

MUTUA MADRID OPEN —



2024

THE MAJOR TOURNAMENTS

|

GRAND SLAMS



MASTERS 1000 / WTA 1000



MUTUA MADRID OPEN_
PRIZE_MONEY__ 16.448.710€

**FROM THE 22 OF APRIL
UNTIL THE 5 OF MAY**



THE BEST PLAYERS

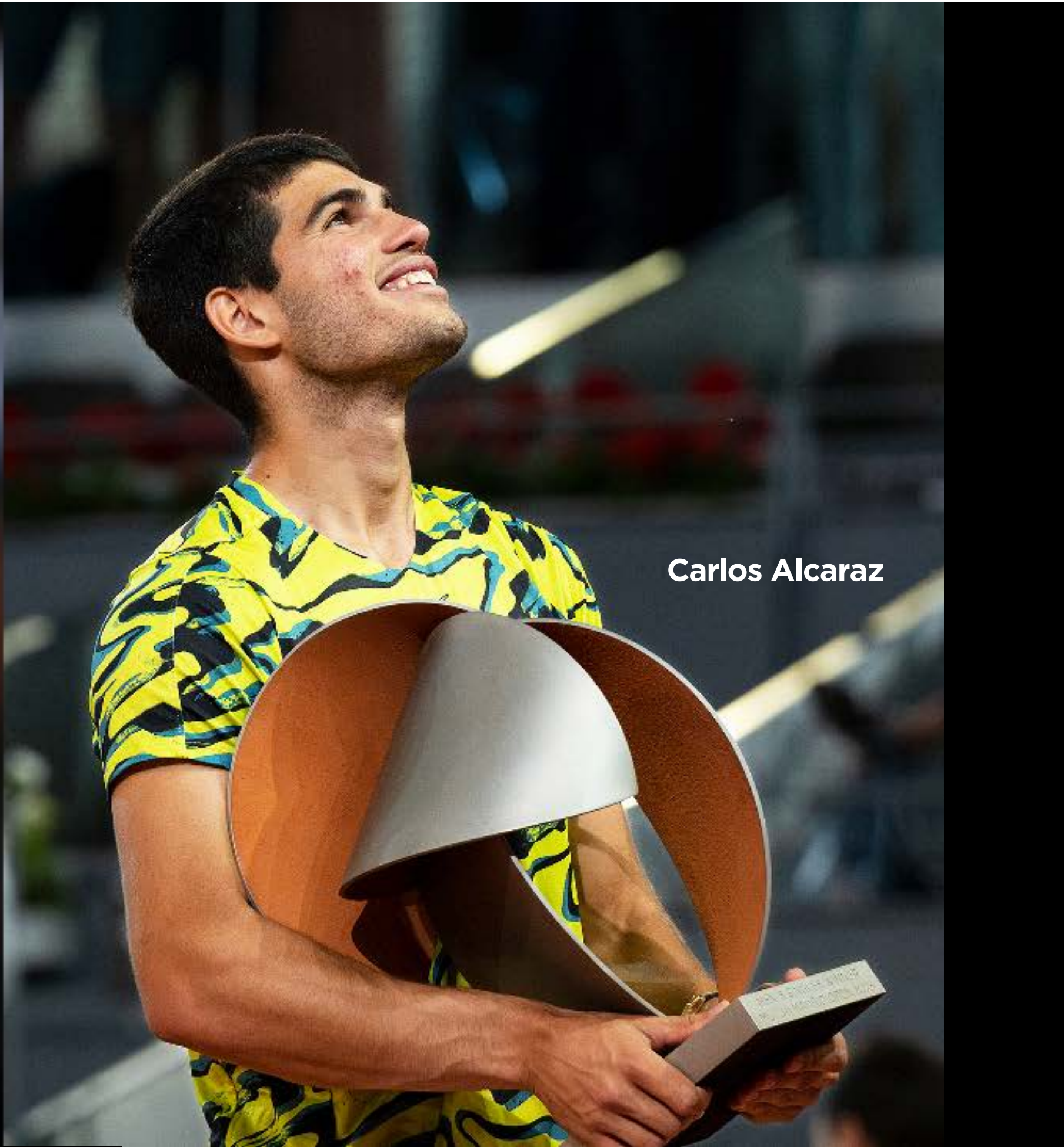


- 2002 André AGASSI
- 2003 Juan Carlos FERRERO
- 2004 Marat SAFIN
- 2005 Rafael NADAL
- 2006 Roger FEDERER
- 2007 David NALBANDIAN
- 2008 Andy MURRAY
- 2009 Roger FEDERER
- 2010 Rafael NADAL
- 2011 Novak DJOKOVIC
- 2012 Roger FEDERER
- 2013 Rafael NADAL
- 2014 Rafael NADAL
- 2015- Andy MURRAY
- 2016 Novak DJOKOVIC
- 2017 Rafael NADAL
- 2018 Alexander ZVEREV
- 2019 Novak DJOKOVIC
- 2021 Alexander ZVEREV
- 2022 Carlos ALCARAZ

