

From: [REDACTED]
To: [REDACTED]
Subject: [EXTERNAL] PIF
Date: Wednesday, July 2, 2025 1:59:22 PM
Attachments: [image001.png](#)

Hey [REDACTED] –

Hope all is well.

From my ongoing conversations with PIF, it seems their plans for a commercial partnership with [REDACTED] are moving along—albeit at a slower pace than originally expected.

I am optimistic that there will be some good follow through on their end in the coming days regarding the proposal [REDACTED] shared for the rest of 2025 and all of 2026.

On the heels of the [PIF WTA Maternity Fund Program](#) that [REDACTED] wrote about back in March, [REDACTED] is very high on their radar in terms of their participation.

Believe they built passes, a table or sponsorship into their package, and submitted their head of sponsorships & events, [REDACTED], to be a [REDACTED] nominee.

To that end, I wanted to get your take on to whom is best to take a [REDACTED] [REDACTED]. **Would it be best for us to start with outreach to [REDACTED]?**

Initial thinking is [REDACTED] [REDACTED] [REDACTED], to chat some of the about the changes in women's tennis.

Thanks in advance for your guidance.

[REDACTED]

[REDACTED]

Managing Director, Head of Sports

[REDACTED] [REDACTED] [REDACTED]
[REDACTED] [REDACTED]



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