

Press release for the
media and supporters of
Swiss Indoors Basel
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Joining Basel, Emirates, Holcim, Sharp and IWB: Swiss Indoors welcomes AVEA as a new Premium Partner

ATP Tour 500 – EUR 2.584 million – 24 October to 1 November 2026

Swiss Indoors Basel is expanding its circle of Premium Partners (Basel, Emirates, Holcim, Sharp and IWB) and is pleased to welcome AVEA, one of Switzerland's most innovative companies in the fields of longevity and performance health. AVEA thus becomes a new Premium Partner of Switzerland's most prestigious tennis tournament.

Tournament President Roger Brennwald is delighted about the new partnership: "Swiss Indoors and AVEA share common values. Both brands stand for quality, sustainable development and innovation. With AVEA, Swiss Indoors gains a partner that supports this development through scientific expertise and, as a Swiss company, is therefore an excellent fit for Switzerland's leading sporting event."

Over the past few years, AVEA has established itself as a pioneer in the field of longevity. The partnership also highlights the importance of Switzerland as a centre for business and innovation, demonstrating how modern research, entrepreneurship and elite sport can be meaningfully combined.

For Swiss Indoors Basel, the new partnership represents far more than traditional sponsorship. It reflects AVEA's positioning, according to which tennis is an outstanding example of long-term performance and healthy ageing. Together, the partners will bring topics such as health, recovery and performance to life during the tournament, offering visitors additional value and new experiences.

The cooperation is an ideal addition to the existing Premium Partner network and further strengthens Swiss Indoors Basel's position as an international sports platform with Swiss roots.

SHOWDOWN

Swiss Indoors AG
Bettenstrasse 73, CH-4123 Allschwil, swissindoorsbasel.ch
Telephone +41 (0)61 485 95 95, Telefax +41 (0)61 485 95 96
Ticket-Hotline +41 (0)900 552 225 (CHF 1.19/min.)