



NEWS RELEASE

21 AUGUST 2024

ATP TOUR DELIVERS RECORD SPONSORSHIP REVENUES & GROWTH IN 2024

- Nine new global partners and multiple renewals drive 50% year-on-year increase in sponsorship revenue
- 89% increase projected by 2026 (vs. 2023)

LONDON — The ATP Tour has announced record sponsorship revenues for the 2024 season, headlined by the signing of nine new global partners and multiple partnership renewals. The Tour's unprecedented commercial success reflects its focus on strategic growth under OneVision.

Fast-growing partnerships portfolio

New global partners signed since 2023 include PIF, Lexus, Yokohama, Haier, Waterdrop, LONGi Solar, Sense Arena, OFX and most recently Fitline. During this same period the ATP Tour renewed longtime partnerships with Infosys, Lacoste and Dunlop, along with Asti Docg. These partners join an array of leading global brands including the ATP Tour's Premier Partner, Emirates, along with Nitto, Rolex, Nilox and Sense Arena. The ATP and WTA also entered a joint licensing partnership with game maker Nacon for the TIEBREAK tennis game. This season's commercial success has seen the ATP Tour grow its sponsorship revenues by 50% vs. 2023, with an 89% increase projected by 2026.

"We are thrilled that leading brands are increasingly seeking to align with the ATP Tour, our globally recognised athletes and world-class tournaments," said Massimo Calvelli, ATP CEO. "Our partners are committed to enhancing the promotion of the sport, attracting new fans and supporting our members and communities through ATP Serves. They have also bought into our OneVision strategic plan. This has laid the foundation for growth through more premium events, rights aggregation, and a game-changing profit-sharing agreement creating a true partnership between players and tournaments."

OneVision: a key growth engine

The ATP's OneVision strategic plan has been the central driver of commercial success, creating new sponsorship inventory through the expansion of several ATP Masters 1000 tournaments from eight to 12-day events. It has attracted direct support from brands, most notably PIF, which signed a major multi-year partnership in 2024 supporting the ATP in growing the game globally for players and fans. In total, ATP has doubled its annual sponsorship distributions to tournaments since 2021.

OneVision is also unlocking new investment at the tournament level, with multi-million dollar infrastructure upgrades and sell-out partnership portfolios underpinned by long-term category protection. Learn more about OneVision [here](#).

Sustainability focus

ATP Tour partners have made significant investments into supporting the ATP Serves sustainability roadmap. Initiatives co-launched in the past 18 months include the ATP Carbon Tracker developed in collaboration with Infosys, the Nitto ATP Finals Torino Green project, and LONGi PLAN GET. Through

PREMIER PARTNER



PLATINUM PARTNERS





NEWS RELEASE

their event portfolios, Lexus has driven the electrification of car fleets and Waterdrop has spearheaded the reduction of single-use plastics on Tour. Further collaborations aimed at accelerating progress towards ATP's climate targets are planned for 2025.

Digital at the forefront

This season has seen record digital and social growth across official ATP Tour social media channels. Followers grew seven per cent to 9.7 million in the 12 months to June 2024, with video views up 159% and reach increasing 48% to 2.9 billion over the same period. Partners have benefitted from comprehensive digital, social and branded content exposure, in addition to on-site activations at tournaments in marquee cities across the globe. Branded content collaborations with players – a vertical introduced by ATP in 2023 – has created significant value for brand partners and new revenue streams for players.

#

Media contact: communications@atptour.com

About The ATP

The ATP's mission is to serve tennis. As governing body of the ATP Tour and Challenger Tour we entertain a billion global fans, showcase the world's greatest players at prestigious tournaments, and inspire the game's next generation. 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 to the Nitto ATP Finals, our prestigious season finale held in Turin, Italy. Featuring only the season's best 8 singles players and doubles teams, the tournament sees the 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.

PREMIER PARTNER



PLATINUM PARTNERS

