

16-23 MAY 2026



GONET GENEVA OPEN



46°20'79.1"N / 6°17'09.4"W

Situated near the shores of the lake in Geneva, the “Tennis Club de Genève” will host the tournament Gonet Geneva Open ATP Tour 250 for its eleventh edition.



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2025 Winner

Novak DJOKOVIC, winner of the 2025 Gonet Geneva Open.
Novak DJOKOVIC celebrated his 100th title
on the clay courts of the Geneva Tennis Club,
on the occasion of the tournament's 10th anniversary.



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GONET GENEVA OPEN

The ATP Tour is comprised of 65 tournaments played all around the world during 11 months of the year. An ATP Tour 250 is a high quality event where the top 100 players on the circuit compete against each other.



Taylor FRITZ



Novak DJOKOVIC



Karen KHACHANOV



Hubert HURKACZ



Kei NISHIKORI



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ATP Tour

Every city that hosts an international tennis event is part of an elite Club and receives therefore national and international media attention with the projection of an image which is dynamic and young.



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Format of an ATP Tour 250

Facts:

- 21 single players according to ATP ranking
- 3 Wild Cards
- 4 Qualifiers
- Main Draw:
 - 28 single players
 - 14 double teams according to ATP ranking



Prize Money (2025):

- Total prize money: €622.850
- Winner single competition: €90.675
- Winners double competition: €31.530

	Huitièmes	Quarts	Demi-Finales	Finale
1	USA: PRIZZ, Taylor	1. PRIZZ (1)	1. PRIZZ (1)	
2	ITA: MONICA, Gianni	Q. PRIZZ		
3	ITA: PRIZZ, Gianni	A. PRIZZ (1)		
4	ITA: PRIZZ, Gianni	A. PRIZZ (1)		
5	ITA: PRIZZ, Gianni	A. PRIZZ (1)		
6	ITA: PRIZZ, Gianni	A. PRIZZ (1)		
7	ITA: PRIZZ, Gianni	A. PRIZZ (1)		
8	ITA: PRIZZ, Gianni	A. PRIZZ (1)		
9	ITA: PRIZZ, Gianni	A. PRIZZ (1)		
10	ITA: PRIZZ, Gianni	A. PRIZZ (1)		
11	ITA: PRIZZ, Gianni	A. PRIZZ (1)		
12	ITA: PRIZZ, Gianni	A. PRIZZ (1)		
13	ITA: PRIZZ, Gianni	A. PRIZZ (1)		
14	ITA: PRIZZ, Gianni	A. PRIZZ (1)		
15	ITA: PRIZZ, Gianni	A. PRIZZ (1)		
16	ITA: PRIZZ, Gianni	A. PRIZZ (1)		
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22	ITA: PRIZZ, Gianni	A. PRIZZ (1)		
23	ITA: PRIZZ, Gianni	A. PRIZZ (1)		
24	ITA: PRIZZ, Gianni	A. PRIZZ (1)		
25	ITA: PRIZZ, Gianni	A. PRIZZ (1)		
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23	ITA: PRIZZ, Gianni	1. PRIZZ (1)	1. PRIZZ (1)	
24	ITA: PRIZZ, Gianni	1. PRIZZ (1)	1. PRIZZ (1)	
25	ITA: PRIZZ, Gianni	1. PRIZZ (1)	1. PRIZZ (1)	
26	ITA: PRIZZ, Gianni	1. PRIZZ (1)	1. PRIZZ (1)	
27	ITA: PRIZZ, Gianni	1. PRIZZ (1)	1. PRIZZ (1)	
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Key performance indicators

The Gonet Geneva Open generated a gross advertising value of over 182.438.495 million dollars, which after discounting, reveals a net sponsorship value of 56.787.593 million dollars.

