PLAYER POWER
*World's leading players are continuing to demand greater share of Grand Slam revenues, asking for minimum **16%** slice rising to **22%** by 2030*

BREAKING NEWS: U.S. Open record $108m prize fund **DISPUTE: Players demand fair revenue share**

How tennis players earn money

The economics of tennis is complicated, with revenue streams becoming an increasingly divisive issue across the professional game – players are effectively self-employed, with performance and results directly affecting their ability to stay on tour, blending sporting success with business acumen



us open
In 2026, U.S. Open offers biggest prize fund in Grand Slam history

Roland Garros	Australian Open	Wimbledon	U.S Open
$72m*	**$80m**	**$87.5m**	**$108m**
Singles champions: ***$3.3m***	***$3.0m***	***$4.9m***	***$5.5m***

*Approx USD based on Aug 2026 rates

▲ Grand Slam comparison: Total prize fund (2026)

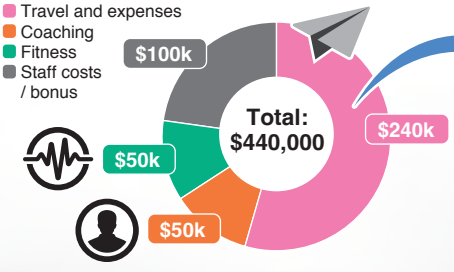
Tournament prize money at entry-level ITF events starts at $15,000, while lowest-tier ATP and WTA Tour tournaments offer around $700,000 for men and $283,000 for women

FINANCE

***Objective:** Calculate cost of competing*

- **Flights, transport, and accommodation:** Players may compete across several countries in one month
- **Coaching and fitness:** Travelling coaches incur high costs, with essential physio support for injury prevention
- **Equipment and food:** Rackets, strings and clothing plus tailored nutrition and supplements
- **Tax, administration and accounting**

Example annual costs: Taro Daniel
Former World No.58, estimated pre-tax figures



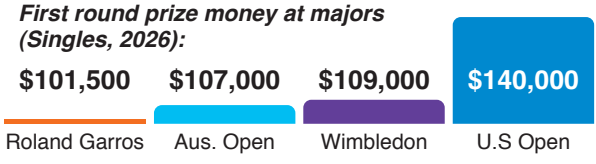
LEVELLING UP

***Objective:** Climb rankings to boost earning power*

Financial implications

- Only around **400** players globally make a living solely from tennis, across men's and women's singles and doubles – players typically need to reach **Top 150** to break even on lifetime investment
- Core income comes from tournament ***prize money,*** increasing with each round. ***Grand Slam*** events offer biggest opportunity to boost earnings

First round prize money at majors (Singles, 2026):



SPONSORSHIPS

***Objective:** Navigate difference between surviving and thriving*

Income streams

- Racket sponsorship
- Clothing and footwear
- Commercial partnerships and signature products
- Social media content and appearance fees

Methodology

- Boost ***visibility*** on global stage. For superstars, lucrative endorsements and exhibition events can dwarf tournament prize money. For lower-ranked players, free equipment or discounted kit can keep a season financially viable

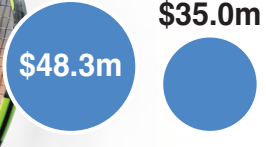


Carlos Alcaraz

*Spaniard has reported long-term **Nike** deal through to mid-2030s is worth estimated $15m-$20m annually – around half of his off-court earnings*

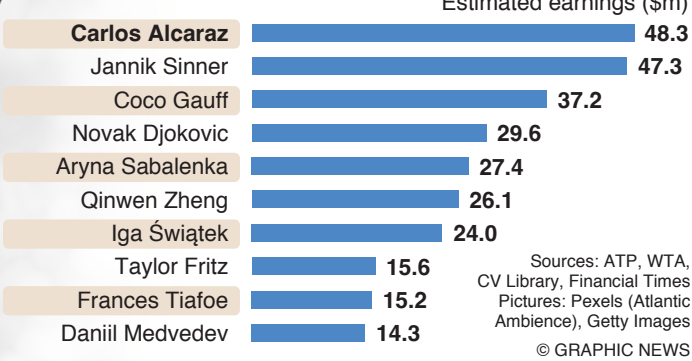
Highest-paid players in the world (2025)

Alcaraz (estimated earnings)





*Alcaraz made **72%** of income off-court, while highest-paid female player **Coco Gauff** (inset) gained $25m (67%) from endorsements*



Sources: ATP, WTA, CV Library, Financial Times
Pictures: Pexels (Atlantic Ambience), Getty Images

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