



TOP GLOBAL BRANDS ANNOUNCED AS OFFICIAL SPONSORS OF THE INAUGURAL **A RACQUET AT THE ROCK**

Newark, NJ – December 3, 2025, Organizers of ‘[A Racquet at The Rock](#)’ today announced an elite group of corporate partners that will support and elevate the inaugural tennis event at **Prudential Center on December 7**. The sponsorship roster features some of the world’s most respected and recognizable brands, each contributing to the premium live experience fans will enjoy at New Jersey’s biggest stage.

Turkish Airlines, *the airline flying to more countries than any other*, will serve as the **Presenting Sponsor** of ‘*A Racquet at The Rock*.’ As Türkiye’s flag carrier, Turkish Airlines will welcome some of the world’s most significant tennis players to Newark for this historic showcase. The partnership underscores the airline’s global connectivity, along with its commitment to supporting international sport, cultural exchange, and major world events.

PGIM, *the \$1.5 trillion global asset management business of Prudential Financial, Inc. (NYSE:PRU)*, joins the event as the **Official Financial Services Partner**. Across 41 offices in 20 countries, PGIM offers clients deep expertise across public and private asset classes,

delivering a diverse range of investment strategies and tailored solutions—including fixed income, equities, real estate and alternatives.

“At PGIM, we serve up global expertise and high performance to our clients,” said **Ken Poliziani, chief marketing officer at PGIM**. “Our passion and commitment to excellence mirrors the qualities embodied by the incredible athletes competing in these top-ranked matches. It is a unique opportunity to showcase our brand while engaging with tennis fans worldwide from the Prudential Center in Newark, New Jersey – home to our global headquarters.”

Tennis Channel will serve as the **exclusive domestic broadcaster** of ‘*A Racquet at The Rock*’ in the United States. The network will also distribute the event across its international territories, including the **Nordic countries, the United Kingdom, Germany, Austria, Switzerland, the Netherlands, Greece and India**, bringing the inaugural showcase to a global audience.

Additional partners include **Wilson**, the **Official Match Ball Provider**, and **Gatorade**, which will supply **sports nutrition and hydration** for all participating athletes throughout the event.

These partnerships reflect the growing global excitement surrounding ‘*A Racquet at The Rock*’ and represent an important milestone as Prudential Center hosts top-tier professional tennis for the first time in its history.

Headlining the event will be two thrilling best-of-three singles matches. Fans will witness a marquee showdown between 2025 Wimbledon and US Open finalist **Amanda Anisimova** and 2024 US Open Finalist **Jessica Pegula**, followed by a high-stakes battle between this year’s US Open Champion and World Number 1 **Carlos Alcaraz** and two-time US Open Semifinalist **Frances Tiafoe**.

In addition to the featured singles matches, the event will now include a special mixed doubles exhibition. This exclusive showcase will feature all four marquee players, Tiafoe and Anisimova vs. Pegula and Alcaraz paired up in a dynamic mixed doubles format.

Opening the evening’s programming will be a special junior tennis showcase featuring two of the top junior players in the world, Ronit Karki from New Jersey and Jack Kennedy from New York.

Experience It Live

Tickets for *'A Racquet at The Rock'* are on sale NOW! Tickets are available for purchase at [Ticketmaster.com](https://www.ticketmaster.com), [Prucenter.com](https://www.prucenter.com), and Prudential Center's Box Office. For Premium seating opportunities, visit [prucenter.com/premium](https://www.prucenter.com/premium).

Various exclusive VIP packages will also be available for purchase, including the Courtside Club seating package. This package includes all-inclusive Food and Beverage (beer, wine, and soft drinks) in the Prudential Lounge from 4:00 PM – 8:00 PM. Additional beverage options available for purchase. The offer includes a photo opportunity with select players; availability may vary. Full details will be emailed to purchasers before the event.

Follow Prudential Center on social media for more up-to-date information as it becomes available: @PruCenter across Facebook, X, Instagram, and TikTok.

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ABOUT HBSE (HARRIS BLITZER SPORTS & ENTERTAINMENT):

Founded by Josh Harris and David Blitzer in 2017, Harris Blitzer Sports & Entertainment (HBSE) is an industry-leading sports and entertainment group, with a focus on building passionate, high performing teams that strengthen our communities. Anchored in sports, venues and ventures, HBSE's diverse and global portfolio is centered around marquee assets, including the Philadelphia 76ers, the New Jersey Devils and the Prudential Center, the Washington Commanders, Joe Gibbs Racing, Crystal Palace of the English Premier League, as well as a growing presence across youth sports, the MLB, the MLS, and more. As proud stewards of some of the world's most prestigious franchises, brands and properties, we are committed to using our platform to positively impact the local communities where our teams play and perform. For additional information on HBSE, please visit [HBSE.com](https://www.hbse.com).

ABOUT UNIFIED EVENTS

Unified Events delivers world-class events in partnership with the most iconic clubs, athletes and venues. The UE management team has staged, ticketed and marketed sold-out events across North America and Europe with a specific focus on international soccer. The company is uniquely positioned to deliver maximum value to partners using its proprietary ticketing platforms.

ABOUT PRUDENTIAL CENTER

Prudential Center is the world-class sports and entertainment venue located in downtown Newark, New Jersey. Opened in October 2007, the state-of-the-art arena is the home of the National Hockey League's (NHL) three-time Stanley Cup Champion New Jersey Devils, Seton Hall University's NCAA Division I Men's Basketball program, Professional Women's Hockey League's (PWHL) New York Sirens and more than 210 concerts, family shows and special events each year. Ranked in the Top 10 worldwide by Pollstar, Billboard and various other industry publications, Prudential Center is recognized as one of the premier venues in the United States, and hosts over 2 million guests annually. For more information about Prudential Center, visit prucenter.com and follow the arena on Facebook, X, Instagram, and TikTok @PruCenter. Prudential Center is a HBSE property.

ABOUT PGIM

PGIM, the global asset management business of Prudential Financial, Inc. (**NYSE: PRU**) is built on a 150-year legacy of strength, stability, and disciplined risk management through more than 30 market cycles. Managing \$1.5 trillion in assets¹, PGIM offers clients deep expertise across public and private asset classes, delivering a diverse range of investment strategies and tailored solutions—including fixed income, equities, real estate and alternatives. With 1,400+ investment professionals across 41 offices in 20 countries, we serve retail and institutional clients worldwide. For more information, visit pgim.com.

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¹ As of September 30 2025.