
PODCAST COMME DAB

« WHEN ROLAND GARROS AND BNP PARIBAS TEAM UP IN DOUBLES »

ATM Stories – Always Telling More by BNP Paribas. The podcast that goes behind the scenes to bring you some little-known stories about the bank. Those moments that have shaped the character and culture of a 200-year-old group, to be enjoyed anywhere and at any time!

In this episode, we will discuss the formation of one of the most legendary doubles teams in tennis... In fact, one of the greatest and longest partnerships in contemporary sport.

The French Open and BNP Paribas have been working together on the clay courts at Porte d'Auteuil for 50 years now.

That is the story we will be telling you today, about a match that was no foregone conclusion!

The warm-up can begin...

On one side: the French Open, a tennis tournament first held in 1891. On the other, the Banque Nationale de Paris (or BNP), created in 1966 from the merger between BNCI and CNEP (Banque Nationale pour le Commerce et l'Industrie and Comptoir National d'Escompte de Paris, respectively).

Let the game begin!

First set: The 1970s – A promising start

Although its mobile counter had featured at the French Open since 1971, it was 1973 before the young BNP officially associated its name with the French Open by

becoming a tournament sponsor.

The financing provided under this partnership, under the impetus of Philippe Chatrier, the new president of the FFT, was spent on modernising the Centre Court.

This proved to be a real winning move, since the decade – and Bjorn Borg's successive victories – would make tennis a top-tier sport, moving it away from its elitist roots.

TF1 naturally began to broadcast the French internationals for the first time from 1978.

The partners had had a great start to their match!

Second set: The 1980s – The tennis years

Having become the bank of the tournament and the FFT, BNP actively participated in the expansion of Centre Court in 1980 and played a major role in the allocation of player prizes. This funding was far from insignificant, ensuring that top players could be attracted – which is vital to a Grand Slam tournament.

In 1985, no fewer than 300,000 spectators came to Porte d'Auteuil.

The popularity of tennis in general and the French Open in particular continued to grow, particularly with Yannick Noah's unforgettable Centre Court victory in 1983.

Amazing!

Building on this growing reputation, in 1987 BNP launched its new visual identity on the legendary green court banners... Visible for more than one or two minutes during television broadcasts, this was certainly a successful placement!

Speaking of TV broadcasts, these exploded from 65 hours in 1985 to 150 hours at the turn of the 1990s.

Third set: The 1990s – Winning over the world

In 1990, BNP further strengthened this partnership by becoming the official tournament sponsor.

In addition to reinforcing its ties with the French Open, BNP expanded its involvement beyond Porte d'Auteuil, in both professional and amateur tennis. No fewer than 120 tournaments were now sponsored by the bank.

Tennis even featured in BNP's commercial offers, with preferential borrowing conditions for FFT members.

Fourth set: The 2000s – Partner of all tennis

Following BNP's merger with Paribas, the new entity's visual identity was revealed at the tournament held in 2000.

With support for wheelchair tennis introduced in 1993, at the start of the millennium the bank continued the holistic and committed approach to tennis first adopted in 1993.

So whether it's professional tennis, amateur tennis, youth tennis, in a wheelchair, budding hopefuls, singles, doubles, tennis as a team or as a family... BNP Paribas is a partner of ALL tennis!

This even went as far as supporting e-tennis or virtual tennis with the launch of the Virtual Tour of the Roland Garros stadium.

The start of the millennium was also characterised by BNP's social commitment, with sponsorship of the "Fête le Mur" association founded by Yannick Noah a few years earlier. The association was set up in order to extend the appeal of tennis and allow as many people as possible to flourish on the courts without social distinction.

Fifth set: 2010 to the present – A winning duo

All these actions have unquestionably made BNP Paribas the world's leading sponsor of tennis and the partnership is present across all platforms, as it has been available on the web since 2011 via the wearetennis.com website.

As well as this sporting commitment, the bank's social commitment to those who need it most has only grown over time.

Since 2013, for example, the "Les Aces du Cœur" solidarity programme has been monetising aces achieved during a tournament for the benefit of partner hospitals.

The latest example is the #FAAPOINTSFORCHANGE campaign, carried out in conjunction with Félix Auger-Aliassime, to provide educational support to children in Togo.

MATCH BALL

After 50 years of a partnership that has greatly benefited both parties, BNP Paribas has never forgotten the most disadvantaged, sponsoring various associations and financing numerous initiatives

Fifty years may seem a long time, but there is a good chance that the BNP Paribas name will continue to decorate the green court banners for a long time to come.

So don't miss the next edition to experience unique emotions on the various courts of Porte d'Auteuil.