Name _____

Sponsorships in Tennis: Who Supports Professional Players?

Short Answer

1. Can you explain what endorsement deals are in professional tennis and provide an example of a product that a player might endorse?

2. What are some benefits that sponsors receive from their association with successful professional tennis players?

3. How do sponsorship agreements help professional tennis players in their careers?

4. Why is it important for players to strike a balance between promoting sponsors and focusing on their performance on the court?

5. What is the journey to building sponsorships like for young and aspiring tennis players?

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