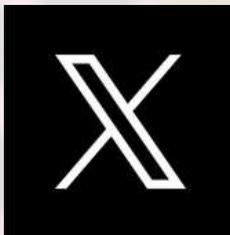
**Followers**  
16.1k



**Followers**  
150k



**Followers**  
11.7k



DelrayBeachOpen.com  
641k Annual Views  
152k Unique Viewers



**E-Newsletters**  
30k+ Subscribers/Audience



# Media Exposure

An integrated Public Relations and Advertising campaign, which included TV, radio, newspaper articles, magazine features, blogs, printed materials, email blasts, and more, marketed the Delray Beach Open, the players, special events, functions, programs and sponsors to local, national and international audiences.



**TENNIS CHANNEL**   **ATP TOUR**   **5 WPTV WEST PALM BEACH**   **ESPN**  
**The Guardian**   **Sports Illustrated**   **The Palm Beach Post LocaliQ**   **delray morning LIVE**  
**yahoo!sports**   **SOUTH FLORIDA SunSentinel**   **EUROSPORT**  
**THE PALM BEACHES FLORIDA**   **TM TENNIS MAJORS**   **abc 25 WPBF NEWS**   **FOX 29**  
**Bloomberg**   **Florida Trend**  
FLORIDA'S BUSINESS AUTHORITY



## TV- National/International

Tennis Channel caters to a highly-coveted audience with a viewership equally comprised of men and women (50% - 50%) and a median household income of \$90,800; 48% of the channel's audience are regular tennis players – A viewer participation rate unmatched by any sports network.

The high repetition of Delray Beach programming combined with the number of devoted viewers resulted in an impactful and comprehensible presentation of Delray Beach Open's partnering brands.

Delray Beach Open broadcast TV coverage were viewed over seven days / nights in over 75 countries worldwide.

## DBO TV Commercials

DBO TV commercials were aired / streamed on Comcast/Xfinity (ie ESPN, ESPN2, MTV, HGTV, Food Network, TLC, AMC, TBS, BET, Lifetime, Travel Channel, USA, History Channel, Discovery Channel, Animal Planet, Bravo, Hallmark, TBS & more.)

# Media Coverage

(ATP Matches Excluded)

TV Segments (Live and Taped), Newspaper Articles, Online Articles, Magazines and Radio

Total Online News Audience: 2,699,843,579

Total Online News Publicity: \$54,534,364

Total National TV Audience: 6,388,789

Total National TV Publicity: \$918,634

Total Local TV Audience: 4,118,175

Total Local TV Publicity: \$679,268

Total Radio Audience: 957,333

Total Media Placements: 2,297

Coverage – News, Weather, On-site Promos, etc.:

WPTV (NBC), WPBF (ABC), WFLX (Fox), WPEC (CBS), WTVX (CW), etc.

Source (Digital/Print):

Yahoo! Sports, Palm Beach Post, Yahoo!News, Miami Herald, Sun-Sentinel, Sports Illustrated, Sacramento Bee, Tacoma News, Charlotte Observer, Idaho Statesman, Durham Herald, KansasCity.com, NewsBreak, Yahoo! Sports UK and Ireland, Sportskeeda.com, The Real Deal, France24, etc.

## The Boca Raton Tribune SPORTS

### Americans Taylor Fritz and Tommy Paul Return to Battle for History at 2025 Delray Beach Open

Delray Beach, FL – Two-time defending champion Taylor Fritz will attempt a three-peat at the 2025 Delray Beach Open, Feb. 7-16, as the ATP tournament announces the return of the world Top 10 player along with 2024 finalist Tommy Paul. Last February, Fritz became just the second player to win back-to-back DBO titles in the 32 years of the tournament.

If he defends his title in 2025, Fritz will be the first player to win the tournament three times, and the 34th player since the Open Era of professional tennis began in 1968 to win at least one specific tournament three years in a row.

