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**NEW BALANCE AND ATALANTA B.C. ANNOUNCE MULTI-YEAR SPONSORSHIP**

**Boston, MA – April 30, 2025** – Today, New Balance announced a multi-year deal with Atalanta B.C. as its official kit sponsor, set to begin at the start of the 2025-26 season.

The agreement with the Serie A club will include servicing all technical kits, training wear, equipment and accessories for the club. In addition, New Balance and Atalanta B.C. will release a digital marketing campaign and community activations in support of the club and their fans across the region.

Bergamo is a city with a deep connection to Atalanta, with the Nerazzurri attracting a passionate local fanbase. The club takes pride in its rich heritage, aligning to New Balance's commitment to craft and quality. With Atalanta B.C.'s investment in the community through their youth development academy, they join New Balance in their mission to invest in local communities and change the game for the better.

"New Balance is thrilled to enter into this relationship with Atalanta B.C., a club that embodies the spirit of Italian football with its innovative approach and deep-rooted connection to the Bergamo community. This sponsorship underscores our dedication to advancing the sport globally, aligning with a club that understands our connection to craftsmanship and communities. Together, we'll honor Atalanta B.C.'s storied legacy through cutting-edge designs and high-performance gear that meets the demands of modern football. We can't wait for what is to come," says New Balance Global Director of Football Sports Marketing, Andrew McGarty.

Established in 1907 in Bergamo, Atalanta B.C. has been a staple in Italian football, starting in regional leagues before ascending to Serie A in 1937. Atalanta won the Coppa Italia in 1963 and the UEFA Europa League in 2024. The club qualified for the UEFA Champions League four times, reaching the quarterfinals in 2020, securing its place as a contender among Europe's elite clubs.

"Atalanta B.C. is excited to begin this journey with New Balance, a brand that needs no introduction, one that has been around for over a century and is recognized worldwide as a leader in its industry," says Luca Percassi, Chief Executive Officer of Atalanta BC. "We are extremely confident that this collaboration will bring success to both brands, as it is based on the sharing of important values."

As part of the deal, Atalanta B.C. product will be sold through New Balance retail stores globally.

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**About New Balance Football**



New Balance Football takes an original approach to designing and developing product, focusing on the unique needs of the player and the game. This is reflected in the quality of the sponsorships it has secured, including an enviable lineup of some of the world's great football clubs including FC Porto, LOSC Lille and Bayer Leverkusen, as well as a roster of topflight players who excel at the highest level of the game. For more information about New Balance Football, visit [www.newbalance.com/football](http://www.newbalance.com/football). New Balance Football can be found on Facebook, Twitter, Instagram.

### **About New Balance**

New Balance, headquartered in Boston, MA, has the following purpose: Independent since 1906, we empower people through sport and craftsmanship to create positive change in communities around the world. New Balance employs 10,000 associates around the globe, and in 2024 reported worldwide sales of \$7.8 billion. New Balance owns five athletic footwear factories in New England and one in Flimby, U.K. New Balance MADE U.S. footwear contains a domestic value of 70% or more and makes up a limited portion of New Balance's U.S. sales. To learn more about New Balance, please visit [www.newbalance.com](http://www.newbalance.com); for the latest press information visit <http://newbalance.newsmarket.com>.

### **About Atalanta B.C.**

Founded in 1907, Atalanta Bergamasca Calcio is a professional football club based in Bergamo, Lombardy, Italy. The club competes in Serie A, Italy's top-tier league, and is widely recognised for its renowned youth academy — a defining feature of its identity. After winning the Coppa Italia in 1963, Atalanta made history in 2024 by claiming its first major international trophy: the UEFA Europa League. On the European stage, the club has also qualified for the UEFA Champions League four times, reaching the quarterfinals in 2020. Atalanta also owns the Gewiss Stadium, the club's home ground. Atalanta is led by President Antonio Percassi and Co-Chairman Stephen Pagliuca. To learn more about Atalanta BC, visit [www.atalanta.it](http://www.atalanta.it).

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