Brand exposure



TOTAL BRAND EXPOSURE
13.242h.04'35"



TOP DEDICATED TV AUDIENCE (LINEAR & DIGITAL)
8.853.502
LINEAR TV: 6.520.135
DIGITAL: 2.333.367



NUMBER OF BRANDED LOCATIONS
15



BRAND EXPOSURE LIVE COVERAGE
7.860h.17'38"

Public



TOTAL ATTENDANCE
37.442

Networks



NUMBER OF FOLLOWERS
32.852

*Source ©GGO_Mkt2025

Sponsorship value (\$)



100% GROSS TV MEDIA VALUE
\$182.438.495
LINEAR TV: \$ 158.191.060
DIGITAL: \$ 24.247.435



BRAND IMPACT SCORE (0-5) AVERAGE
2,06



DISCOUNT PERCENTAGE (% OF GROSS VALUE)
31,10%



NET SPONSORSHIP VALUE
\$56.787.593
LINEAR TV: \$ 49.240.098
DIGITAL: \$ 7.547.494



NET SPONSORSHIP VALUE LIVE COVERAGE
\$40.631.714

Breakdown by sponsor location

SPONSOR LOCATION	BRANDS EXPOSURE	GROSS ADV VALUE (\$)	NET SPONSORSHIP VALUE (\$)
BACKWALL	4.790h.37'44"	\$ 66.001.368	\$ 22.538.290
RED	1.233h.37'45"	\$ 16.995.935	\$ 6.565.462
COURT SIDE	2.885h.39'39"	\$ 39.756.276	\$ 8.418.981
JUDGE UMPIRE	816h.12'33"	\$ 11.245.063	\$ 3.718.607
SPEEDOMETER	254h.33'54"	\$ 3.507.191	\$ 904.392

Markets (Media value)

BROADCAST MARKET	BRAND EXPOSURE	GROSS ADV. VALUE
EUROPE	9.257h.54'17"	\$ 85.678.145
NORTH AMERICA	474h.06'53"	\$ 63.382.720
SWITZERLAND	478h.27'45"	\$ 29.921.412
AUSTRIA	331h.43'29"	\$ 1.068.911
GERMANY	287h.12'43"	\$ 2.116.193



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GONET GENEVA OPEN 2025 BROADCAST PARTNERS

Our partnership with ATP MEDIA present in 141 countries and territories has guaranteed us in 2025 more than 13.242 hours of brand exposure. Coverage in Switzerland, particularly that of RTS and SRF generated a TV audience of 1.004.805 people: linear TV audience of 755.368 people and Streaming audience of 249.437 people.
/ Source ©ATP MEDIA 2025 /



