



Barbados Invitational  
Tennis Exhibition

## Event Overview

2011



## **B.I.T.E 2011**

The **Barbados Invitational Tennis Exhibition (B.I.T.E)** with the sanction of the Barbados Tennis Association (BTA) is proud to host **B.I.T.E 2011** – poised to be an even bigger and more successful event than in 2009. In 2009 BITE presented 3 current touring pros while this year BITE will facilitate exposure of 6 current touring pros (two local and 4 international). We intend a professional yet fun atmosphere, capturing and infusing the essence of the relaxed and light-hearted Barbadian lifestyle. Through the intimacy of the event, our aim to not only translate this to our spectators attending **B.I.T.E 2011**, but to capture this spirit in our broadcasts to international viewers.

One of our main objectives this year is again to create a product unique to tennis fans around the world, featuring images and footage of attending players with an emphasis on their off-court activities while in Barbados, along with interviews reflecting on their 2011 performances and also looking forward to their 2012 seasons. Incorporated with the above mentioned objective, it is also our intention to ensure the growth of **B.I.T.E** on the world stage as a new and very unique item taking a special place on the calendar of world class tennis. In so doing we seek to continue to make a significant contribution to Barbados' drive to lead as a Caribbean Sports Tourism destination.

**B.I.T.E** is a charitable event aimed at raising funds for the betterment of Barbadian children, through sports – specifically tennis. Working in conjunction with the Barbados Tennis Association's Schools Programme, it is our goal to assist in opening new doors for children to benefit from playing this sport and through funds contributed, for Barbadian tennis Juniors to have increased hope and opportunity of being facilitated in advancing to the highest level if they so desire.



## **BITE 2011 – Event Attractions**

**B.I.T.E 2011** will be hosted over a three day period, with the international intention, as the event grows in popularity, that it will become a fixed event on the regional and tennis calendar. The exhibition is to be as enjoyable for the players as it is for the spectators who will again be given a chance to see live, some of the best tennis players, both male and female, playing great tennis, in a more relaxed atmosphere and to have the opportunity to interact with them directly.

This year's event will also be enhanced through the inclusion of a unique collaboration with world renowned modernist artist Daniel Bottero of Argentina. Mr. Bottero who is based in Miami will create a painting started by each player on Friday which he will complete for presentation and auction on Saturday evening at Sugar Hill. This collaboration seeks to satisfy the often commonly held interest of many patrons in great art and also in the beautiful game of tennis. In so doing, we will further reaffirm the unique and world class profile of the Barbados International Tennis Exhibition.

**Friday December 9<sup>th</sup>:** To open the event on Friday 9<sup>th</sup>, **B.I.T.E** will host a “Red Carpet” player’s party at the Lime Grove Lifestyle Centre.

**Saturday December 10<sup>th</sup>:** Fantasy Camp & VIP Hospitality Event (Doubles & Mixed Doubles Matches). The weekend will again include a dedicated VIP/Corporate Hospitality venue, set within the beautiful Sugar Hill development, inclusive of a cocktail party and Art Auction to close day 2 of **B.I.T.E 2011**.

**Sunday December 11<sup>th</sup>:** Main Event (Male & Female Singles) Enhanced Corporate Hospitality will also be featured on site at the Gymnasium for this year’s event, providing a full VIP experience for our Elite Sponsors to entertain their guests.



### Featured Players:

- **Venus Williams (USA):** World No.1 in 2002 – Ranked in the top 10 for 11 years running from 1998 to 2010
- **Victoria Azarenka (Belarus):** World No. 3 – exciting new challenger for the world No. 1 ranking in 2011
- **John Isner (USA):** World No. 18 – 6’9”, big serving winner of the longest match at Wimbledon 2010
- **Gael Monfils (France):** World No. 7 – “The Acrobat” of the ATP Tour

### ***These other additional elements for BITE 2011 should also be noted:***

- **New Feature:** ESPN signs on to produce and broadcast **B.I.T.E 2011** internationally through their various networks and platforms, greatly increasing the international exposure for the event, its sponsors and Barbados. **B.I.T.E 2011** will also be televised locally and regionally via Sportsmax, CMC and CBC.
- **New Feature:** At the Gymnasium, hospitality tents, bars, food stalls, merchandise stalls and other features will be included at this year’s event, creating a relaxed and more interesting tennis evening where patrons and sponsors alike can interact at their leisure.

