

## Press release

Boulogne Billancourt, 26 juillet 2022

The alliance between Sodexo Live!, Factory Sport & Entertainment, and Quarterback Group named the hospitality programs partner of the French Open and Rolex Paris Masters.

**Factory Sport & Entertainment, Quarterback Group and Sodexo Live! – the former as lead agency of their *ad hoc* alliance – have been selected by the French Tennis Federation (FFT) as its exclusive marketing partners for Roland Garros and the Rolex Paris Masters hospitality programs from 2023 to 2026.**

### **An alliance of recognized experts to enhance the international reputation of both Paris-based tournaments**

As an alliance, the three experts in sports hospitality will power the national, European and global reach of Roland-Garros and the Rolex Paris Masters brands. The alliance's experience in marketing and commercializing major sporting events and its ability to reach regular clients in France and worldwide through top marketing resources and an extensive client portfolio will ensure sales from the very start of its collaboration with the FFT.

Quarterback and Factory Sport & Entertainment, long-time partners of the FFT, have joined forces with Sodexo Live!, notably due to the latter's Sports Travel & Hospitality division (STH) which has international expertise in designing and marketing hospitality programs for the most prestigious sporting events. Since 2005, STH has notably worked for the last five Rugby World Cups and, more recently, the Australian Open. STH has thus become one of the most recognized players in this market.

### **An increasingly exceptional and sustainable client experience**

Sodexo Live!, Factory and Quarterback will use their expertise to help the FFT make the Roland Garros hospitality experience a world-class one. In addition to marketing, the alliance will offer a variety of hospitality packages with different experiences. Each package will have a unique feel and customized products for clients that reflect their image and brand.

Additionally, the FFT can now offer clients additional hospitality packages to extend their experience outside Roland-Garros itself. This includes a collection of iconic venues marketed exclusively by Sodexo Live! like Le Jules Verne and Madame

Brasserie at the Eiffel Tower, as well as the Yachts de Paris and the Bateaux Parisiens on the Seine.

Finally, Sodexo Live!, Factory and Quarterback will contribute to the FFT's CSR approach by giving top priority to diversity, equity and inclusion as part of their human resources policies and to reducing the environmental impact of their activities. Each package sold will result in an eco-contribution donation and digital devices will be favored.

*"I would like to thank the FFT for its trust, as it backs our strategy through which we serve our customers from the sports industry. Our ambition is to develop our ticketing and hospitality services and to attract new customers thanks to a full experience designed from end-to-end within sports venues around the world, in addition to the services we already offer. This will enable them to offer their audiences a more immersive and memorable experience,"* said Nathalie Bellon-Szabo, CEO worldwide of Sodexo Live!

*"Factory and Quarterback are honored to have been the historical hospitality partners of the French Tennis Federation (FFT) for over 25 years. Aware of the commitment and confidence shown once again by all the FFT teams and its President Gilles Moreton, we are very pleased to be able to offer French and international companies exceptional moments of emotion and to contribute to the success and influence of the French Open and the Rolex Paris Masters,"* Jo-Wilfried Tsonga CEO of Factory, Bruno Balaire CEO of Quarterback.

## **About Sodexo Live!**

Sodexo Live! manages prestigious, cultural, and sporting venues and major events all over the world. With 40,000 employees and 500 sites all over the world, we offer our clients a range of bespoke catering, sales, and event management services, helping to transform the consumer experience into unforgettable memories. As strategic and responsible partners, we commit to unlocking our customers' full potential while favoring local networks.

Sodexo Live! contributes to the success of prestigious events such as Royal Ascot, the French Open, the Rugby World Cup and the 2024 Olympic Games, and showcases exceptional venues such as the Eiffel Tower Restaurants, the Hard Rock Stadium, Bateaux Parisiens, Yachts de Paris, the Royal Academy of Arts in London, the Prado museum in Madrid and the Hollywood Bowl in Los Angeles.

More information on [www.sodexo.com](http://www.sodexo.com)

## **About Factory Sport & Entertainment**

The Pampelonne Organisation group is one of the pioneering players in the Public Relations sector. As the first private entity in France and Europe to organize and develop professional ATP and WTA tennis tournaments (Marseille (31 years), Nice (7 years), Toulouse (3 years), Lyon (5 years), Brussels (3 years)), Pampelonne Organisation has the dual expertise of producing and marketing hospitality and public relations services. Jean-François Caujolle, a former professional tennis player in the 1980s, and now Jo-Wilfried Tsonga, run a diversified group that makes the culture of relationships via professional tennis the trademark and guiding principle of its global strategy.

As a subsidiary dedicated to the marketing of hospitality and public relations services, Factory Sport & Entertainment has been accompanying its clients to the biggest sporting and cultural events for over 30 years. Always with the commitment and the requirement of a customer-oriented culture, with the sole aim of achieving a "no-fault" performance, by optimizing customer satisfaction and experience. Our teams have covered two soccer World Cups, three rugby World Cups, nearly 30 Roland Garros tournaments and almost as many Rolex Paris Masters, hundreds of rugby matches (6 Nations, European Cups) and soccer matches (Euro, Champion's League, etc.) at international events, dozens of concerts in France and Europe, Formula 1 Grand Prix events, and even more intimate events such as the Cannes Festivals and the Ballon d'Or Awards.

## About Quarterback Group

For more than 30 years, the Quarterback Group, through the Quarterback and Nabuchodonosor agencies, has been one of France's leading players in the field of sports and food marketing, providing advertisers with support, event production, activation and promotional tours for companies to enhance their brands, develop their footprints for recruiting, mobilize and build team spirit, and create relationships through corporate clubs.

Passionate about sports, the hospitality teams bring an intimate knowledge of the world of public relations, notably through a unique portfolio of prestigious hospitality events such as the Six Nations Tournament, Roland-Garros and the Rolex Paris Masters, the Qatar Prix de l'Arc de Triomphe, the Prix de Diane Longines, the Top 14 Finals or as official sub-agent for the Rugby World Cup in 2023.

More information on [www.quarterback.fr](http://www.quarterback.fr)

## About the French Tennis Federation

The French Tennis Federation is an association governed by the French law of 1901, with a ministerial delegation. Dedicated to the promotion, development and success of tennis in France, the FFT brings together, supports and coordinates affiliated clubs.

With 4 million players and one million members in nearly 7,500 clubs, tennis is the leading individual sport in France. It also represents France abroad through the involvement of French teams in international matches (Davis Cup, Fed Cup, Olympic Games, etc.) and the organization of the world's greatest sporting events, such as the French Open and the Rolex Paris Masters. Since its creation in 1920, the FFT's identity has been based on this link between the development of amateur tennis, for all publics and in all territories, and the organization of major international events.

### Press contacts

#### **Cabinet CLAI**

Domitille Lecasble - +33(0)6 75 62 98 43

Antoine Barthélémy - +33 (0)7 78 41 39 74

[sodexo@clai2.com](mailto:sodexo@clai2.com)

#### **Sodexo Live!**

Nicolas Poncy - [nicolas.poncy@sodexo.com](mailto:nicolas.poncy@sodexo.com)

#### **Quarterback Group/ Factory Sport & Entertainment**

Luna Sanchez - [sanchez@quarterback-group.fr](mailto:sanchez@quarterback-group.fr)