

DALLAS OPEN ANNOUNCES CHOCTAW CASINOS & RESORTS PARTNERSHIP

Choctaw Casinos & Resorts to debut multiple activations during 2025 tournament



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FRISCO, Texas (December 11, 2024) – The Dallas Open, the premier indoor ATP Tour event in the United States, has named Choctaw Casinos & Resorts its official casino and resort partner. This collaboration will feature Choctaw-branded hospitality spaces inside the venue, along with naming rights to key elements of the tournament, including the VIP boxes and the player entrance.

As the Dallas Open prepares to debut at Ford Center at The Star in Frisco from February 1-9, 2025, the tournament will make history by elevating to ATP 500 status, marking a significant milestone since its relocation to North Texas in 2022. Players will now compete for increased ATP ranking points and a prize pool of approximately \$2.8 million.

Choctaw Casinos & Resorts will introduce its signature Choctaw Club to professional tennis for the first time. Located within Ford Center, the exclusive space will offer Choctaw Courtside Box holders premium amenities, including free to play table games, including blackjack and craps, digital gaming kiosk, curated food and beverages, a DJ, and the signature Choctaw Crush cocktail. Choctaw's public hospitality area on Tostitos Plaza will be open on select tournament days, offering an interactive space for fans. Additionally, the player entrance to Center Court will proudly feature Choctaw Casinos & Resorts branding.

"We are thrilled to partner with Choctaw Casinos & Resorts to deliver a world-class experience for tennis fans. The Choctaw Club promises to be a vibrant gathering place, and the activations on Tostitos Plaza will extend the excitement beyond the stadium walls, enhancing the guest experience from the moment fans arrive," said Peter Lebedevs, Dallas Open Tournament Director.

"Partnering with the Dallas Open, the region's premier tennis event, allows us to further showcase the elevated Choctaw experience," said Heidi Grant, Senior Executive Officer of the Choctaw Nation. "We are proud to bring our premium hospitality offering to tennis fans and strengthen our presence in North Texas sports and entertainment."

Since 2017, Choctaw Casinos & Resorts has expanded its sponsorship footprint in North Texas sports and entertainment by forging partnerships with prominent organizations such as the Texas Rangers, Dallas Mavericks, Dallas Stars, and more, including the rebranding of Globe Life Park to Choctaw Stadium, now home to the Arlington Renegades.

The 2025 Dallas Open boasts an exceptional player lineup, including World No. 4 Taylor Fritz, World No. 6 Casper Ruud, defending champion Tommy Paul (World No. 12), and Frances Tiafoe (World No. 18).

Tickets for single sessions, weekend packages, and weeklong passes are available now at www.dallasopen.com.

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About Choctaw Casino & Resorts

Owned and operated by the Choctaw Nation of Oklahoma, the third-largest Indian Nation in the United States with almost 230,000 tribal members and 12,000 employees. Choctaw Casinos & Resorts features a variety of gaming, hotel and resort properties throughout southeastern Oklahoma, including Durant, Grant, Pocola, Idabel, Broken Bow, McAlester, Stigler and Stringtown. Choctaw Nation opened the 100-room luxury resort, Choctaw Landing in Hochatown, OK, in April 2024. For more information visit, www.ChoctawCasinos.com.

About The Dallas Open

The Dallas Open is currently an ATP Tour 500 men's tournament that will play its fourth year in North Texas, its first in Frisco on February 1-9, 2025, at Ford Center at The Star in Frisco. 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 the Dallas Open, an ATP 500 level event and the only indoor professional tournament in the U.S., as well as the Ottawa Black Bears lacrosse team who competes in the National Lacrosse League. In 2021 GF Sports and Entertainment purchased World Long Drive which is the largest annual domestic professional golf event not associated with the PGA of America, the PGA Tour, or the LPGA. It was first established in 1974, and since 2000 consisted of Open, Women's, Seniors (over-45s), and Amateur events where athletes compete by driving for distance. 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.

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 PIF 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 PIF, the ultimate achievement in tennis. For more information, please visit www.ATPTour.com.

Media Contacts



Tony Fay PR | 1 | Dallas, TX 75074 US

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