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International broadcasting

Get Premium

All Tournaments

2025

Gonet Geneva Open

Geneva

Sun, 18 May - Sat, 24 May

21 Matches

Clay Court

Tournament Draw

Singles Replays

Hubert Hurkacz vs Novak Djokovic - Condensed Replay

Replay • Geneva • 2025 • Final

Hubert Hurkacz vs Novak Djokovic

Replay • Geneva • 2025 • Final

Hubert Hurkacz vs Sebastian Ofner

Replay • Geneva • 2025 • SF

Alexei Popyrin vs Cameron Norrie

Replay • Geneva • 2025 • QF

Argentina; Bolivia; Brazil; Chile; Colombia; Costa Rica; Cuba; Ecuador; El Salvador; Guatemala; Honduras; Mexico; Nicaragua; Panama; Paraguay; Peru; Venezuela; Anguilla; Antigua & Barbuda; Aruba; Bahamas; The Barbados; Belize; Bermuda; Bolivia; British Virgin Is.; Cayman Islands; Dominica; Dominican Republic; French Guiana; Grenada; Guadeloupe; Guyana; Haiti; Jamaica; Martinique; Montserrat; Saint Vincent and the Grenadines; Saint Kitts & Nevis; Saint Lucia; Suriname; Turks & Caicos Is; Trinidad & Tobago; Canada; United States; Puerto Rico; Virgin Islands, China; Hong