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- Title Sponsor of the Davis Cup ("*Davis Cup by BNP Paribas*")
- Official Sponsor of the French Open Tennis Tournament at Roland Garros for the past 29 years (1973)
- Official Sponsor of "*BNP Paribas Masters*" (Paris-Bercy)
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- Official Sponsor of the Handisport French Open
- Official Sponsor of Tennis Federations (French, International, Argentinian, ...)
- Sponsor of 12 French Tennis Federation leagues
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- Sponsor of Yannick Noah's Association "*Fête le Mur*", which aims at fostering social cohesion in underprivileged districts