- 2009 Dinara SAFINA
- 2010 Aravane REZAL
- 2011 Petra KVITOVA
- 2012 Serena WILLIAMS
- 2013 Serena WILLIAMSL
- 2014 Maria SHARAPOVA
- 2015 Petra KVITOVA
- 2016 Simona HALEP
- 2017 Simona HALEP
- 2018 Petra KVITOVA
- 2019 Kiki BERTENS
- 2021 Aryna SABALENKA
- 2022 Ons JABEUR



Aryna Sabalenka



Carlos Alcaraz

2023 WINNERS



THE “CAJA MÁGICA”



325.806_VISITORS

2023. PUBLIC ATTENDANCE RECORD


A technological venue with
3 retractable roofs situated
in the South of Madrid

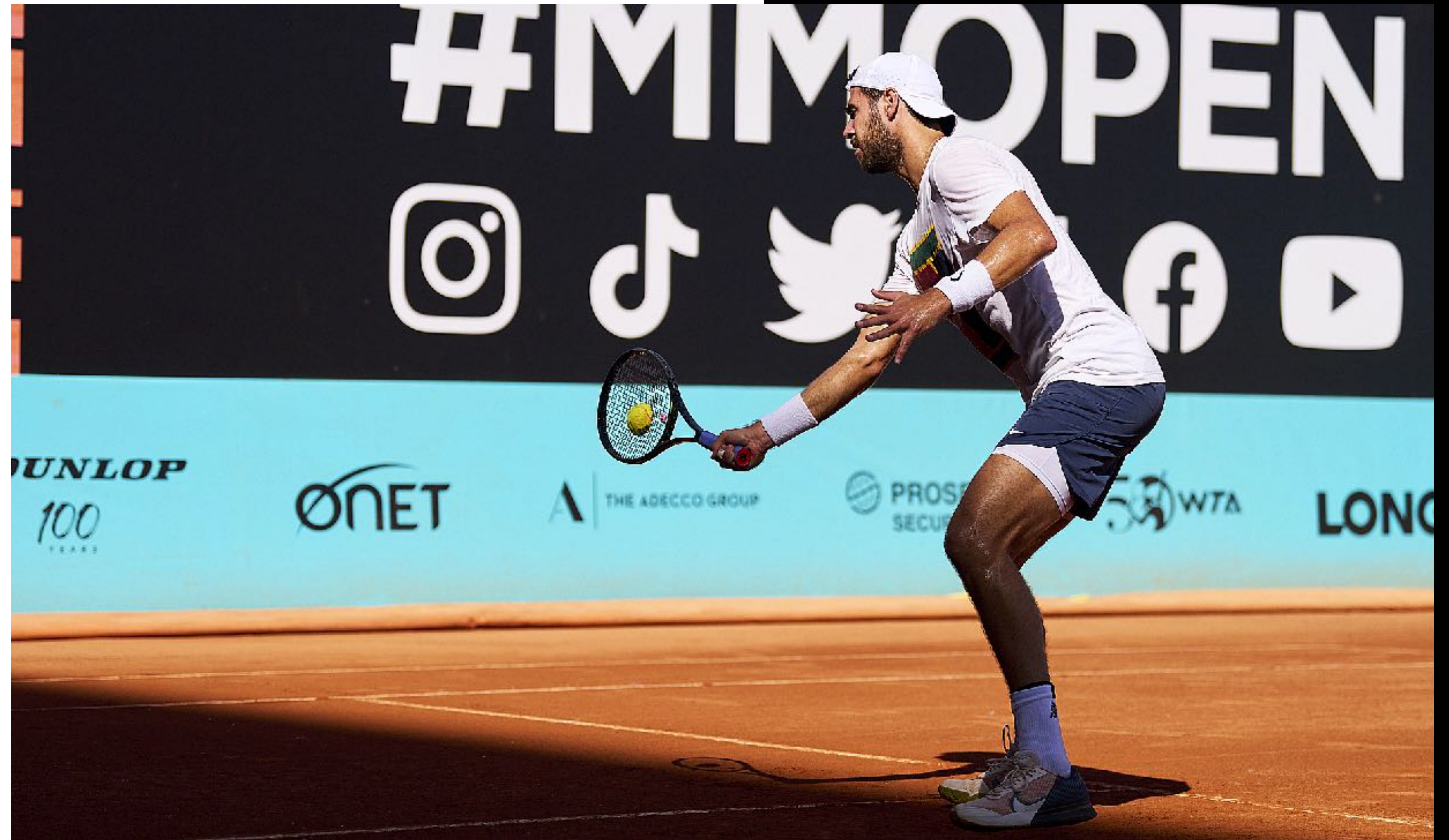
MUTUA
MADRID
OPEN

ATP
MASTERS 1000

WTA
1000

WEBSITE & RRSS —

-  **353.000 followers**
> 5 millions of reach
-  **100.000 followers**
> 14 millions of impressions
-  **208.000 followers**
> 37 millions of impressions
-  **5.000 subscribers**
> 2,9 millions of minutes viewed
-  **30.000 followers**
> 44 millions of views
-  **Website 6.488.543 visits**

