7 May 2025

**ATP & WTA SECURE LANDMARK U.S. PARTNERSHIP WITH VERIZON**

***LONDON*:** The ATP and WTA have today announced a multi-year partnership with leading telecommunications company Verizon. The regional sponsorship spans ATP Tour and Hologic WTA Tour events in the United States, with Verizon becoming the official telecommunications partner to each Tour and the first telecommunications partner of the ATP.

The partnership kicked off at the 2025 [BNP Paribas Open](https://www.atptour.com/en/tournaments/indian-wells/404/overview) in Indian Wells in March. Verizon’s event portolio will span the ATX Open (Austin), [Delray Beach Open](https://www.atptour.com/en/tournaments/delray-beach/499/overview) (Fla.), Miami Open presented by Itaú, Fayez Sarofim & Co. U.S. Men’s Clay Court Championship (Houston), Credit One Charleston Open, and future tournaments at the [Mubadala Citi DC Open](https://www.atptour.com/en/tournaments/washington/418/overview), [Cincinnati Open](https://www.atptour.com/en/tournaments/cincinnati/422/overview), Tennis in the Land powered by Rocket (Cleveland) and the [Winston-Salem Open](https://www.atptour.com/en/tournaments/winston-salem/6242/overview) presented by Truist Bank and Flow Automotive.

Brokered by Sinclair and its subsidiary Tennis Channel — the U.S. home of tennis — the agreement also grants Verizon integrated access to Tennis Channel’s distribution ecosystem. This includes exclusive content placements across Tennis Channel’s app, studio desk branding, TennisChannel 2 streaming (FAST) network, and Tennis.com, creating an unprecedented consolidated platform to engage with tennis audiences across the season.

**Daniele Sano, ATP Chief Business Office**r, said: “This partnership with Verizon is a big step for the ATP. It’s our first-ever telecommunications partner, which says a lot about the momentum behind tennis right now. It’s also a great example of how we’re shaping partnerships in new ways — built for brands looking for a single entry point into the sport. Verizon is a household name with deep credibility, and their investment in our sport will help bring tennis closer to fans across the U.S.”

A close-up of a tennis court

AI-generated content may be incorrect.

**Marina Storti, CEO of WTA Ventures**, said: “This innovative partnership is a shining example of how we can work together across tennis to create value for partners. Just a few weeks after the launch of a bold new brand identity for the WTA, it is great to be taking yet another positive step for women’s tennis by welcoming Verizon to the WTA’s partner portfolio.”

**Sinclair Chief Business Officer, Consumer Products, JR McCab**e said: “Through a single sponsorship platform, Sinclair is redefining how brands engage with audiences and delivering a unified opportunity for advertisers to connect with fans throughout the season of tennis. This marks another step in Sinclair’s ongoing expansion beyond traditional broadcasting, reinforcing our commitment to providing customized, innovative solutions for partners.”

**Sinclair Chief Sports and Digital Monetisation Officer, Eric Welles** said: “We’ve spoken to many marketers and there was a consistent theme to the challenges of the fragmentation of the sport. This concept will revolutionise ways brands can access tennis, similar to the way other professional leagues operate with their rights partners. Verizon is an ideal partner, as they have led the way across many of the

leagues in bringing together their brand with the respective sport and unlocking unprecedented experiences for the fans.”

# # #

**Media contact:** [communications@atptour.com](mailto: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](https://www.atptour.com/).

**About The WTA**

The WTA is the original game-changer for women’s sport. Founded in 1973 by the visionary Billie Jean King, the WTA was created to build equal opportunities for women in tennis, and we’ve been breaking boundaries ever since. Today we’re the powerhouse of women’s professional sports, uniting athletes in fearless competition and bringing people together through the love of tennis. The Hologic WTA Tour shares the thrill of every serve, rally and match point with an audience of more than one billion around the world. Players compete for PIF WTA ranking points in tournament arenas on six continents before the season hits its peak at the WTA Finals, where the best singles and doubles superstars battle to be crowned as year-end champions. Our ambitions go well beyond the court. We are champions for our 1,600 incredible athletes and drivers of change through advocacy and action for women’s health and empowerment across the globe. Rally the world: [wtatennis.com](https://news.atptour.com/c/AQjHshQQq_7CARiu4soWIOLTiBVWW09caiejzHyMQc-s81O2Gc8j1s4VgzApw3i1w0qgRg)

WTA Ventures, the commercial arm of the WTA, has a mission to fuel the growth of professional women’s tennis. Established in partnership with CVC Capital Partners in 2023, it aims to further elevate the profile of women’s tennis, improve the product for fans and accelerate commercial growth for the benefit of players, tournaments and everyone involved in the sport. In its first full year of operation, WTA Ventures increased revenue by 25%, setting a new record for the WTA’s commercial revenue.

**About Sinclair**

Sinclair, Inc. (Nadaq: SBGI) is a diversified media company and a leading provider of local news and sports. The Company owns, operates and/or provides services to 185 television stations in 86 markets affiliated with all the major broadcast networks; owns Tennis Channel and multicast networks Comet, CHARGE!, TBD and The Nest. Sinclair’s content is delivered via multiple platforms, including over-the-air, multi-channel video program distributors, and the nation’s largest streaming aggregator of local news content, NewsON. The Company regularly uses its website as a key source of Company information which can be accessed at [www.sbgi.net](https://news.atptour.com/c/AQjHshQQq_7CARiu4soWIOPTiBVZcF8PbLv1Fr4eVRZieIkqdeN5EL6kpfhWpg6j6jGvAA).