Individual session and series packages are available now at [www.DelrayBeachOpen.com](http://www.DelrayBeachOpen.com). A variety of up-close, unique seating experiences including On Court Best Seats in the House, shaded Veranda seats, courtside box and reserved seats are available.

Fritz would join an elite list of players who have won a tournament three consecutive years including legends of tennis Roger Federer, Rafael Nadal, Novak Djokovic, Andre Agassi, Pete Sampras, Jimmy Connors, John McEnroe and Bjorn Borg. Fritz would be the first American born after 1990 to three-peat.

After defending his title in Delray Beach last February and winning in Eastbourne, Fritz's successful year continued in September when he reached his first Grand Slam final at the US Open. He became the first American man to reach the final there since Andy Roddick in 2006. Fritz is in good position to qualify for the year-end ATP Finals and will represent the United States at the Davis Cup Finals and the United Cup.

Also returning to the tournament in 2025 is Palm Beach County resident Paul. In addition to his runner-up finish in Delray Beach, Paul won three titles this year and reached the Wimbledon quarterfinals. He briefly overtook Fritz twice this year as the No. 1 American, and has equaled his career-high ranking of world No. 12.

Fritz and Paul teamed up to win the doubles Olympic bronze medal in Paris this year, and Paul will join Fritz on the US team at the Davis Cup Finals next month.



Photo: Courtesy of Delray Beach Open

"We are ecstatic to have both of our 2024 finalists back for 2025, and can't wait to see if Taylor can pull off the three-peat for the first time in tournament history," said Adam Baron, executive director of the Delray Beach Open. "We are proud to carry on the tradition of giving our fans a closeup view of Grand Slam finalists and their amazing games, and to offer an opportunity for Americans to play in front of their home fans. There is a resurgence of men's U.S. tennis with five Americans ranked in the world's Top 25, and the DBO is one of just eight ATP tournaments in the country to see them."

Beyond the world-class tennis, the Delray Beach Open will once again offer fans parties, food and entertainment, including the Delray Beach Open Food & Wine Series, which sold out last year. New to the list of food events for 2025 are the Grand Tasting and Valentine's & Volleys events to go along with the ever-popular Ladies Day Luncheons, Burgers, Bourbon & Brew; Tacos, Tequila & Tennis and crowd favorite Game, Set, & Pour. Also, the Championship Weekend Brunches have been expanded to three days, Friday-Sunday, Feb. 14-16, with Saturday already sold out.

The 10-day party will begin with a Legends event opening weekend, Feb. 7-9. The qualifying rounds for the ATP 250 event will run Feb. 8-9, and singles and doubles main draw action starts Monday, Feb. 10 with the finals on Sunday, Feb. 16.

The Delray Beach stop on the global ATP Tour annually plays in front of more than 60,000 fans and reaches television audiences in over 100 countries.

Some of the world's best players launched their careers at the Delray Beach Open. Delray Beach champions include former US Open winners Marin Cilic and Juan Martin del Potro, Grand Slam finalist Kevin Anderson, and multiple Grand Slam doubles titlist Jack Sock. Other competitors over the tournament's 32 years of ATP tennis include a roster of Hall of Famers and fan favorites such as Andre Agassi, Andy Roddick, Lleyton Hewitt, Tommy Haas, Patrick Rafter, Jim Courier, Michael Chang, Ivan Lendl, Mats Wilander and Jimmy Connors.

Disclaimer – Match schedule, including number of sessions, dates, times, number of matches and players scheduled are subject to change. Tickets are not eligible for refund or exchange.

