

The Athletic raises Series D financing

Client News

January 21, 2020

Gunderson Dettmer client and subscription-based digital sports company announced its \$50 million Series D financing. The fresh funding round was led by Bedrock Capital with participation from Emerson Collective, Powerhouse Capital and other existing investors.

In the announcement of the funding Bedrock Founder and Managing Partner Eric Stromberg said, “The success of The Athletic has so far played a very strong role in bending the narrative of ad-supported media business models to subscription-based models, which are much more aligned with what benefits the end customer.”

The Gunderson Dettmer deal team was led by Andy Bradley and included Jessica Furr, Jared Mayberry, Scout Moran, Elaine Strand Sylvester and Julie Mahoney.

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Andy Bradley

PARTNER

P +1 650 463 5325



Julie C. Mahoney

ASSOCIATE

P +1 650 463 5220

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