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Follador Prosecco renews sponsorship at ATV Tennis Open WTA125 in Rome for fifth consecutive year

Winery to host aperitif corner and gala, highlighting Italian excellence at prestigious international women’s tennis tournament in 2025

Friday, July 4, 2025



Follador Prosecco will once again play a central role at the ATV Tennis Open WTA125, returning as technical sponsor for the fifth consecutive year. The international women's tennis tournament, now in its 15th edition, will take place from July 13 to 20, 2025, at the Antico Tiro a Volo Club in Rome. The event is recognized as one of Italy's most prestigious sporting competitions and draws athletes and spectators from around the world.

Throughout the week-long tournament, Follador Prosecco dal 1769, a historic winery from the Veneto region, will host an aperitif corner within one of the club's main social areas. This space will offer guests and players a chance to enjoy the winery's Prosecco Superiore DOCG. The area is designed to provide moments of relaxation and social interaction, with Follador's sparkling wines served as a highlight.

A key moment during the tournament will be the gala evening scheduled for July 16. This event is set to bring together athletes, sponsors, guests, and institutional representatives. The evening aims to celebrate not only athletic achievement but also the values of sportsmanship and community engagement that define the tournament.

Cristina Follador, Sales & Marketing Manager of Follador, expressed pride in the ongoing partnership. She emphasized that being a sponsor for five years reflects both the company's commitment to quality and its alignment with the values of tennis. According to Follador, their Prosecco Superiore represents elegance and passion rooted in their family's tradition and terroir.

Follador's sparkling wines are produced using the Gianfranco Follador® Method, a proprietary winemaking protocol that highlights the qualities of Glera grapes grown on the UNESCO-listed hills of Conegliano Valdobbiadene. These wines are considered ambassadors of Italian excellence and are well-suited to high-profile events like the ATV Tennis Open WTA125.

The tournament continues to grow in stature within Italian sports, attracting a broad audience and maintaining its reputation for competitive play and social engagement. The collaboration between Follador Prosecco and the Antico Tiro a Volo Club underscores how partnerships between gastronomy and sports can enhance both experiences for participants and guests alike.