

## **DALLAS OPEN MOVES TO DALLAS COWBOYS HEADQUARTERS FOR 2025**

*Newly Upgraded ATP 500-level Tournament Will Bring More Than \$1 Million in Additional Prize Money and Attract Higher Ranked Players to The Star in Frisco*



[Click Here](#) for Press Kit

**DALLAS (November 29, 2023)** – A unique partnership between GF Sports & Entertainment and the Dallas Cowboys will bring the franchise known worldwide for football into the realm of professional tennis. With its recently announced upgrade to an ATP 500-level tournament, the Dallas Open will bring pro tennis players from around the world to Ford Center at The Star in Frisco - the Dallas Cowboys World Corporate Headquarters and Training Facility, starting in 2025.

“As America’s newest ATP 500-level tournament, the Dallas Open continues to grow the sport offering greater competition, star power and ranking points to American players on the professional tennis circuit, as well as those coming from abroad,” said Peter Lebedevs, Executive Vice President of Tennis Operations & Tournament Director, Dallas Open.

By increasing its status in only two years from an ATP 250 to an ATP 500 event, the Dallas Open will draw its most competitive field since the tournament moved to North Texas in 2022. The upgrade provides players the opportunity to earn more ATP ranking points at the Dallas Open and will offer approximately \$2.8 million in prize money.

“The success of this action-packed tournament over such a short time makes it a natural draw for sports fans who flock to Ford Center at The Star in Frisco,” said Charlotte Jones,

Owner & Chief Brand Officer for the Dallas Cowboys. “This facility and campus was built not only as the World Corporate Headquarters for the Dallas Cowboys, but also to host world class events like this one, and we’re thrilled to host the stars of pro tennis at Ford Center at The Star in Frisco.”

To literally kick-off this new phase of the Dallas Open, Dallas resident, and 16-time ATP tour winner John Isner made a 30-yard field goal at the Cowboys Training Facility Tuesday, November 28, 2023. The father of four, who retired from professional tennis earlier this year, played a major role in bringing the pro tennis men’s tour to North Texas. His successful kick at the Dallas Open’s future home serves as a celebration of the new collaboration with the Dallas Cowboys and the tournament’s progress, evolution and expansion. [Click here](#) for video of John Isner’s Field Goal kick.

The Dallas Open will be one of 16 global events at the 500-level and one of only two in the U.S. Earlier this month, the ATP selected the Dallas Open as one of three tournaments worldwide to be elevated to the 500-level from a pool of 17 applicants. Tournaments in Doha, Qatar, and Munich, Germany were also chosen to host 500-level events.

“We are thrilled to partner with the Dallas Cowboys as the Dallas Open begins a new chapter as an ATP 500 tournament,” said Gary Fuhrman, Chairman, CEO and Founder of GF Capital. “We look forward to welcoming a stronger, more diverse field of players and thousands of enthusiastic tennis fans at The Star in Frisco, the new home of the Dallas Open.”

Even as a 500-level tournament, the Dallas Open will continue its tradition of awarding the top male tennis player at SMU with a singles main draw wildcard. Lebedevs added, “As part of GF Sports & Entertainment’s commitment to supporting the next generation of American players, we are excited to continue this relationship with SMU showcasing the talents of their top-tier players.”

### **About The Star**

The Star is the 91-acre campus of the Dallas Cowboys World Headquarters and training facility in Frisco, Texas. Developed as a first-of-its-kind partnership between the City of Frisco, Frisco ISD and the Dallas Cowboys, The Star features Ford Center, a 12,000-seat stadium that hosts Frisco ISD football games, concerts and other events; Cowboys Fit, a 60,000 square-foot gym developed in partnership with leading fitness developer, Mark Mastrov; Cowboys Club, a members-only club where the country club meets the NFL; the Omni Frisco Hotel, a 16-floor, 300-room luxury hotel; Baylor Scott & White Sports Therapy & Research at The Star, a 300,000 square-foot center of excellence for sports medicine; Twelve Cowboys Way, a 17-story, luxury residential tower in partnership between Pro Football Hall-of-Fame Quarterback #12 Roger Staubach, and Dallas-based developer and former Dallas Cowboys center, Robert Shaw; Formation, a dynamic coworking experience offering a collaborative work environment of open workspace, dedicated desks and private offices; as well as a variety of shopping, dining and nightlife options throughout The Star District. For more information on The Star, visit [www.TheStarInFrisco](http://www.TheStarInFrisco).

### **About The Dallas Open**

The Dallas Open is currently an ATP Tour 250 men’s tournament that will play its third year in Dallas on February 3-11, 2024, at the Styslinger/Altec Tennis Complex at SMU. It will be the only ATP Tour indoor championship in the United States, and features men’s top world tennis players in singles and doubles competition. The tournament, previously held as the New York Open, is one of the longest-running American tournaments on the ATP Tour. Its rich history features some of the top names in tennis, including legends John McEnroe, Pete Sampras, Andre Agassi, Andy Roddick, Michael Chang, John Isner, and Andy Murray, and a current generation of stars like Kei Nishikori, Milos Raonic, and Reilly Opelka.

### **About GF Sports & Entertainment**

GF Sports & Entertainment is a global events and operations company that elevates the experience of live sports, entertainment and interactive events. The company owns two of the ATP Tour’s longest running American tennis tournaments, the Dallas Open and the Atlanta Open, as well as the National Lacrosse League New York Riptide. GF Sports & Entertainment also incubates new and emerging sport concepts, this includes Wolf Pack Ninjas, which operates ninja-focused events globally.

GF Sports & Entertainment was founded in July 2015 by New York-based private equity firm GF Capital. For additional information, please visit [www.gfsportsandentertainment.com](http://www.gfsportsandentertainment.com).

### **About The ATP**

As a 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](http://www.ATPTour.com).

-- dallasopen --

### **Media Contact:**

Dana Driver | Tony Fay Public Relations | [dana@tonyfaypr.com](mailto:dana@tonyfaypr.com) | 214-502-5509  
Jonathan Deutsch | Tony Fay Public Relations | [jonathan@tonyfaypr.com](mailto:jonathan@tonyfaypr.com) | 469-534-8525

Tony Fay PR | 2626 Cole Ave, Dallas, TX 75074

[Unsubscribe info@tonyfaypr.com](mailto:info@tonyfaypr.com)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent bynews@tonyfaypr.com powered by



Try email marketing for free today!