



Hewlett Packard
Enterprise

TOTTENHAM HOTSPUR FOOTBALL CLUB



Tottenham Hotspur Partnership Overview

About the Partnership

In 2017, HPE entered into a partnership with the Tottenham Hotspur Football Club, a European football club part of the English Premier League, the most-watched league in the world with 4.7 billion cumulative viewers each year. The Club has recently completed construction of a brand new 62K seat multi-purpose stadium— considered to be the most technologically advanced stadium in the world and part of a larger £11 billion community re-development project taking place in North London. This new stadium hosts four million visitors each year across 40 major events, including a 10-year deal with the NFL to host two regular season games per year. The new stadium represents a one-of-a-kind HPE technology showcase, with a wired and wireless network infrastructure architecture designed, deployed, and maintained by Pointnext all tailored to the team's unique environment and enabling them to realize optimal results.

This partnership provides strong customer case study assets and speakers around the Club's installation of HPE intelligent edge solutions in Networking, with support from HPE's Pointnext services organization, to meet its current and future technology demands.

Key Partnership Terms

- **Designation:** Official IT Enterprise Networking Partner of Tottenham Hotspur Football Club
 - **Territory:** Global
 - **Assets include:** Branding, VIP hospitality, general admission tickets and exclusive use of the HPE suite, stadium tours, appearances and speaking engagements, testimonials and customer references, content published on club channels and social media campaigns
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Powerful Assets You Can Leverage

The Tottenham Hotspur partnership offers HPE with a myriad of powerful, compelling assets to increase consideration and preference, accelerate the sales cycle and help close deals, including:

- **Customer hosting:** Tickets to select home matches, NFL games and other special events at Tottenham Hotspur Stadium. Visit InviteManager to create an account and request tickets
 - **Live customer case study:** Private technology tours of the stadium
 - **Content for HPE storytelling:** Use of images, videos, and testimonials in storytelling
 - **Premium customer engagement:** Use of stadium hospitality spaces and training centre for bespoke customer events
 - **Brand awareness:** Visible branding on in-stadium displays, mobile app, team website, Wi-Fi access page, printed collateral, and match day Club content
 - **Social media amplification:** Co-produced content campaigns supported by Club social media channels
 - **Appearances/speaking engagements:** Appearances by players, Club ambassadors, and Club officials, including senior IT leaders
 - **Virtual stadium showcase:** Guided with virtual technology tours of the stadium
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Reference Materials

Leverage HPE's partnership to support sales or marketing initiatives by utilizing pre-approved content.



Tottenham Hotspur lays the foundation for a truly digital stadium with HPE Pointnext Services and Aruba Mobile First solutions

Read the [White Paper](#)

Download the [Infographic](#)

Watch the [Video](#)

Read the [Case Study](#)

Read the [Aruba Case Study](#)

Approvals

As a rule, all marketing, promotional and sales materials (both internal and public facing) that mention HPE's relationship with a partner need to be reviewed and approved by HPE and the partner, including any textual or visual references. It is important to start your process as early as possible and to work closely with the GSA team starting with concept development through the approvals process. For more information, contact us at sponsorshipassets@hpe.com.