Kong; Japan; Korea South; Taiwan; Thailand; Cambodia; Laos; Malaysia; Brunei; Indonesia; East Timor; Philippines; Singapore; Vietnam; India; Australia; Bulgaria; Cyprus; Europe; Finland; France; Russia; Belarus; Iceland; Hungary; Greece; Poland; Spain; Italy; Germany; Denmark; Czech Republic; Slovakia; Romania; Armenia; Azerbaijan; Georgia; Kazakhstan; Kyrgyzstan; Moldova; Tajikistan; Turkmenistan; Ukraine; Uzbekistan; Austria; Switzerland; Luxembourg; Liechtenstein; San Marino; Vatican City; United Kingdom of Great Britain and Northern Ireland; Ireland; Gibraltar; Isle of Man; Portugal; Serbia; Bosnia and Herzegovina; Croatia; Macedonia; Montenegro; Slovenia; Turkey; Slovakia; Denmark; Norway; Estonia; Latvia; Lithuania; Sweden; Netherlands; Algeria; Bahrain; Kuwait; Iraq; Jordan; Lebanon; Oman; Qatar; Saudi Arabia; Syria; United Arab Emirates; Yemen; Iran; Egypt; Libya; Morocco; Tunisia; Chad; Djibouti; Mauritania; Somalia; Sudan; Israel.

Countries covered by ATP Media



Sponsor's benefits

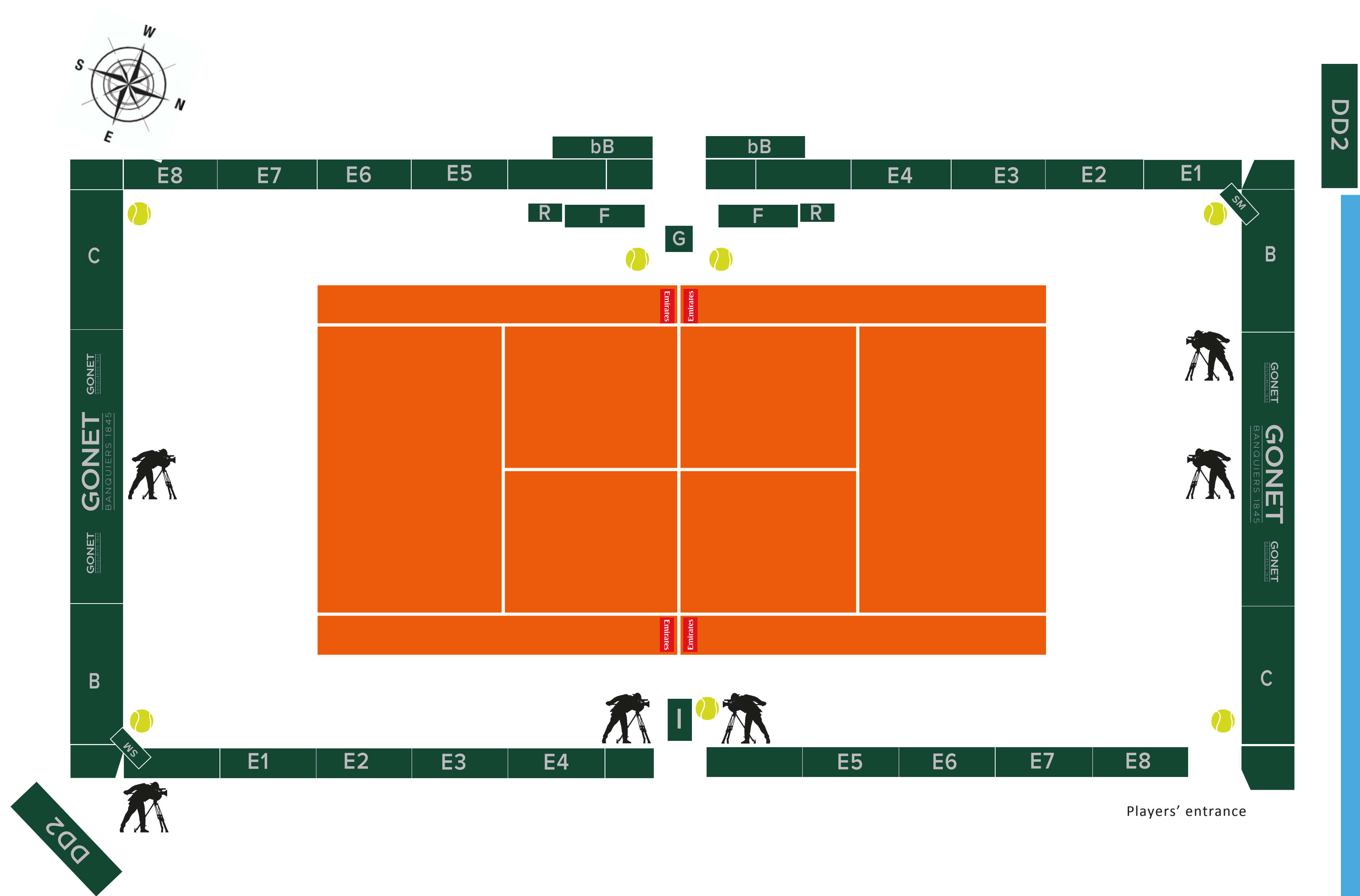
Brand name / logotype on Center Court.

