

# HSBC TO BECOME TITLE SPONSOR FOR THE LTA'S CHAMPIONSHIPS FOR WOMEN'S AND MEN'S TENNIS AT QUEEN'S

*HSBC Championships 7-22 June 2025*

## Press Release

**Date: Thursday 23 January 2025**

**For immediate release**

The LTA and HSBC have entered into a four-year partnership through until 2028 that will see the bank become the title sponsor of the **HSBC Championships** - an exciting new two-week proposition of world-class women's and men's tennis at The Queen's Club, taking place from 7-22 June 2025.

The partnership comes following the [announcement last year](#) that 2025 will see the launch of a new calendar for the grass-court tennis season. The calendar includes The Queen's Club hosting two consecutive weeks of world class tennis, as the LTA stages a women's Tour-level event (WTA 500) in London for the first time in more than 50 years.

The existing men's (ATP 500) event was recently named by ATP players as tournament of the year for the third consecutive year.

The partnership was recently agreed following a very competitive tender process involving a number of potential partners. The HSBC Championships will undergo a comprehensive rebrand and refresh that will fully complement its new status as both a women's and men's tournament.

**LTA Chief Executive, Scott Lloyd said**, "We are delighted to welcome HSBC to our LTA family of partners, becoming the title sponsor of the HSBC Championships of our ATP and WTA 500 events in June. The LTA's goal is to increase the visibility and accessibility of tennis, particularly of the women's game, with HSBC helping us reach new audiences. The HSBC Championships will mean fans can enjoy the tradition of world class tennis in a unique setting and be part of the return of women's tour-level tennis to London for the first time in more than half a century. We can't wait to get started."

**HSBC UK Chief Executive, Ian Stuart said**, "Tennis has the power to unite and inspire, and we are incredibly excited to partner with the prestigious LTA and sponsor the new HSBC Championships starting this June.

"As the tournament grows to showcase some of the best in women's and men's tennis, we are looking forward to helping bring this exceptional event to an even broader global audience. Our ambition is to create a phenomenal experience for athletes and fans – including exclusive benefits for our customers – that serves up passion, perseverance and opportunity both on and off the court."

HSBC has a long-standing commitment to world class sport, including its brand ambassador partnerships with former British No.1 Tim Henman and 2021 US Open Champion Emma Raducanu. Their position as the UK's leading international bank with an ambition to open up a world of opportunity makes them a perfect fit as the new title partner of this new two-week event.

The addition of HSBC to the LTA's growing partnership roster is in tandem with the newly revamped grass court season for 2025, which sees both genders play in new tournaments at The Queen's Club and Edgbaston Priory Club in Birmingham complementing the pre-existing combined men's and women's events at Eastbourne, Nottingham and Ilkley. For the first time, all the LTA's grass court events will feature both male and female players.

LTA Advantage Fan+ and Compete members will have exclusive early access to buy tickets for the new WTA 500 event at the HSBC Championships from 10:00am on Tuesday 11 February.

[By signing up to LTA Advantage](#) now fans can be first in line to see the world's biggest stars at The Queen's Club this summer. General sale will open from 10:00am on Tuesday 18 February.

- ENDS -

**For LTA media enquiries please contact:**

[Media@lta.org.uk](mailto:Media@lta.org.uk)

**For HSBC media enquires please contact:**

[ukpressoffice@hsbc.co.uk](mailto:ukpressoffice@hsbc.co.uk)

#### **ABOUT THE LTA:**

*The LTA is the National Governing Body of tennis in Great Britain. We are here to govern and grow tennis, from grassroots participation through to the professional game. Our vision is "Tennis Opened Up" and we want to transform communities through tennis. We work with schools, with volunteers, with coaches and with venues across the whole country. We also represent the interests of over 2,000,000 Members, playing on more than 23,000 courts. The LTA runs and supports a network of 11,500 approved tournaments for players of all ages, the main cornerstones of which are the LTA's premier grass-court events at The Queen's Club, Nottingham and Eastbourne, leading up to The Championships, Wimbledon. For further information about the LTA and tennis in Britain, visit [www.lta.org.uk](http://www.lta.org.uk) or follow us on X, Instagram, Facebook, Tik Tok, and LinkedIn.*

#### **About HSBC UK:**

*HSBC UK serves over 14.9 million active customers across the UK, supported by 23,700 colleagues. HSBC UK offers a complete range of retail banking and wealth management to personal and private banking customers, as well as commercial banking for small to medium businesses and large corporates. HSBC UK is a ring-fenced bank and wholly-owned subsidiary of HSBC Holdings plc.*

*HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from offices in 60 countries and territories. With assets of US\$3,099bn at 30 September 2024, HSBC is one of the world's largest banking and financial services organisations.*