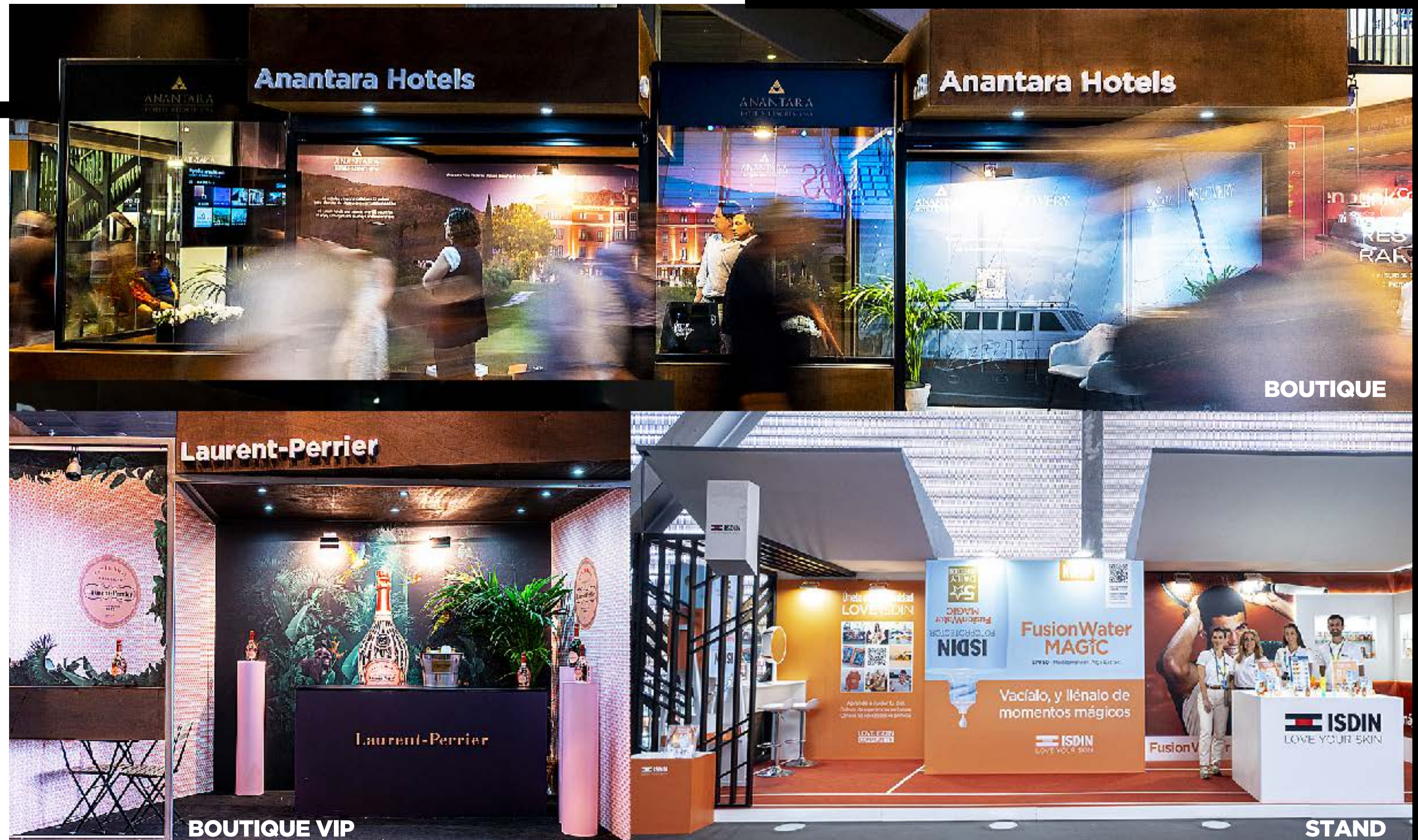


COMMERCIAL AREAS

BOUTIQUE
5.450m²
OF EXHIBITION SPACE

VIP BOUTIQUE
340m²
OF EXHIBITION SPACE

STANDS
1.050m²
OF EXHIBITION SPACE



TWITCH & COM



© 2023 Source: MMO

>70_HOURS
BROADCASTING

>695.003_
MINUTES VIEWING

3.000_
AVERAGE VIEWERS

>70%
NEW FOLLOWERS



TENNIS TAINMENT



FAN ZONE
EXPOSITIONS
CONCERTS

FOOD CORNER

18 PLACES TO ENJOY
BETWEEN MATCHES

A GREAT LEISURE
CENTRE FOR ALL
TYPES OF PUBLIC



MUTUA
MADRID
OPEN

ATP
MASTERS 1000

WTA
1000

THE TENNIS GARDEN

TENNIS,
THE PLAYERS
CLOSEST

A UNIQUE PLACE
WHERE YOU CAN
ENJOY THE BEST
TENNIS



17_COURTS
TO ENJOY
OF YOUR IDOLS

MUTUA
MADRID
OPEN

ATP
MASTERS 1000

WTA
1000

TECHNO LOGICAL TOURNAMENT

170.333_

ACTIVE
PARTICIPANTS

600.905_

TOTAL AUDIENCE
MMO + C.C. LA VAGUADA

€16.000_
IN PRIZES

>214%_
INCREASED AUDIENCE
FROM 2020 TO 2023

FANCAM_
19.355 USERS
53.704 PHOTOS
73.549 PEOPLE REACH



UNDER-16 NATIONAL —



WHAT IS IT?

Circuit of national
UNDER-16 tournaments

WHERE?

16 qualifying events
around 14 cities in Spain

WHO PLAYS?