Featuring a Legends event and an ATP 250 Tour event in the same week at the same venue, the tournament is held in Delray Beach, Florida, February 7-16, 2025 at the Delray Beach Stadium & Tennis Center. The ATP Tour's first North American hard court event of the outdoor season is one of just eight ATP Tour events in the United States. The 3-day Legends event is in its 16th year. The 2025 edition of the ATP 250 event will be its 33rd overall. Each year the Delray Beach Open brings world-class tennis players and thousands of visitors to Delray Beach

and Palm Beach County. In 2010, the tournament received the Discover The Palm Beaches Florida's annual Proviencia Award for its extraordinary contribution to tourism. The City of Delray Beach was also a finalist for the US-TA's "Best Tennis Town" Award and in 2003, the tournament was the recipient of an "ATP Award of Excellence." For more information please visit [DelrayBeachOpen.com](http://DelrayBeachOpen.com).

As the global governing body of men's professional tennis, the ATP's mission is to serve tennis. We entertain a billion global fans, showcase the world's greatest players at the most prestigious tournaments, and inspire the next generation of fans and players. From the United Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and PIF ATP Rankings points at ATP Masters 1000, 500 and 250 events, and Grand Slams. All roads lead towards the Nitto ATP Finals, the prestigious season finale held in Turin, Italy. Featuring only the world's top 8 qualified singles players and doubles teams, the tournament also sees the official crowning of the year-end ATP World No. 1, presented by PIF, the ultimate achievement in tennis. For more information, please visit [www.ATPTour.com](http://www.ATPTour.com).

In southeast Palm Beach County, along the Atlantic seashore, a Village by the Sea that began as an agricultural community in 1895 has become one of Florida's most popular destinations for visitors, new families and seasonal residents. The City of Delray Beach encompasses slightly over 16 square miles with a permanent population of nearly 65,000 and growing. The city's charm continues to garner national awards. In 2017 alone the city received three awards: the "All-America City" award from the National Civic League (NCL) for literacy strides (the NCL also recognized Delray Beach in 1993 and 2001), a "Playful City USA" designation for providing 24 playgrounds for residents, and the recognition of Atlantic Avenue as one of the "10 Great American Shopping Streets" by USA Today. In 2012 during the nationally televised "Best of the Road" special, Delray Beach was chosen by Rand McNally, USA Today and the Travel Channel as the "Most Fun Small Town" in America. In 2014, USA Today named Delray as one of the "Best Atlantic Beaches in Florida."

# Marketing Samples

CREATIVE BY CAMPBELL CREATIVE

**MORE FOOD  
MORE DRINK**

**MORE FUN  
MORE PARTY**

**Delray Beach OPEN**

**MORE TENNIS**  
FEB 7-16 '25  
TICKETS ON SALE NOW

TICKETS ON SALE NOW  
DELRAYBEACHOPEN.COM

Baptist Health | ALEC STYLSINGER FOUNDATION | Delray Beach Open Center

**Delray Beach OPEN** | ATP 250

**MORE TENNIS**

**Delray Beach OPEN** FEB 7 - 16 '25

**Delray Beach OPEN** | ATP 250

**MORE FOOD  
MORE DRINK**

FEB 7 - 16 '25

GET TICKETS @ DELRAYBEACHOPEN.COM

**Delray Beach OPEN** | ATP 250

**MORE FOOD  
MORE DRINK**

FEB 7 - 16 '25

GET TICKETS @ DELRAYBEACHOPEN.COM

**Delray Beach OPEN** | ATP 250

**MORE FOOD  
MORE DRINK**

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**Delray Beach OPEN** | ATP 250

**MORE FOOD  
MORE DRINK**

FEB 7 - 16 '25

GET TICKETS @ DELRAYBEACHOPEN.COM

**Delray Beach OPEN** | ATP 250

**MORE FUN  
MORE TENNIS**

FEB 7 - 16 '25

GET TICKETS @ DELRAYBEACHOPEN.COM

**DBOFWS**  
DELRAY BEACH OPEN FOOD & WINE SERIES

**Delray Beach OPEN** | ATP 250

FEB 7 - 16 '25

**Delray Beach OPEN**

**FEB 7 - 16 '25**

TICKETS ON SALE  
DELRAYBEACHOPEN.COM

**Delray Beach OPEN**

**Delray Beach OPEN**

Baptist Health | ALEC STYLSINGER FOUNDATION | Delray Beach Open Center

\*TICKETS MAY VARY DUE TO PLAYERS/TICKET PRICES SUBJECT TO CHANGE. TICKETS ARE NOT ELIGIBLE FOR REFUNDS OR EXCHANGES.

