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ATP & LALIGA LAUNCH PLAYER EDUCATION PROGRAMME

LONDON – ATP has launched the ATP Business Education Programme, a new educational initiative in collaboration with LaLiga. The programme is designed to build ATP players' knowledge of the sports industry and open professional opportunities following their playing careers.

This season the programme comprises 30 tuition hours, delivered online and in person over four months. In total, more than 20 ATP players have enrolled for its first edition. This past weekend saw the launch of the programme with an in-person session at LaLiga's headquarters in Madrid, opened by ATP Chairman Andrea Gaudenzi and LaLiga President Javier Tebas.



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The programme will be taught by various industry experts with first-hand knowledge of both the tennis world and the wider sports industry. Topics covered will range from sports marketing, sponsorship and personal branding to social media, fan engagement, event management and governance. At the initial in-person session, players also had an exclusive opportunity to learn about the rebranding of LaLiga, which will be implemented this summer.

The course will also feature a two-day classroom session in New York during the US Open.

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ATP Chairman Andrea Gaudenzi said: “This programme is something very close to my heart. When I reflect on my own journey, education helped me unlock career prospects post-tennis and took pressure off me as a player. It also gave me more insight into how to manage my career. We’re proud to collaborate with LaLiga to deliver this incredible opportunity to ATP players. It will no doubt be valuable for players, both during and after their time on Tour.”

LaLiga President Javier Tebas said: “It is an honor for LaLiga to co-organise with the ATP, through LaLiga Business School, this training program for tennis players. Training is essential to understand the sports industry and adapt to its continuous changes. Therefore, it is great news that more and more professional athletes have access to quality training to improve their present and future experience.”

Former player and ATP’s Ambassador for the ATP Business Education Programme **Michael Berrer** said: “I have experienced first-hand how important education was and still is. The ATP Business Education Programme introduces players to the foundations of sport business and provides them with input from industry leaders. These skills and knowledge will help them tremendously during and after their careers.”

Programme participant and ATP Board Member **Pablo Andujar** said: “It is a good move from the ATP to organise these programmes for players. I think this is a great experience for players that want to develop their post-tennis careers. I’m excited for our sport to continue working in this direction.”

Players featured in the photo above, from top row to bottom row, left to right: Jan-Lennard Struff, Matwe Middelkoop, Joao Sousa, Aisam-ul-Haq Qureshi, Gastao Elias, Federico Delbonis, Malek Jaziri, Marcelo Melo, James Cerretani, Pierre-Hugues Herbert, Pablo Andujar, Mackenzie McDonald, Gregoire Barrere, Quentin Halys, Emil Ruusuvuori and Michael Berrer. Also in the programme but not pictured: Robin Haase, Marc-Andrea Huesler, Matthew Ebden, Jamie Murray, Philipp Oswald and Stefanos Tsitsipas.

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About The ATP

As the global governing body of men’s professional tennis, the ATP’s mission is to serve tennis. We entertain a billion global fans, showcase the world’s greatest players at the most prestigious tournaments, and inspire the next generation of fans and players. From the United Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and Pepperstone ATP Rankings points at ATP Masters 1000, 500 and 250 events, and Grand Slams. All roads lead towards the Nitto ATP Finals, the prestigious season finale held in Turin, Italy. Featuring only the world’s top 8 qualified singles players and doubles teams, the tournament also sees the official crowning of the year-end ATP World No. 1, presented by Pepperstone, the ultimate achievement in tennis. For more information, please visit www.ATPTour.com.

About LaLiga

LaLiga is a global, innovative and socially responsible organisation which is a leader in the leisure and entertainment sector. It is a private sports association composed of the 20 public limited sports companies (SADs) and clubs of LaLiga Santander and the 22 of LaLiga SmartBank, and is responsible for organising professional football competitions in Spain. LaLiga is the football competition with the most social media



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followers in the world, with over 158 million followers across 17 platforms in 20 different languages. With its headquarters in Madrid (Spain), it is present in 41 countries through 11 offices and 44 delegates. The organisation carries out its social work through its Foundation and was the world's first professional football league to establish a league for intellectually challenged footballers: LaLiga Genuine Santander.