

NEWS RELEASE

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ATP EXTENDS GLOBAL PREMIER PARTNERSHIP WITH EMIRATES THROUGH 2030

LONDON – The ATP and Emirates have renewed their iconic global partnership, with the airline continuing as Premier Partner and Official Airline of the ATP through 2030. First joining forces in 2013, the ATP Tour and Emirates have built one of the longest standing and most recognisable partnerships in professional tennis.

Through the renewal, Emirates will continue to showcase its premium hospitality at close to 60 ATP tournaments spanning six continents each season. The airline's signature net branding will remain a distinctive part of the viewing experience for millions of fans worldwide. Emirates will also continue to receive prominent marketing rights and high value brand visibility across the season, maintaining one of the broadest footprints in tennis.

From 2026, Emirates will further expand its brand presence by becoming the ATP's first ever umpire sleeve patch partner. The initiative builds on Emirates' proud association with sport officiating across its major sponsorships, including the NBA, ICC, World Rugby, EPCR and SailGP.



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Daniele Sano, ATP Chief Business Officer, said: "Emirates has been a constant presence on the ATP Tour for over a decade, and this renewal is a big moment for both of us. It speaks to the strength of our relationship and everything we've built together. Right now, the Tour is in a really exciting place. We're seeing record attendance, growing commercial interest, and real momentum across the board. We're proud to keep building with a partner, and a truly premium brand, that shares our belief in the future of the sport."

Boutros Boutros, Emirates Executive Vice President, Corporate Communications, Marketing and Brand said: "The ATP Tour's expanding international influence and reach creates an exceptional platform for Emirates to connect with tennis fans worldwide and build a consistent, authentic brand association with the sport. Through exceptional hospitality and strategic on-ground activations at the world's most prestigious tournaments, we're strengthening engagement with our loyal customer base to remain top-of-mind. We're committed to working closely with the ATP and leveraging this partnership further as we continue expanding Emirates' global tennis footprint."

In addition to leveraging the ATP's digital and social channels, Emirates will begin collaborating with players on digital promotions through a dedicated activation programme – integrating some of the sport's biggest stars into its brand campaigns. The ATP Tour connects Emirates with a billion global viewers and more than 5 million fans on-site each season, underscoring the reach of both tennis and the world's largest international airline.

Beyond the ATP Tour, Emirates is a proud sponsor of all four Grand Slam tennis tournaments: the Australian Open, Roland Garros, Wimbledon, and the US Open.

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About The ATP

The ATP's mission is to serve tennis. As a governing body of the ATP Tour and ATP 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.

About Emirates

Emirates is the world's largest international airline, connecting travellers to more than 140 cities. Emirates operates the world's largest fleet of Boeing 777 and Airbus A380s, and now flies the Airbus A350, offering spacious cabins and iconic inflight features across its fleet. With a culturally diverse workforce, Emirates caters to its global customer base by delivering exceptional services and world-class products and has earned customer recognition for its industry-leading services on the ground and in the sky.

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