

Xerox will be backer for U.S. Open

Matthew Daneman • Staff writer • November 9, 2010

Xerox Corp. has signed a five-year agreement to be a sponsor of the U.S. Open tennis tournament.

Under the agreement, Xerox will be the sole provider of office equipment and document and printing services for the tournament, held around Labor Day each year in Queens. In exchange, Xerox will have courtside signage at Arthur Ashe Stadium, Louis Armstrong Stadium and other tournament courts.

Xerox did not disclose financial terms of the sponsorship, which starts in 2011.

Company spokesman Carl Langsenkamp said the aim of backing the tennis tournament, like its sponsorships of the Rochester International Jazz Festival or a tour of Sting earlier this year, is "to get the word out to a good audience about what our technology and services can do" as well as to use the event for customer hospitality needs.

Xerox employs about 6,900 people in the Rochester area.

Such sponsorships typically are a means of promoting a company's brand, particularly among a targeted audience, said Charles Lindsey, assistant professor of marketing at the State University of New York at Buffalo.

"A large part of their business model is business-to-business," Lindsey said. "It could be they're trying to promote this image that it's an elite company. That fits well with tennis."

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