

# Aleph to Sponsor Juan Martín Del Potro in Farewell Match Against Novak Djokovic

BUENOS AIRES, ARGENTINA, November 30, 2024 /EINPresswire.com/ -- • The historic tennis player from Tandil will showcase the logo of the digital marketing company, led by Argentinians Gastón Taratuta and Ignacio Vidaguren, which connects more than 26,000 advertisers with 3 billion consumers in 130 countries worldwide.

• "Both Del Potro and Djokovic perfectly embody the values that have guided our company since its inception: effort, excellence, resilience, and passion. Both are elite world tennis players who have excelled on all surfaces, facing challenging contexts and circumstances throughout their careers. At Aleph, we value and share these qualities. Supporting Juan Martín in his farewell from professional tennis is a true pride and honor, and a special way to thank him for his achievements in tennis for Argentina," explained Ignacio Vidaguren, COO of the company, also born in Tandil.

## 17 Years on the Circuit: A History of Success and Perseverance

"We identify with the path that Juan Martín Del Potro has forged throughout his career: 17 years on the circuit, thousands of flight hours, jet lag, long months away from home, difficult moments on the court, always overcoming obstacles and striving for excellence. Juan Martín won 22 tournaments on the ATP Tour, including the US Open in 2009. Additionally, he reached 13 finals and recovered from several major injuries in his career, reaching world number 3. This same mentality drives us at Aleph: never giving up, continuing to grow, and facing challenges every day, no matter the adversities," added Gastón Taratuta.

"It is a pleasure for me to partner with Aleph and have their support. In a way quite similar to my professional tennis career, Gastón and Ignacio are entrepreneurs who, from Argentina, have traveled the world building a leading digital marketing company," added Juan Martín Del Potro.

## A Bridge Between Sports, Technology, and Shared Values

For Aleph, being present at this event means much more than visibility: it is a reminder of how fundamental values transcend industries. Just as Del Potro and Djokovic have inspired millions with their excellence and resilience, Aleph leads the digital transformation in more than 130 markets, demonstrating that true connection lies in the commitment to making a difference in any field.

## A Unique Moment for Argentinian and Global Sports

Juan Martín del Potro, born in Tandil on September 23, 1988, retires with an exceptional legacy. Ranked number 3 in the world at his peak, he won 22 titles throughout his career, including the US Open in 2009, and was a Davis Cup champion in 2016. His impact on sports transcends borders, with Olympic medals in London 2012 and Rio 2016, and his unmistakable fighting spirit that made him a global icon.

The event marks the return of the Tandil native after his last official match in February 2022, facing none other than Novak Djokovic, the greatest Grand Slam winner with 24 titles and a career full of historic achievements. "Two old friends, two long-time rivals, meet once again to play the final challenge of 2024," promises a spectacle that combines rivalry, camaraderie, and the closing of an era in world tennis.

Agustin Cronenbold  
AVC Srategic Communications  
+54 9 11 5996-8539  
agustin@comunicacionavc.com

---

This press release can be viewed online at: <https://www.einpresswire.com/article/765076378>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.