

ITF AND BNP PARIBAS EXTEND SPONSORSHIP

The International Tennis Federation and BNP Paribas announced today that they have renewed their partnership for an additional five-year period, commencing in 2017 through 2021.

The agreement includes the sponsorship of Davis Cup by BNP Paribas and Fed Cup by BNP Paribas as well as sponsorship of Junior Davis Cup and Junior Fed Cup by BNP Paribas, ITF wheelchair tennis activities, and the biennial Worldwide Coaches Conference.

The announcement was made in Ghent at the 2015 Davis Cup by BNP Paribas Final between Belgium and Great Britain. The formal signing of the contract will be held in Ghent on 28 November with ITF President David Haggerty and BNP Paribas Chief Executive Officer Jean-Laurent Bonnafé.

“With BNP Paribas, we will celebrate our 15th year of partnership in 2016,” said ITF President David Haggerty. “Their long running love affair with tennis, that started in 1973 with Roland Garros, has benefited our sport in countless ways. BNP Paribas is an excellent strategic partner and, with this renewal of our contract, we will take Davis Cup by BNP Paribas and Fed Cup by BNP Paribas and our other properties to new levels of global popularity and success.”

Jean-Laurent Bonnafé, BNP Paribas Chief Executive Officer, said: “BNP Paribas is proud to have been the title sponsor, for more than a decade, of the Davis Cup and Fed Cup by BNP Paribas, which are among the most prestigious tennis competitions in the world. Over three days of competition, the tournament incites great emotions among tennis fans. For BNP Paribas, this partnership is a fantastic support for the visibility of our brand and the relationship with our clients. We are delighted to renew our strategic partnership with the ITF and to support the continued development of these great competitions to ensure they attract more players and more fans than ever before.”

BNP Paribas joined the Davis Cup family of sponsors in 2001, taking over as title sponsor of the competition in 2002. In 2005, BNP Paribas became title sponsor of Fed Cup by BNP Paribas.

About BNP Paribas & tennis

Today BNP Paribas is the world's number one partner of tennis, a unique and historical commitment that began in 1973 encompassing all levels of tennis around the world: individual tennis, wheelchair tennis, team competitions, and amateur tennis to the major professional tournaments.

- Professional tennis: Official sponsor of Roland Garros, title sponsor of Davis Cup and Fed Cup by BNP Paribas, Sponsor of four ATP Masters 1000 tournaments (BNP Paribas Open Indian Wells, Monte Carlo Rolex Masters, Internazionali BNL d'Italia in Roma and BNP Paribas Masters in Paris), title sponsor of BNP Paribas WTA Finals in Singapore, partner of Bank of the West Classic (Stanford), Grand Prix Hassan II (Casablanca), Grand Prix SAR Princesse Lalla Meryem (Fès), Open 13 (Marseille), Moselle Open, BGL BNP Paribas Luxembourg Open, Aegon Championships (London) and BNP Paribas Fortis Diamond Games (Antwerp).
- Exhibitions: BNP Paribas Showdown in New York and the BNP Paribas Tennis Classic at Hurlingham
- Wheelchair tennis: BNP Paribas Open de France and BNP Paribas World Team Cup Tennis Academies & Rising Stars
- Tennis: Junior Davis Cup and Fed Cup by BNP Paribas, Master'U BNP Paribas, BNP Paribas Cup, BNP Paribas National Tennis Academy of Dublin
- Amateur tennis: Sponsor of the BNP Paribas Family Trophy; supporting more than 1000 tournaments around the world; working through partnerships with more than 20 national tennis federations and tens of tennis-based charities such as “Fête le mur”; as well as being the mainspring of many social projects linked to tennis.



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The wearetennis.com website and its social networks have been gathering tennis fans from all over the world to share the latest news from the ATP, WTA and ITF circuits for the past 4 years. We Are Tennis also promotes innovative experience and events on-site during the tournaments themselves.

We Are Tennis Solidaire is a charity initiative set in motion by BNP Paribas in 2012. Its purpose is to help renovate or create suitable reception areas and play spaces designed for children and young teenagers undergoing treatment in hospital and their family and friends. Under this initiative, BNP Paribas also regularly organizes tennis-related events and happenings, both at the hospital and at tournaments, the aim being to bring some fun into the lives of youngsters in hospital.

About BNP Paribas

BNP Paribas has a presence in 75 countries with more than 185,000 employees, including 145,000 in Europe. It ranks highly in its two core activities: Retail Banking & Services (comprised of Domestic Markets and International Financial Services) and Corporate & Institutional Banking. In Europe, the Group has four domestic markets (Belgium, France, Italy and Luxembourg) and BNP Paribas Personal Finance is the leader in consumer lending. BNP Paribas is rolling out its integrated retail banking model across Mediterranean basin countries, in Turkey, in Eastern Europe and a large network in the western part of the United States. In its Corporate & Institutional Banking and International Financial Services activities, BNP Paribas also enjoys top positions in Europe, a strong presence in the Americas and solid and fast-growing businesses in Asia-Pacific.

About ITF

The ITF is the world governing body of tennis and beach tennis, responsible for the rules of both sports and maintaining the integrity of tennis. The ITF is the owner and rightsholder of the two largest annual international team competitions in sport, Davis Cup by BNP Paribas and Fed Cup by BNP Paribas, and manages the Olympic Tennis Event on behalf of the IOC. The ITF's highly regarded Tennis Development Department oversees the development of tennis worldwide and, through its Science and Technical Department, monitors both equipment and technology. Its Officiating Department oversees the education and advancement of officials worldwide. The ITF organises over 1,000 weeks of men's and women's professional tournaments on the ITF Pro Circuit and manages the ITF Junior Circuit and team competitions, the ITF Beach Tennis Tour, the ITF Wheelchair Tennis Tour and the ITF Seniors Circuit. The ITF also manages the Tennis Anti-Doping Programme on behalf of the sport and is a partner in the Tennis Integrity Unit. Visit itftennis.com, twitter.com/ITF_Tennis, Facebook.com/InternationalTennisFederation

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