



Powering Fortuna and BanÃkâ??s Partnership with the Right Track

Description



When football, brand loyalty and the right track collide, something special happens. Tracks & Fields is proud to have cleared the music for Fortuna's latest campaign celebrating its continued shirt sponsorship with Baník.

At the heart of it all is a simple idea. Luck is no coincidence. It is built through commitment, teamwork and belief, on and off the pitch. That message drives the spot, and the music gives it its pulse.

One team. One message.

Fortuna's partnership with Baník is not new, but this campaign makes it feel freshly earned. The video celebrates continuity and shared ambition, with players, moments and emotion tied together by a clear statement of intent. Baník will once again wear FORTUNA on its chest next season, and that visibility stands for more than a logo. It stands for trust.

The line "We are one team, both on and off the pitch" lands because it feels true. The visuals are confident and direct, just like the club's identity. There is no unnecessary gloss, only energy, pride and forward motion. This is a celebration, but it is also a promise.

About the track: Apollo 440 and "Stop the Rock"

Music does a lot of heavy lifting in a sports campaign. It sets the pace, sharpens the cuts and tells the viewer how to feel before a single word is spoken. For this film, the choice was "Stop the Rock" by Apollo 440, a track that carries instant impact and a sense of controlled chaos.

Released in 1999, "Stop the Rock" is one of those songs that still feels explosive decades later. Apollo 440 built their reputation on blending big beat, rock and electronic music into tracks that demanded attention. This song is a perfect example.

With its punchy rhythm, distorted vocals and relentless drive, "Stop the Rock" has long been associated with sport, action and attitude. It does not politely ask for attention. It takes it. That makes it a natural fit for a football campaign rooted in strength, unity and confidence.

Using a track with this kind of legacy brings instant recognition and credibility. Fans may not consciously name the song, but they feel its impact. It amplifies the emotion on screen and reinforces the sense that this partnership is built to last.

Luck, backed by commitment

"FORTUNA wishes you luck" is more than a sign off. In this context, it is a statement of belief in the club, the players and the fans who stand behind them. By pairing that message with striking visuals and a track like "Stop the Rock", the campaign turns luck into something earned.

At T&F, we are always excited to support projects where music and message are so closely aligned. [Get in touch](#) to explore how we can help lifting your next project to the next level with the right music.

