

JEWELRY

## Boodles renews sponsorship of countryside tennis tournament

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*The Boodles*

By STAFF REPORTS

British jeweler Boodles has signed on to be the title sponsor of the boutique lawn tennis tournament at Stoke Park in Buckinghamshire for another seven years.

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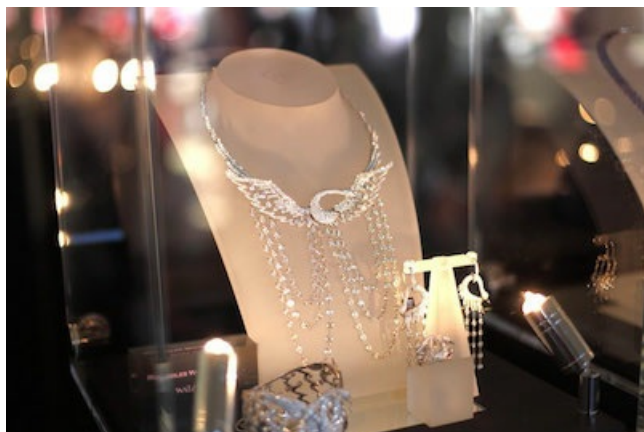
The Boodles, which is celebrating its 15th anniversary in 2016, is a five-day event featuring tennis matches between the sport's elite within a garden party setting in the British countryside. For Boodles, this sponsorship placement gives it an opportunity to engage consumers and show off its jewelry in a relaxed environment away from London.

### Serving up sponsorship

Since 2002, The Boodles has seen players including Andy Murray, Andre Agassi and Rafael Nadal duke it out on its grass court.

Held the week before Wimbledon, The Boodles is a more intimate affair, with seats no more than 33 feet away from the court. With smaller crowds, the tennis players are also more relaxed, providing for off-the-cuff moments on the court.

Aside from the matches, guests can dine on five-star cuisine and visit Boodles' enclosure to explore its newest jewelry collections, including a tennis bracelet with a diamond tennis ball.



*Boodles jewelry*

"It is a privilege to see the leading tennis players in the world play in such intimate and relaxed surroundings," said Michael Wainwright, managing director at Boodles, in a brand statement. "Games are competitive and tense but there is also a chance for strategies to be tested and playful personalities to shine through.

"We are thrilled to have signed a new contract for The Boodles tennis for seven more years," he said. "It is the highlight of our calendar, and in sponsorship terms, it is a perfect fit. It has been a pleasure to watch the tournament flourish into the beautiful event it is today."

This year's tournament will be held from June 21-25.

### *The Boodles 2015*

"We wanted a special line up for our 15th anniversary and that's exactly what we've got," The Boodles founder and director Patricio Apey said. "We are incredibly privileged that Novak Djokovic has chosen to come to The Boodles every year since 2006 and will return once again to complete his Wimbledon preparations.

"We are also delighted to have former US Open champion Juan Martin del Potro back from injury and joining us again along with some of the stars of the future in Zverev, Krygios and Coric."

Watchmaker Patek Philippe is another sponsor of the event.

Not a stranger to the world of sports, Boodles also hosts a biennial Boxing Ball, the most recent of which raised money for cancer research through amateur bouts between society personalities.

The event, held at Grosvenor House Hotel, drew a crowd of London's elite peppered with royals and high profile members of society to watch boxing matches between their friends. Ensuring its consumers can participate no matter where, the silent auction was open to the public via an online auction ([see story](#)).