

Acronis

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#TeamUp Program for service providers

Partner with professional sports teams
to close more deals and raise your business profile!

Champions choose innovative cyber protection

Football. Baseball. Hockey. Basketball. Soccer. Motorsport. Today's elite professional sports teams depend on data to optimize their performance — both in competition and in business. More than 40 professional teams around the globe have signed on to be sports partners.

Build your company's success with the Acronis #TeamUp Program

At its core, the Acronis #TeamUp Program is a unique technical partnership with many exciting marketing benefits offered to current and new Acronis service providers. In this program, you work directly with the sports partner's IT department as the "Official Delivery Partner" of our products to the team.

Enjoy the benefits of sports marketing*

- Increase your company's logo visibility with co-branding opportunities on uniforms or in-stadium.
- Your company featured in a written and / or video case study with the sports partner.
- Experience unprecedented access to current players, drivers and alumni for appearances, autographs and signed gear.
- Leverage sports team executives as panelists for your corporate and marketing events.
- Grow a comprehensive brand presence with features on the sports team's social and digital platforms.
- Take your corporate and sales events to the next level with access to tickets, VIP hospitality and unique behind-the-scenes experiences.



*Note: All perks and IP vary by each partnership and team.



"It was just amazing to see both my company logo up on the ice and up on the tv. The phone has been ringing off the hook from all our customers, prospects, family and friends. It's been an amazing experience and recommend it for any new partner."

Michael Goldstein, President and CEO, LAN Infotech



"They have a great Partner Program supported by a tremendous team of folks that are very engaged and that have helped us change how we've trained our sales folks and our subject matter experts, and really been a key part and partner on how we're approaching this market."

Josh Dinneen, President & Chief Revenue Officer, GreenPages



"One of the best things is getting our brand out there so it's in front of decision makers. We also had the opportunity to leverage Met Life Stadium, the New York Jets' home stadium, to bring in one hundred existing clients, prospects, potential partners and vendors... being able to bring them in to the stadium, see the locker room, walk on the field, take pictures, hear from a legend, was such a unique experience and opportunity that we would not have had without the #TeamUp program."

Alex Stavdal, Executive Vice President, Strategy, Homefield IT



"The communication between all the different teams at Acronis has been really outstanding and that includes the sales team and the marketing team, and of course the tech team. The Acronis product just works. It's worked very well for our customers, and we received a ton of positive feedback."

Lawrence Troemel, Managing Partner, President, CEO, NobleTec



To learn more about the Acronis #TeamUp program and the opportunity to partner with a professional sports team in your area, you can visit [acronis.com/msp-sports](https://www.acronis.com/msp-sports) or email teamup@acronis.com directly.