

INTESA  SANPAOLO

**NEXT GEN**  
ATP FINALS

9 ——— 13 NOV 2021

# NEWS RELEASE

24 JUNE 2021

## COUNTDOWN TO THE INTESA SANPAOLO NEXT GEN ATP FINALS BEGINS AS TICKETS GO ON SALE

**LONDON:** The ATP, Italian Tennis Federation (FIT) and Sport e Salute Spa have today announced the launch of ticket sales for the 2021 Intesa Sanpaolo Next Gen ATP Finals, the innovative showcase event for the world's best 21-and-under players.

Scheduled from 9-13 November at the Allianz Cloud in Milan, the 2021 event marks the fourth edition of the tournament, following cancellation in 2020 due to COVID-19. The award-winning event features cutting-edge technological innovations and a unique short-format presentation of the game, with past champions including Italy's Jannik Sinner, current World No. 4 Stefanos Tsitsipas, and South Korea's Hyeon Chung. From today, tickets for individual sessions and season tickets for the entire five-day event will be available for purchase.

This year, the tournament welcomes a host of prestigious new partners, led by Intesa Sanpaolo as Title Partner. Through the partnership, Intesa Sanpaolo is committed to promoting the development of individuals and young people, through fundamental values of healthy competition, dynamism, respect for the rules, fair play and overcoming one's limits. The Italian bank will also serve as Host Partner of the prestigious Nitto ATP Finals, being played in Turin for the first time this year, until 2025.

ellesse, the iconic Italian athleisure brand, will bring its signature style and flair to the event as Official Apparel and Shoes of the Intesa Sanpaolo Next Gen ATP Finals. In addition, Wilson (Official Stringer) and Fastweb (Official Telecommunications Provider) join the portfolio of renowned event partners that includes Emirates, Dunlop, and Valmora Mineral Water.

Adding to the build-up, this week marks the launch of the Next Gen ATP E-Series 2021, the official eSports tournament hosted in collaboration with Mkers, a leading Italian eSports company, with Intesa Sanpaolo as Main Sponsor. Opening rounds of the competition, held online between June and October, will feature 128 players competing on the popular Tennis World Tour 2 title, with the best eight players qualifying for a live event at the Intesa Sanpaolo Next Gen ATP Finals, where the winner will be crowned. In addition, the Nitto ATP Finals will host a day of show matches featuring participants from the eSports tournament, VIPs and influencers.

Andrea Gaudenzi, ATP Chairman, said: "Since its inception, this event has helped shine an important spotlight on the brightest young talents in our sport, creating great champions and driving innovation in the process. We are delighted to see it returning this year and would like to thank the FIT, and all event partners, for their commitment to promoting the future of our sport."

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Angelo Binaghi, President of the Italian Tennis Federation, said: "This November, Italy will find itself at the centre of the tennis world, hosting leading events that signal our ambition and commitment to the sport. We are extremely excited to once again be hosting the Intesa Sanpaolo Next Gen ATP Finals in Milan, a city that continues to play a vital role in the development of tennis' future stars. We are full of enthusiasm, as are our partners, who we thank for their tremendous support."

Vito Cozzoli, President of Sport e Salute Spa, said: "Following the Internazionali at the Foro Italico, which saw the welcome return of fans, the Intesa Sanpaolo Next Gen ATP Finals in Milan, an event of strategic importance in the continued growth of the Italian tennis movement, is confirmed in this year's tennis calendar. Tennis showed endurance in overcoming the challenges of the past months, and has also become a symbol of revival, with great events capable of inspiring and involving more and more players."

Tickets for the Intesa Sanpaolo Next Gen ATP Finals can be found at [www.nextgenatpfinals.com](http://www.nextgenatpfinals.com) and via Ticketone.

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## Media contacts:

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## About the Intesa Sanpaolo Next Gen ATP Finals:

The Intesa Sanpaolo Next Gen ATP Finals is the season-ending tournament for the world's best 21-and-Under players, held in partnership with the Italian Tennis Federation (FIT) and the Sport e Salute SpA. The tournament features the best seven qualified players of the season, as determined by the FedEx ATP Rankings, plus one wild card, battling over five days of competition. As well as providing a platform to promote the stars of tomorrow, the tournament also provides an opportunity to trial new rules and innovation in the sport. First held in 2017, the event is set to take place in Milan through 2022.

## About The ATP

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 ATP Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and FedEx 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, the ultimate achievement in tennis. For more information, please visit [www.ATPTour.com](http://www.ATPTour.com).

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