

# YEAR IN REVIEW



PROGRESS, MOMENTUM SINCE AUG. 2022

## Establishment of **Structural Framework** of PTPA and its Governing Rules and Bodies

**Ahmad Nassar appointed to Executive Director**

**Established and Appointed Eight Players to Inaugural PTPA Executive Committee**

- Confirmed Paula Badosa, Novak Djokovic, Hubert Hurkacz, John Isner, Ons Jabeur, Bethanie Mattek-Sands, Vasek Pospisil, Zheng Saisai as first Executive Committee members
- Established rules and processes for future Executive Committee elections:
  - Two-year terms
  - PTPA members can decide if they would like to run for Executive Committee
- PTPA members will be able to cast their vote for one men's and one women's member of Executive Committee

**Established PTPA Principles & By-Laws**

- Reviewed and developed principles and by-laws in conjunction with broad group of advisors including leaders from other players associations, current and former players, and Executive Committee
- Established materials in accordance with the World Players Association's Universal Declaration of Player Rights

## **Advocacy** Work on Behalf of Players

**Ensured a global tournament presence and met with 500+ players across tours**

- 17 tournaments covered to date with on site presence from Challengers to Grand Slams covering both ATP and WTA events on virtually all continents
- Discussed player feedback on the current state of tennis and challenges and opportunities related to player well-being
- Educated players on the role of the PTPA and its mission

**Worked with players as requested to extend advocacy and support during instances of need**

- Worked with several players and their teams to navigate the process of drug-testing and fines (appeal, etc.)
- Worked directly with governing bodies (national tennis federations and Grand Slam board) to bring to light and discuss specific situations on behalf of players who were disproportionately or wrongly sanctioned
- Helped with the reduction of fines in two instances so far

**Hosted seven Executive Committee meetings**

- Focused on shaping the PTPA's strategy and areas of focus for 2023 and beyond
- Discussions of well-being issues, challenges, and opportunities that Executive Committee is witnessing and hearing about with players across tours, determining how the PTPA can help address

**Meetings with professional tennis' seven main stakeholders**

- ITF, ATP, WTA, and 4 Grand Slams
- Discussions and negotiations regarding existing ecosystem and new opportunities and proposals
- Interventions and negotiations regarding specific issues and proposals
  - Meeting with ATP leadership regarding logistics and on-site issues impacting players at tournaments
  - Meeting with WTA Player Council to present our mission, discuss their objectives and exchange on how the PTPA can best support them
  - Obtained credentials for all Grand Slams for PTPA leadership. In the process of working through the same with the Tours to ensure an on-site forum for players' voices

**Held meetings with 15+ top agencies and player agents**

- Educated agencies and agents on the role of the PTPA and its mission
- Interacted with agents to help identify and discuss critical issues impacting lives of professional tennis players
- Discussed the services and incremental opportunities that the PTPA will be introducing in the near future

**Hosted six player hospitality events at tournaments**

- Hosted hundreds of players across events held at major tournaments:
  - US Open, Australian Open, Indian Wells, Miami Open, French Open, Wimbledon
- US Open 2023 will be seventh event

**Announced strategic partnership with Taste of Tennis:**

- Focused on creating additional on-site programming and hospitality opportunities for players and their families and teams while traveling on tour

## **Research and Analyses** on State of Tennis and Player Well-Being Issues of Focus to Inform PTPA's Strategic Efforts

**Launched in-depth research and creation of series of white papers to be released throughout the remainder of 2023 and into 2024 analyzing key areas of focus for the PTPA and improvement opportunities surrounding player well-being. White papers will include analyses on:**

1. The state of anti-doping efforts and processes in professional tennis
2. The benefits of an independent players association as gleaned from other professional sports and the demonstrated need for an independent players association in professional tennis
3. The state of betting in professional tennis, its associated rules and regulations and its impact on professional tennis players
4. The professional tennis rule book and player fines and punishments

**Additional research and legal analyses surrounding other player-impacting decisions and player-related issues, such as:**

- New proposals and deals introduced to the tours without player feedback or consent (Sportradar deal with ATP, CVC investment into WTA, potential Saudi Arabia PIF investment, etc.)
- The employment classification of professional tennis players
- Tournament and match scheduling processes, calendar, rules and regulations

## **Expansion** of Staff, Leadership Team, and Strategic Partners

**Expanded full-time staff to 12 people**

- New roles across player relations, strategy, services, operations, and other areas

**Created Board of Champions and appointed first two members**

- Board of Champions is PTPA's advisory board made up of legendary ATP and WTA players
- BOC members will serve as advisors, ambassadors, and liaisons across professional tennis stakeholders on behalf of the PTPA
- Members will play an active role in guiding PTPA's player advocacy efforts and strategy
- Appointed Sania Mirza and Kim Clijsters as first two members
- Finalizing appointments of additional Board of Champions members

**Appointed first two PTPA Ambassadors: Nico Lapentti and Marcos Baghdatis**

- Nico and Marcos, along with future PTPA Ambassadors, will support with engagement efforts across players, coaches, managers and other stakeholders

**Formed Strategic Partnership with Universal Tennis**

- Partnership focused on joint advocacy and strategy in order to create additional opportunities for players and a more sustainable pathway into professional tennis, starting with augmenting the existing UTR Pro Tour

## **Creation of New Off-Court Commercial Revenue Streams, Resources, Services and Opportunities for Players to Increase Their Off-Court Revenue Potential, Offset Burdens of Competing on Tour**

**Creation of group licensing program with Winners Alliance - PTPA's for-profit affiliate**

- Group licensing program built to provide players with incremental, off-court revenue opportunities and to contribute to the overall growth of the sport
- Onboarded 250+ players in to the group licensing program since January 2023

**Closed First Group Licensing Deal in Tennis History with Fanatics**

- Confirmed players to be included in first PTPA + Topps trading card set scheduled to be released in 2024

**Partnered with CSM Sport & Entertainment to drive additional player group licensing deals and opportunities**

- CSM focused on procuring incremental group licensing and marketing deals for players, as well as value-in-kind opportunities

**Formed strategic partnerships with Zoomph, Fresh Tape Media**

- Partnerships focused on expanding PTPA's resources and capabilities for supporting players with their off-court brands and opportunities
- Zoomph: Expanded digital intelligence resources for players focused on measuring monetary impact of their digital brands, building new marketing and partnership opportunities, evaluating partnership performance and ROI
- Fresh Tape Media: Expanded content creation support for players

**Winners Alliance and CSM-led discussions with 115+ commercial brands on behalf of the PTPA since March 2023**

Negotiated initial player-benefit and brand partnerships with top commercial entities such as:

TOPPS  
TUMI  
AUDI  
HEINKEN  
GREY GOOSE  
LA ROCHE-POSAY  
ASUTRA  
SIGRÚN  
HONEY STINGER  
VACATION INC.  
EXPLORER COLD BREW