

# Qatar Airways and Qatar Duty Free sponsor 2020 Qatar Total Open Tennis Tournament

By **Hibah Noor** on February, 21 2020 | Retailers



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Qatar Airways and Qatar Duty Free (QDF) are sponsoring the Qatar Total Open Tennis Tournament 2020 at the Khalifa International Tennis and Squash Complex in Doha from February 23 to 29.

World number one Ashleigh Barty from Australia is leading the champions competing in the 2020 Qatar Total Open. She is joined by some of the world's top players, including Karolina Pliskova and Simona Halep.

Qatar Airways and QDF will host special booths in the sponsors' village, offering tournament attendees a taste of their five-star services.

The Qatar Airways booth will feature an interactive green screen where guests can get their photos printed on stunning virtual backgrounds, while the QDF booth will feature a guessing game, offering

participants the chance to win exciting prizes.

Qatar Airways Senior Vice-President Marketing and Corporate Communications, Ms Salam Al Shawa, said: "Qatar Airways is very proud of its extensive sports sponsorship portfolio. Through our global sponsorships that span a variety of sports including tennis, soccer and golf, we are ensuring that Qatar is established as a world-class venue for top global sports events."

Qatar Duty Free Vice President Operations, Mr Thabet Musleh, said: "Qatar Duty Free is proud to be a key partner to one of the most high profile annual sporting events that takes place in Doha. This year, the tournament is a WTA Premier ATP 500 series with a bigger draw of 56 single players over the course of seven days.

"Last month, we sponsored the 29th edition of the Qatar ExxonMobil Open along with Qatar Airways and we are delighted to continue to support major sporting events that are aligned with the Qatar National Vision 2030. We invite spectators at the tournament to discover the QDF booth at the entertainment village for a chance to win exciting prizes, courtesy of Qatar Duty Free.

"The Qatar Total Open Tournament 2020 will bring world renowned female tennis players and fans through our home and hub, Hamad International Airport. We wish all players a successful tournament and look forward to providing our visitors with an exceptional world-renowned retail and dining experience as they depart Doha."

Tournament Director Saad Al Mohannadi said: "It has always been a pleasure to host each edition of Qatar Total Open, particularly with the great support we've enjoyed from our partners and supporters of tennis in Qatar - Qatar Airways and Qatar Duty Free. We are grateful for their tremendous support over the years and we are delighted to have them as our sponsors."

Qatar Airways has developed a wide range of global sports sponsorships. As official FIFA partner, it will sponsor the FIFA Club World Cup 2020 edition ahead of the FIFA World Cup Qatar 2022.

Qatar Duty Free has also sponsored the Commercial Bank Golf Masters since 2009 and, this year, extended its sponsorship of this sport to the annual TFWA Golf Tournament at the TFWA World Exhibition & Conference in October.