**TAYLOR FRITZ**

**Delray Beach OPEN** | ATP 250

**FEB 7 - 16 '25**

TICKETS ON SALE NOW  
DELRAYBEACHOPEN.COM

**DBOFWS**  
DELRAY BEACH OPEN FOOD & WINE SERIES

**Delray Beach OPEN** | ATP 250

**FEB 7 - 16 '25**

TICKETS ON SALE NOW  
DELRAYBEACHOPEN.COM

**DBOFWS**  
DELRAY BEACH OPEN FOOD & WINE SERIES

**TOMMY PAUL**

\*TICKETS MAY VARY DUE TO PLAYERS/TICKET PRICES SUBJECT TO CHANGE. TICKETS ARE NOT ELIGIBLE FOR REFUNDS OR EXCHANGES.

# Media Samples



Number 699 • Year XV East and West Boca Raton, Delray Beach, Boynton Beach, Lake Worth, Deerfield Beach December 29 - January 9, 2025

## 2025 Delray Beach Open Food & Wine Series to Offer Elevated Culinary Experience

Delray Beach, FL – The 2025 Delray Beach Open ([www.DelrayBeachOpen.com](http://www.DelrayBeachOpen.com)), which takes place February 7-16, 2025 at the Delray Beach Stadium & Tennis Center, has announced additional offerings to this year's Food & Wine Series – a series of exclusive events during the 10 days of tennis that have become a cornerstone of the social scene during "season" in South Florida and beyond.

New events for 2025 include a "Grand Tasting" evening as well as the addition of "Valentine's & Volleys: A Taste of Italy," a DBO first in celebrating the holiday of love that continually falls upon the tournament's schedule. The new events join the 2nd Annual Burgers, Bourbon & Brew, and 3rd Annual Tacos, Tequila & Tennis, which both have become instant successes alongside fan-favorite Game, Set, Pour – the tournament's "Ultimate Pairing Event" since 2019.



Delray Beach Open

Celebrating its 33rd year, the 2025 Delray Beach Open hopes to build upon the spectacular success of its previous years and raise what is already considered a very high bar. Continuing its tradition of pairing world-class tennis with exceptional food and wine experiences, this year's series promises to be the most extraordinary yet, featuring an elevated lineup of flavors and festivities that perfectly complement the excitement on the court.

The Delray Beach Open Food & Wine Series will feature VIP events throughout the tournament, including over 40 of the top restaurants, food purveyors, and spirit partners in South Florida. With returning favorites showcasing curated culinary offerings prepared exclusively for the event and custom cocktail creations from South Florida's most esteemed mixologists, the 2025 tournament promises to outdo itself yet again.

Schedule for the Delray Beach Open Food & Wine Series:

17th Annual Chamber Bash – Monday, February 10, 5:45 to 7:15 p.m. In partnership with the Delray Beach and Boca Raton Chambers of Commerce and presented by Baptist Health and sponsored by BlueVly Communications and Carlton Fields, this exclu-

sive networking event will take place at the tournament's Hospitality Pavilion featuring culinary delights from some of the top spots around!

**\*\*NEW: Grand Tasting Event – Tuesday, February 11 from 6:30 to 8 p.m. (VIP access starts at 6 p.m.)** This is sure to be a highlight of Delray Beach's social scene, offering a wide variety of fine cuisine from the tournament's official caterer, VIP Caterers, a full open bar and special appearances from ATP Tour players.