### **Event Schedule**

#### **Opening Night: Player’s Party – Friday 9<sup>th</sup>**

- **Venue:** Lime Grove Lifestyle Centre
- **Time:** 9:00pm to 2:00am
- **Duration:** Final cut-off time - tbc
- The Player’s Party will be a “Red Carpet” occasion, highlighting the social element of **B.I.T.E 2011**. Offering the players a chance to “party Caribbean” with their hosts.



### Fantasy Camp – Saturday 10<sup>th</sup>

- **Hosted by:** The Barbados Tennis Association.
- **Time:** 9:00am until 11:00am
- **Location:** The National Tennis Center, adjacent to the Gymnasium.
- **Duration:** Players are expected to attend for a period of forty-five (45) minutes, from 10:15am to 11:00am approximately.
- The Fantasy Camp will serve as an opportunity for Barbados’ aspiring junior players to interact on-court with some of the top players in the world.

### Sugar Hill – Saturday 10<sup>th</sup>

#### **Tentative Itinerary – Saturday December 10<sup>th</sup>:**

#### **Start Finish Details**

<b>Start</b>	<b>Finish</b>	<b>Details</b>
2:00pm		Doors Open
3:00pm		Exhibition Begins – Opening Remarks
3:10pm	3:30pm	Drilling for Dollars: All Players on-court (Fun game where the objective is to hit select on-court targets)
3:30pm	4:45pm	Men’s Doubles: Teams tbc
5:00pm	6:30pm	Mixed Doubles: Victoria Azarenka & Gael Monfils Vs. Venus Williams & John Isner (Two Sets)
6:30pm	Until	<b>Players</b> to address patrons followed by: Cocktail party & Auction



## Gymnasium – Sunday 11<sup>th</sup>

### **Tentative Itinerary – Sunday December 11<sup>th</sup>:**

#### **Start Finish Details**

<b>Start</b>	<b>Finish</b>	<b>Details</b>
1:00pm		Doors Open to the "Tennis Village"
3:00pm		Exhibition at the Gymnasium begins – Opening Remarks
3:10pm	3:15pm	Women's Warm-up
3:15pm	4:45pm	Women's Singles: Victoria Azarenka vs. Venus Williams (Two Sets – Super tiebreaker if split)
4:45pm	5:15pm	Intermission (Intermission period is approximate based on Ladies Singles)
5:15pm	5:30pm	Drilling for Dollars: All Players on-court (Fun game where the objective is to hit select on-court targets)
5:30pm	7:00pm	Men' Singles: John Isner vs. Gael Monfils (Two Sets – Super tiebreaker if split)
7:00pm	7:30pm	Concluding Presentations/Remarks
7:30pm	9:00pm	Tennis Village remains open

## **Charitable Beneficiaries**

### **The Barbados Tennis Association:**



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Tennis is a sport which can be enjoyed by all regardless of age, ability, gender or social background. In Barbados, it is now accessible to more individuals through the **Schools Tennis Initiative Development Programme** in primary schools and programmes at the National Tennis Centre in Wildey, St. Michael (where four fully lit courts are now available to the public every day) Being a non-profit organization, the Barbados Tennis Association is dependent on the voluntary work of its executive and members and on the Government of Barbados, the Barbados Olympic Association, the International Tennis Federation and the private sector for financial assistance.

### **Supporting Barbados' Elite and Junior Tennis Players**

B.I.T.E Inc. through this event provides critical support to our Barbados Davis Cup players (winners of Americas Group 3 in 2011), who are also competing on the ATP Tour building their rankings - as well as our other emerging juniors and those joining the game from the primary school programmes.

### **Schools Tennis Initiative Development Programme**

This Programme was initiated to not only create a greater exposure to the game of tennis, but to act as a catalyst for the betterment of children in Barbados. Sports have been shown, not only to be great for the body and to sharpen the mind, but a sport also creates discipline and plays a role in developing personality and character. Through the Schools Programme, it is the goal of the BTA and B.I.T.E to provide children all the opportunities associated with playing tennis. Please visit: [www.TennisBarbados.org](http://www.TennisBarbados.org)