

DALLAS OPEN ACHIEVES RECORD ATTENDANCE, TICKET SALES, AND SPONSORSHIP GROWTH IN 2025 EDITION



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DALLAS (February 19, 2025) – The 2025 Dallas Open marked its most successful edition yet, setting new benchmarks for attendance, ticket sales, and sponsorship engagement. The tournament, owned by GF Sports & Entertainment and held for the first time at The Star in Frisco, Texas, saw a substantial increase in spectators and corporate partnerships, reinforcing its status as one of the premier tennis events in the United States.

Nearly 62,000 fans attended the Dallas Open over its nine-day run, capitalizing on the expanded capacity at Ford Center. The move from SMU’s Styslinger Altec Tennis Complex to The Star allowed for increased seating capacity, tripling the number of fans able to attend compared to previous years. Premium seating alone saw an increase of 300 seats, with club and courtside seating options selling out well ahead of the tournament’s start.

“The energy and enthusiasm we’ve seen from fans and sponsors this year have been incredible,” said Tournament Director Peter Lebedevs. “Moving to The Star has given us the opportunity to elevate the fan experience, and the response has been overwhelming. This was a tournament that North Texas truly embraced.”

Denis Shapovalov emerged as the 2025 Dallas Open Champion, leading a strong player field that included top-ranked Americans Taylor Fritz, Ben Shelton, Frances Tiafoe, and Tommy Paul, as well as international stars like Casper Ruud. The competition delivered high-energy matches, attracting a robust television audience and further cementing the

event's growing national and international profile.

Sponsorships also reached record highs, with a total of 37 partners, including 17 new sponsors such as Choctaw Casinos, Hugo Boss, Kendra Scott, Alto, and Baylor Scott & White. The tournament also introduced exclusive VIP experiences, contributing to a 397% increase in food and beverage sales. Meanwhile, merchandise sales saw an increase of 204% compared to 2024, reflecting the growing demand for Dallas Open-branded apparel and collectibles.

Building on its commitment to elevating the fan experience, the tournament introduced several new features this year, including a free-to-the-public interactive Fan Zone, which included live music performances, as well as upgraded food and beverage options curated by Legends Hospitality. Fans had access to premium amenities, including the newly introduced Choctaw Club, which provided exclusive hospitality and player meet-and-greet opportunities.

"The success of this year's tournament proves that the Dallas Open is on an exciting trajectory," said Justine Pletnick, VP of Marketing and Revenue Strategy for GF Sports & Entertainment. "Our focus has been on delivering a best-in-class experience for fans, players, and sponsors, and we're only just getting started. With this foundation, the future is incredibly bright."

Charlotte Jones, Chief Brand Officer and Co-Owner of the Dallas Cowboys Football Club, also emphasized the significance of hosting the event at The Star: "Partnering with the Dallas Open has been an incredible experience. Tennis is a sport that brings people together, and it's amazing to see the energy and excitement the tournament brings to The Star. We are thrilled to help grow this event in North Texas and provide a world-class venue for fans, players, and sponsors alike."

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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.

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