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ATP AND EMIRATES RENEW PREMIER PARTNERSHIP

LONDON — The ATP and Emirates today announced a renewal of their highly successful partnership, with the award-winning airline signing on as Premier Partner and Official Airline of the ATP Tour for an additional five years, beginning in 2021. The Premier Partnership renewal underscores over a decade-long commitment to the sport by Emirates.

As Official Airline and Premier Partner, Emirates will continue to receive global marketing rights and exposure through iconic on-court net branding at 60 tournaments worldwide. In 2018, ATP tournaments delivered Emirates brand exposure to a cumulative dedicated audience in excess of 1 billion, while the ATP's worldwide platform also provides Emirates with an outstanding opportunity to showcase their unrivalled hospitality.



“We are delighted to have Emirates extend their Premier Partner status as the ATP Tour continues to soar in popularity as a truly worldwide sport,” said Chris Kermode, ATP Executive Chairman & President. “The Tour looks forward to further enhancing the exceptional partnership that has already been built, and the renewal reinforces the benefits the global platform of the ATP Tour provides to such a highly regarded and established brand in the sports marketing world.”

“We’ve been associated with the ATP since 2013 and it’s been a successful partnership so far and a great fit for our brand. As a global airline serving 158 destinations across 85 countries, and the ATP Tour itself taking place in 30 destinations to which we fly, along with the growing popularity of the tour, it remains a strong platform for us to connect with our customers, hence the decision to continue to being a Premier Partner and the Official Airline of the ATP Tour,” said Boutros Boutros, Emirates Divisional Senior Vice President, Corporate Communications, Marketing and Brand.

Media Contact:

ATP – Simon Higson (simon.higson@atptour.com)

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About Emirates

Emirates is the world’s largest international airline serving over 150 destinations across six continents. It has an all wide body fleet of modern Boeing 777 and Airbus A380s, making it the world’s largest operator of both these aircraft. The airline’s tennis portfolio also includes three of the four Grand Slams – the Australian Open, the French Open, and the US Open. For more information, please visit www.emirates.com.

PREMIER PARTNER



PLATINUM PARTNERS



About the ATP

The ATP is the governing body of the men's professional tennis circuits - the ATP Tour, the ATP Challenger Tour and the ATP Champions Tour. With 64 tournaments in 30 countries, the ATP Tour showcases the finest male athletes competing in the world's most exciting venues. From Australia to Europe and the Americas to Asia, the stars of the 2019 ATP Tour will battle for prestigious titles and ATP Rankings points at ATP Masters 1000, 500 and 250 events, as well as Grand Slams (non-ATP events). At the end of the season only the world's top 8 qualified singles players and doubles teams will qualify to compete for the last title of the season at the Nitto ATP Finals. Held at The O2 in London, the event will officially crown the 2019 ATP Tour No. 1. For more information, please visit www.ATPTour.com.