

Academy Sports + Outdoors and Whataburger® Bring the Heat to Tailgate Season with Limited-Time Collection

August 19, 2025

Iconic Texas Brands Collaborate on Ultimate Tailgate Gear to Help Customers Have Fun This Season

KATY, Texas, Aug. 19, 2025 /PRNewswire/ -- Just in time for football season, [Academy Sports + Outdoors](#) and [Whataburger](#) have teamed up for a new collaboration featuring iconic designs reminiscent of the two beloved Texas brands. Available in-store at Academy Sports + Outdoors, and online at [Academy.com](#) and [Whatastore](#), the limited-time drop combines Academy's passion for sports and tailgating with Whataburger's iconic style.

"Academy Sports + Outdoors is all about helping fans gear up for gameday and having fun while they're at it. This collaboration brings together two fan-favorite brands to deliver a fun collection for the entire family," said Academy Sports + Outdoors Executive Vice President and Chief Merchandising Officer Matt McCabe. "No matter who you're rooting for, fun can't lose when you're decked out in the new Academy and Whataburger tailgate collection."

Curated with the entire family in mind, the lineup includes an exclusive co-branded Hey Dude shoe as well as jerseys, hats, shirts, drinkware, coolers, wagons, tables, chairs, blankets and outdoor games. All of the products feature new designs that take the iconic colors and some of the most recognizable details from both Academy and Whataburger to create a functional – and fun – way to deck out your tailgate. This is the third collaboration for Academy Sports + Outdoors and Whataburger, following a [summer collection in 2023](#) and [outdoor collection in 2021](#) with Academy's private brand, [Magellan Outdoors](#).



"When you think of Texas, you think of football—so teaming up with Academy for a third campaign just in time for the season made perfect sense," said Whataburger Group Director of CPG & Retail Marketing Rachael Jones. "This collaboration brings a fresh take on tailgating and gives fans a fun way to work both iconic brands into their fall traditions."

Prices vary by item and are available while supplies last.

About Academy Sports + Outdoors

Academy is a leading full-line sporting goods and outdoor recreation retailer in the United States. Originally founded in 1938 as a family business in Texas, Academy has grown to more than 300 stores across 21 states and counting. Academy's mission is to provide "Fun for All" and Academy fulfills this mission with a localized merchandising strategy and value proposition that strongly connects with a broad range of consumers. Academy's product assortment focuses on key categories of outdoor, apparel, sports & recreation and footwear through both leading national brands and a portfolio of private label brands. For more information, visit [www.academy.com](#).

About Whataburger

Whataburger serves up Goodness 24/7 with a made-to-order, customizable menu of burgers and other favorites delivered just like you like it. Born in Texas and headquartered in San Antonio, we're celebrating 75 flavorful years of big bites, bold flavors, and even bigger fan love. We've grown to over 1,100 restaurants across 17 states, with original-recipe products now found in grocery aisles across the country. Our secret sauce (besides that Fancy Ketchup) is our Family Members—real people serving up real hospitality and meaningful connections in the communities we call home. We've landed on Fast Company's Brands that Matter list, USA Today's 10Best Readers' Choice Awards, and Newsweek's America's Best of the Best. To learn more, shop the Whatastore, or find your nearest location, visit [Whataburger.com](#) – or download our app on iOS or Android. Hungry for more? Discover what keeps fans coming back by diving into real stories from Whataburger super fans at [stories.whataburger.com](#).

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