

Nexo Named Inaugural Title Partner of 2026 Dallas Open

The partnership launches as the Dallas Open enters its second year as an ATP 500 tournament, introducing a new identity and enhanced community courts in Dallas.



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FRISCO, Texas (January 13, 2026) – The Dallas Open announced today that [Nexo](#), the premier wealth platform for digital assets, has been named the tournament's first-ever title partner, under a multi-year agreement beginning in 2026. The landmark partnership was unveiled during a special ceremony at Hattie R. Moore Park Tennis Courts at Anita Martinez Recreation Center in Dallas, where the newly branded **Nexo Dallas Open** debuted alongside two newly resurfaced public courts as part of an early local community investment.

The multi-year partnership marks a major milestone as the Nexo Dallas Open enters its second year as an ATP 500 event and its rapid global growth. As one of only two ATP 500 tournaments in the United States and the country's sole indoor ATP Tour championship, the Dallas Open places Nexo among a limited group of ATP 500 title partners.

"This partnership with Nexo represents a transformative moment for the Dallas Open," said Tournament Director Peter Lebedevs. "Securing a title sponsor of this caliber as we launch into year two as an ATP 500 event continues to elevate our tournament on the global stage. Aligning with a partner that is shaping the next generation of digital asset solutions strengthens our vision for the next generation of tennis."

For Nexo, this multi-year title partnership reflects a shared commitment to performance, innovation, and impact with a focus on the next generation of talent, elevating the fan experience, and creating long-term value beyond the court.

The **2026 Nexo Dallas Open**, scheduled for February 7–15, 2026, will once again take place at the Ford Center at The Star in Frisco—the headquarters and training facility of the Dallas Cowboys. As one of 16 global ATP 500 tournaments and one of only two in the U.S., the event continues to attract the world’s top players to North Texas, including top-ranked Americans **Taylor Fritz** and **Ben Shelton**, as well as 2025 Dallas Open runner-up **Casper Ruud**.

As part of today’s announcement, the tournament highlighted its expanded focus on community engagement with two newly resurfaced tennis courts in North Texas. The improved facilities expand access for youth and recreational tennis players across Dallas, creating a year-round legacy of play and opportunity. The courts represent the first of several community-focused initiatives envisioned as part of this partnership.

“The Nexo Dallas Open has always believed in giving back to the community that makes this event possible,” added Lebedevs. “These resurfaced courts are a tangible example of our commitment to growing the game and supporting the next generation of players.”

As a premier stop on the ATP Tour, the Nexo Dallas Open brings together elite competition and a premium fan experience. Single-session tickets, as well as weeklong and weekend ticket packages, for the 2026 Nexo Dallas Open are available now at www.dallasopen.com. Premium ticket packages are also available.

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About Nexo

Nexo is a premier digital assets wealth platform designed to empower clients to grow, manage, and preserve their crypto holdings. Our mission is to lead the next generation of wealth creation by focusing on customer success and delivering tailored solutions that build enduring value, supported by 24/7 client care. Since 2018, Nexo has provided unmatched opportunities to forward-thinking clients in over 150 jurisdictions. With over \$371 billion processed globally, we bring lasting value to millions worldwide. Our all-in-one platform combines advanced technology with a client-first approach, offering a Flexible and Fixed-term Yield product, crypto-backed loans, sophisticated trading tools, and liquidity solutions, including the first crypto debit/credit card. Built on deep industry expertise, a sustainable business model, robust infrastructure, stringent security, Nexo champions innovation and long-lasting prosperity. Official website: nexo.us

About The Nexo Dallas Open

The Nexo Dallas Open is currently an ATP Tour 500 men’s tournament that will play its fifth year in North Texas, its first in Frisco on February 7-15, 2026, 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 The ATP

The ATP’s mission is to serve tennis. As the governing body of the ATP Tour and Challenger Tour we entertain a billion global fans, showcase the world’s greatest

players at prestigious tournaments, and inspire the game's next generation. 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 to the Nitto ATP Finals, our prestigious season finale held in Turin, Italy. Featuring only the season's best 8 singles players and doubles teams, the tournament sees the 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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