Burgers, Bourbon, and Brew – Wednesday, Feb. 12 from 6:30 to 8 p.m. (VIP access starts at 6 p.m.) The 2nd annual event will offer guests the opportunity to sample and vote for South Florida's best burgers, while enjoying beer, wine, and bourbon cocktails from several different distilleries and craft beer partners.

Ladies Day Luncheons – Wednesday, Feb. 12 and Thursday, Feb. 13 from 11 a.m. to 12:30 p.m. The ever-popular Luncheons return offering guests more than just lunch. Tickets include Stadium Court seats to the day's tennis matches, luncheon, wine, Bloody Mary's, Aperol Spritz cocktails, raffle prizes and much more.

Game, Set, Pour – Saturday, Feb. 15 from 6:30 to 8 p.m. (VIP access starts at 5:45 p.m.) The 6th annual "Ultimate Pairing Event" features unlimited samplings of the best beer, wine, spirits and food from local restaurants and bars around South Florida. A portion of the proceeds will benefit Community Classroom Project, a 501(c)(3) non-profit that makes learning less stressful for students, parent, families, educators and communities.

Delray Beach Open Food & Wine Series events are on sale now at [www.DelrayBeachOpen.com](http://www.DelrayBeachOpen.com). Individual session and series packages are available now at [www.DelrayBeachOpen.com](http://www.DelrayBeachOpen.com). A variety of up-close, unique seating experiences including On Court Best Seats in the House, shaded Veranda seats, court-side box and reserved seats are available.

The ATP Tour's first North American hard-court event of the outdoor season is one of just eight ATP Tour events in the United States. The event is held February 7 – 16, 2025 and features a Legends event, an ATP Tour 250 event & the Delray Beach Open Food & Wine Series in the same week at the Delray Beach Stadium & Tennis Center in Delray Beach, Florida next to the pristine beaches of Delray Beach and booming downtown restaurants and marketplaces. The 2025 edition of the ATP 250 event will be its 33rd overall. Each year the Delray Beach Open brings world-class tennis players and thousands of visitors to Delray Beach and Palm Beach County. In 2010, the tournament received the Discover The Palm Beaches Florida's annual Provisencia Award for its extraordinary contribution to tourism.

The City of Delray Beach was also a finalist for the USA's "Best Tennis Town" Award and in 2003, the tournament was the recipient of an "ATP Award of Excellence." For more information please visit [www.DelrayBeachOpen.com](http://www.DelrayBeachOpen.com).

Tacos, Tequila and Tennis – Thursday, Feb. 13 from 6:30 to 8 p.m. (VIP access starts at 6 p.m.) This fan-favorite, presented by Dano's Tequila, is returning for its third year! With a portion of the proceeds benefitting the local non-profit organization Love Serving Autism, guests can sample and vote for South Florida restaurants' best tacos in town while also enjoying and voting for their favorite tequila cocktail creation.

**\*\*NEW: Valentine's & Volleys: A Taste of Italy – Friday, Feb. 14 from 6:30 to 8 p.m. (VIP access starts at 6 p.m.)** Guests are invited to celebrate Valentine's Day with their special someone (or perhaps meet their special someone) over an evening enjoying the culture and tastes of Italy. This new event offers a unique blend of Italian culinary delights and thrilling tennis! Guests will taste a variety of gourmet Italian food while sipping their favorite wine from the tournament's wine partner, Raeburn Winery, as well as Aperol Spritz cocktails.

Championship Brunches – Friday, Feb. 14 & Sunday, Feb. 16 from 11 a.m. to 3 p.m. Enjoy an upscale brunch, including bottomless Bloody Mary's and mimosas prior to the ATP Stadium Court matches. Still want more? Guests can continue to experience the Hospitality Center's endless beverages, desserts and coffee with the ability to leave and re-enter at any time until 3 p.m.!