Sponsor's benefits

Brand name / logotype on all other match courts.
(Minimum of 2 courts)



Center Court branding



- Title sponsor
- Position B&C (Backwall)
- Position DD1 et DD2 (giant screens)
- Position E1 à E8 (side boards)
- Position F (player's benches)
- Position bB (backBenches)
- Position G (umpire chair)
- Position I (netbox)
- Position 🟡 (BallKids on court)
- Position R (coolers)
- Position SM (speedometers)



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Public relations The “Château VIP”

The Gonet Geneva Open tournament offers to its clients a one of a kind VIP area considered the best area in Switzerland.
A perfect meeting place for public relations activities.



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Restaurant le Château VIP, reserved table with your name.

Public relations The “Château VIP”

Exclusive terrace cigars & cocktails
& Night sessions during the tournament.
(Monday to Thursday)



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Public relations Boxes

10 “Rendez-vous” that give the companies the possibility to enjoy with their clients not only the best tennis, but also first class gastronomy in an exclusive environment.



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Commercial space / The Village

The “Boutiques” of the village.

Personalized spaces accessible to the general public and allowing brands and exhibitors to present or sell their products to the visitors of the event.

Advertising

The Gonet Geneva Open tournament offers its customers several vehicles of communication on the occasion of the event.

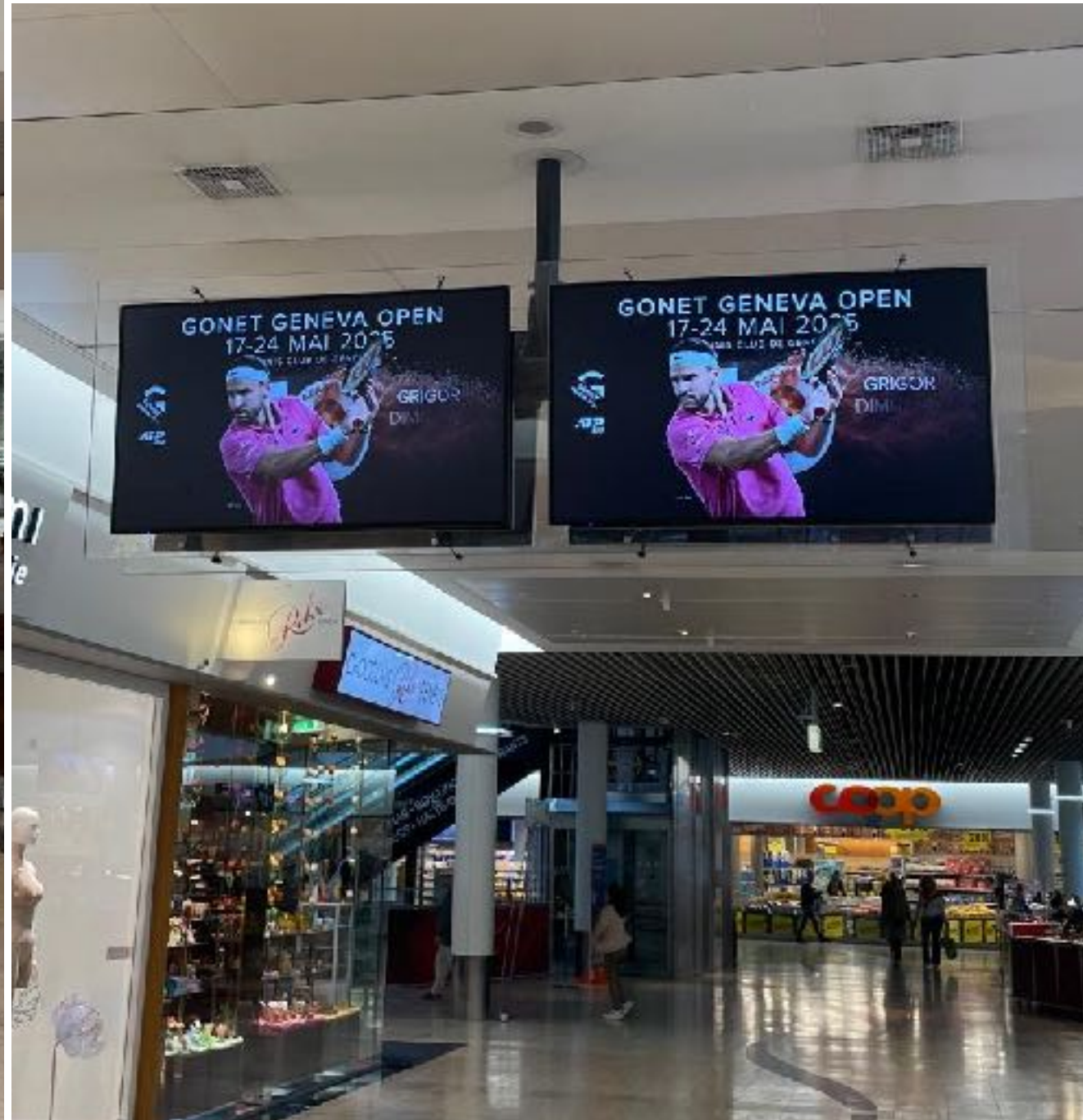
/Bus, trolleybus, tramways, advertising campaign in the city of Geneva/.



Advertising

Advertising campaign in the city of Geneva.
Mont-Blanc parking lot. May:90'000 vehicles.
i.e 164'700 users and 329'400 monthly contacts.

*Source ©FORCE PROMOTION S.A._2025
2025 advertising campaign



Advertising coverage
of the brand on a range
of premium display products.
/shopping centres, fitness centers,
petrol stations/
/ 2 weeks / 152 screens / 651'069
diffusion / *

*2025 advertising campaign



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Advertising



Brand presence on a range of
high-end, high value-added
products reaching an
international audience.
/ Geneva International Airport /
/ 3 weeks / 43 screens /
286'838 diffusion / *

*2025 advertising campaign



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The Gonet Geneva Open
tournament offers its clients
digital communication media
before and during
the tournament.
/ May 2025: 154.402 visitors/

[illegible]

Genuine communication

Specific and unique communication
elements
(Mont-Blanc bridge / Geneva)



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THANK YOU



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Geneva Trophy Promotion Sàrl _ Event promoter
67, rue du Rhône - 1207 Genève, Suisse

Tel: +41 22 510 23 25

Mail: contact@geneva-open.com

www.gonetgenevaopen.com

