wtacommunications@wtatennis.com
@WTA_Comms

WTA STORYLINES – 2026 FAGE WTA FINALS INDIAN WELLS

Setting The Scene – Titles and Finals This Season

Player	Titles	Finals
[2] Aryna Sabalenka	Brisbane, Indian Wells, Miami	Australian Open, US Open
[3] Mirra Andreeva	Adelaide, Linz, Roland-Garros	Madrid, Beijing
[4] Coco Gauff	Cincinnati	Miami, Rome
[5] Jessica Pegula	Dubai, Charleston	Berlin, DC, Cincinnati
[6] Elina Svitolina	Auckland, Rome	Dubai
[7] Karolina Muchova	Doha, Bad Homburg	Stuttgart, Wimbledon
[8] Linda Noskova	Berlin, Wimbledon	-
[ALT] Marta Kostyuk	Rouen, Madrid	Brisbane

Storylines and Key Moments at the WTA Finals

- **Elena Rybakina** was honored with the **WTA Year-End No.1** Singles Ranking presented by PIF during the WTA Finals, receiving the coveted trophy prior to the start of the tournament. **Doubles Year-End No.1 Katerina Siniakova** will also be recognised with an on-court presentation later in the week
- **Mercedes-Benz** will award the WTA Finals singles champion with a bespoke Mercedes AMG SL 55 4MATIC+ during the trophy ceremony on November 15, finished in an exclusive MANUFAKTUR **ultraviolet colour**. The car was officially unveiled at the **WTA Clubhouse** event at the Mercedes-Benz Brand Studio in Beverly Hills on the eve of the WTA Finals
- The doubles champions will also **receive a one-year Mercedes-Benz** vehicle lease
- The WTA's signature cocktail makes its debut this week. Inspired by the WTA's purple brand color, the **Final Swing** combines vodka, lemonade and lavender syrup, garnished with blueberries and served in a custom WTA Finals tumbler. A portion of proceeds will support the **WTA Foundation**
- Peruvian illustrator and graphic designer **Fiorella Granda** has created a commemorative poster in partnership with **Adobe** to celebrate the 2026 FAGE WTA Finals. Inspired by the Coachella Valley's mid-century modern architecture and natural beauty, the artwork celebrates the WTA Finals' Indian Wells setting

Fan Engagement and Experiences at the WTA Finals

- The **Mercedes-Benz Signature Court** invites fans to play on a three-sided tennis court, with three nets arranged in the shape of the Mercedes-Benz star. The experience will also feature appearances by WTA players and Legends throughout the tournament
- In partnership with the USTA, **Family Day** was held on November 7, featuring Harper for Kids programming, face painting, tennis hitting demonstrations, a DJ and yoga
- **Women's Health Day** is on November 14 presented in partnership with UNICEF to celebrate the WTA Foundation's 10th anniversary. Fans can honor influential women through a "**Rally the World for Every Child**" experience and purchase a special anniversary heart-shaped tennis ball pin

Partnerships

- The 2026 WTA Finals marks **FAGE**'s first year of four as the prestigious event's title sponsor, spanning this edition in Indian Wells and then in Charlotte from 2027-2029
- A special **Hello Kitty** merchandise collection feature custom designs of the beloved character in tennis settings, including T-shirts, sweatshirts and a collectible plush
- As Host City Partner, the **City of Indian Wells** will see a **trophy tour** throughout the area including visiting elementary schools, an **Indian Wells Residents Day** on November 10 and supporting the WTA Foundation Champions for Change event (see Legends section below)
- In total almost 15 partners will be involved at the WTA Finals, including **Morgan Stanley**, **Accenture**, **Wilson**, **Skyscanner**, **Rolex, PIF** and **Corpay**

Broadcast, Digital and Social

- **Seven broadcasters** are onsite covering the WTA Finals – Tennis Channel, DAZN, Sky UK, Canal+ Poland, Canal+ Czechia, Migu (China) and Tencent (China)
- In total **45 global broadcasters** will show the WTA Finals in **over 200 countries**, regions and territories around the world
- As part of a new global content partnership, the WTA Finals Draw Ceremony was **livestreamed on TikTok** when it was conducted on November 3. The wider partnership will also introduce **TikTok GamePlan**, enhancing tournament discovery and pro viding fans with greater access to WTA content, players and events
- The WTA has teamed up with women's sports media and commerce brand **TOGETHXR** on a special collaboration for the 2026 WTA Finals, championing the brand's **Everyone Watches Women's Sports** platform

WTA Legends Unite at the Finals

Over 15 **WTA Legends and ex-players** will be in-market at the WTA Finals, including:

- **Bille Jean King** (whom the singles trophy is named after)
    - King will be part of a **panel discussion** on November 15 with WTA Chief Brand Officer Sarah Swanson and Mercedes-Benz Head of Investor Relations, Digital & Communications Christina Schenck
- **Martina Navratilova** (whom the doubles trophy is named after)
- **Garbiñe Muguruza** (Tournament Director)
    - It's 5 years since she defeated Anett Kontaveit in the title match to win the WTA Finals in Guadalajara in 2021
- **Mary Carillo**
    - She is set to receive the WTA Foundation **Champions for Change Award** presented by the City of Indian Wells at a brunch on November 8. The award recognizes individuals whose contributions have helped shape women's tennis, previous recipients including Rosie Casals, Peggy Michel, Connie Spooner, Raquel Giscafre, Jane Stratton and the late Larry W. King

Wider WTA Legends Milestones

- Happy 40th birthday to **Sania Mirza** (who is a two-time WTA Finals champion) who celebrates her milestone on November 15. The winner of six doubles and mixed doubles majors among 43 doubles titles, the **former doubles World No.1** was victorious at the season finale in **2014** (with Cara Black) and **2015** (with Martina Hingis)
- **10 years** since **Dominika Cibulkova** won the biggest title of her career at the 2016 WTA Finals, defeating then-No.1 Angelique Kerber in Singapore – having lost her first two round robin matches
- **25 years** since **Serena Williams** won the first of her five WTA Finals titles, receiving a walkover from Lindsay Davenport at Munich in 2001
- **30 years** since **Stefanie Graf** won her fifth and last WTA Finals title, defeating Martina Hingis in the last five-set women's match
- **40 years** since **Martina Navratilova** captured the last of her record eight WTA Finals singles titles, defeating Graf in the 1986 final at Madison Square Garden
- Played in April, 1976, it's **50 years** since **Evonne Goolagong Cawley** won her second WTA Finals title at the expense of Chris Evert, whom she duly usurped as World No.1 – a fact confirmed only in 2007 after a points recount