SunSentinel

# THE WEEKENDER

SMALL BITES

## Tickets available for Delray Beach Open's Food & Wine Series

By Rod Stafford Hagwood  
South Florida Sun Sentinel

*This is "Small Bites," a South Florida Sun Sentinel feature with tiny tidbits on the food and beverage scene – because we know that sometimes you just don't have room for a long article. You want a little news brief instead, an amuse bouche of information, if you will. Enjoy!*

WHAT/WHEN

Sure, there's terrific tennis, but there's also lots of gourmet dining and vino sipping at the Delray Beach Open.

That's right, the Delray

Beach Open Food & Wine Series will offer six evening and five brunch/lunch events during the Feb. 7-16 tournament.

"This year, we are introducing new events including the Grand Tasting event and a special event for Valentine's Day called Valentine's & Volleys that features gourmet Italian food and wine," says Adam Baron, the tournament's executive director. "The Delray Beach Open will once again offer our fans the tennis, the parties, the food and the

Turn to Bites, Page 3

Bites

From Page 1

entertainment they have come to know and love." In its sixth year, the foodie series will have more than 40 restaurants, food purveyors and wine/spirits brands represented – most of them based in South Florida.

WHERE

Delray Beach Stadium & Tennis Center, 201 W. Atlantic Ave.

COST

Event prices range from \$40-\$150.

All Food & Wine Series tickets include a general admission seat ticket to the evening's pro tennis matches (you can upgrade your seat type). The Grand Tasting Event and the Championship Brunch are already sold out, but there are wait lists.

INFORMATION

561-330-6000 (press 1); [delraybeachopen.com](http://delraybeachopen.com)

THE FOOD & WINE SERIES SCHEDULE

Monday, Feb. 10

Chamber Bash, 5:45-7:15 p.m.: You must be a member of the Delray Beach, Boca Raton or Boynton Beach chamber to attend this 17th annual networking event held at the on-site Hospitality Pavilion. Participating restaurants include Ziver Thai & Sushi, Casalina, Seasons 52, Tin Roof, Hawkers Asian Street Food, American Icon Brewery and more to come.

Tuesday, Feb. 11

Grand Tasting Event, 6:30-8 p.m.: Just like the title suggests, a variety of tastes from VIP Caterers. Must be 21 or older. Sold out with a wait list.

Wednesday, Feb. 12

Burgers, Bourbon & Brew, 6:30-8 p.m.: Vote for your favorite burger while enjoying beer, bourbon... and wine. Participating



The Delray Beach Open Food & Wine Series will offer six evening and five brunch/lunch events during the Feb. 7-16 tennis tournament. DELRAY BEACH OPEN

restaurants will include Tin Roof, Warren, Funky Buddha, Marco's Top Burgers, American Icon Brewery, M.E.A.T. Eatery and Taproom, Poblano South and The BBQ Boutique. Must be 21 or older.

Wednesday, Feb. 12 and Thursday, Feb. 13

Ladies Day Luncheon, 11 a.m.-12:30 p.m.: In addition to lunch and raffle prizes, there will be Stoll cocktails, bloody marys and wines from Raeburn Winery. Menu options include Sesame Seared Tuna, N.Y. Strip Steak, Grilled Polenta and Lemon Za'atar Grilled Chicken Breast. Thursday's event is sold out but has a wait list.

Thursday, Feb. 13

Tacos, Tequila & Tennis, 6:30-8 p.m.: For the third time for this event, the sponsor will be Dano's Tequila, so they will also provide the tequila cocktails. Participating restaurants include El Segundo, Farmer's Table, Crazy Uncle Mike's, Goats Go, The Wine & Spirits Kitchen, AlleyCat Boca, Drift, Tin Roof, Brew & Biste, American Icon Brewery, Bodega Taque-

ria y Tequila. Must be 21 or older.

Friday, Feb. 14

Valentine's & Volleys, 6:30-8 p.m.: Unlimited Italian-themed cuisine along with wine, beer and dessert. Must be 21 or older.