The best UNDER-16 players
(Girls & Boys) in Spain

FINAL PHASE DURING THE MUTUA MADRID OPEN 2024

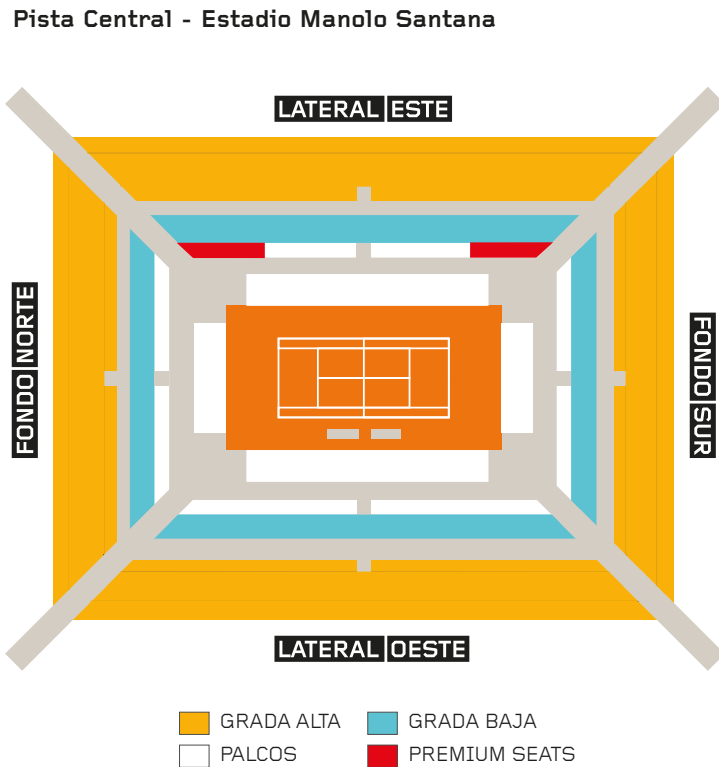
MUTUA MADRID OPEN
SUB 16

PRICES 2024

VAT INCLUDED

CENTRE COURT ENTRANCE:
Allows access to Centre Court, Stadium 3
and Tennis Garden.
(Access to Stadium 3 and Tennis Garden is subject to venue capacity).

Prices valid for groups of minimum **20 people**
per session
This promotion is valid until **29th March**
2024 or while space is available.



SESSION	CATEGORY 2
Monday 22 nd April	8,00 €
Tuesday 23 rd April	8,00 €
Wednesday 24 th April	25,60 €
Thursday 25 th April	25,60 €
Friday 26 th April / DAY	32,00 €
Friday 26 th April / NIGHT	23,80 €
Saturday 27 th April / DAY	41,60 €
Saturday 27 th April / NIGHT	28,00 €
Sunday 28 th April / DAY	48,00 €
Sunday 28 th April / NIGHT	39,20 €
Monday 29 th April / DAY	48,00 €
Monday 29 th April / NIGHT E	39,20 €
Tuesday 30 th April / DAY	56,00 €
Tuesday 30 th April / NIGHT	43,40 €

THANK YOU



Contact:

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Tournament website:

www.madrid-open.com