Saturday, Feb. 15

Game, Set, Pour, 6:30-8 p.m.: This will be the sixth year for this event with an unlimited sampling of beer, wine, spirits and food from Dada, Hawkers Asian Street Food, Death By Pizza, Kapow Noodle Bar, Driftwood, Windy City Pizza, AlleyCat Boca and Palm & Ivy Kitchen & Cocktails. Must be 21 or older.

Friday-Sunday, Feb. 14-16

Championship Weekend Brunch, 11 a.m.-3 p.m.: There will be stations for omelets, waffles, sushi, pasta, carving (lamb, turkey, stein) and French/Italian sweets, as well as a raw seafood bar, salad bar, character table, caviar and more. Service will include bottomless bloody marys and mimosas. Saturday's event is sold out but has a wait list.



## The Perfect Match

Delray Beach Open Serves Up The 2025 Tennis Season Starting Feb. 7

By Daniela Ghelman

BEFORE THE INDIAN WELLS, MIAMI OPEN, Monte-Carlo Masters or Roland-Garros capture the spring spotlight and the attention of every tennis fan, there's one must-attend tournament right in our own backyard — the Delray Beach Open (DBO). Renowned for its laid-back yet competitive atmosphere, DBO serves as the perfect prelude for players fine-tuning their game ahead of the season's marquee events.

Running from Feb. 7-16, the tournament attracts 60,000 fans and is broadcast to over 50 countries. Adding to the experience is the Delray Beach Open Food & Wine Series, a delectable offering that ensures everyone can indulge beyond the courts.

The tournament kicks off with the Legends event from Feb. 7-9 before transitioning to the ATP tournament, which runs through Feb. 16. Fans will be treated to an action-packed lineup boasting Grand Slam champions, Olympic medalists and tennis greats like Bob and Mike Bryan (recently inducted into the International Tennis Hall of Fame), Luke and Murphy Jensen and singles stars Sam Querrey, Jack Sock, Xavier Malisse and Tommy Haas. From Feb. 10-16, the ATP 250 tournament takes center stage, where two-time defending champion Taylor Fritz will aim to achieve the tournament's first three-peat. He'll face stiff competition from DBO 2024 finalist and Wimbledon quarterfinalist Tommy Paul.

Over its 32-year history, DBO has welcomed a roster of Hall of Famers and fan favorites, including Andre Agassi, Andy Roddick, Patrick Rafter, Michael Chang, Mats Wilander and Jimmy Connors, furthering cementing its status as a go-to event for tennis fans and players alike.

For tickets and more information, visit [delraybeachopen.com](http://delraybeachopen.com).

# Tennis Industry Demographics

- 23.6mm play tennis in the U.S., increase of 5.9mm since 2020, more than the combined number of people playing pickleball (8.9 M), badminton (6.5 M), racquetball (3.5 M), and squash (1.2 M).
- Gender: Male – 53.8%, Female – 46.2%
- Age Segment: 20-30 (36%), 30-40 (31%), 40+ (30%)
- Race: White (72.8%), Black/African American (8.9%), Hispanic/Latino (7.5%)
- Education: 36.9% (Grad School), 29% (College), Some College (21%), High School (10%)
- Black/African-American participation increased by 46 percent over the last three years, with 2.3 million players in 2022.
- Hispanic/Latino participation with 3.8 million players in 2022, representing a 90 percent increase over the last three years.
- Asian/Pacific Islander participation has increased by 37 percent over the last three years, with 2.4 million players in 2022.
- Tennis has been shown to have a significant positive impact on the health of participants. Tennis players on average lived an additional 9.7 years than sedentary individuals. This figure ranked highest among all sports, beating out soccer by 5 years (4.7), cycling by 6 years (3.7), swimming by 6.3 years (3.4) and jogging by 6.5 years (3.2).
- Participation in racquet sports, including tennis, reduces risk of all-cause mortality by 47 percent and cardiovascular-related death by 56 percent.



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**THANK YOU!**