Big 12 and Academy Sports + Outdoors announce multi-year partnership

March 11, 2020

KANSAS CITY, MISSOURI (March 11, 2020) – The Big 12 Conference and Academy Sports + Outdoors ("Academy"), a sports, outdoor and recreation lifestyle retailer, today announced a new multi-year partnership featuring the first-ever title sponsorship of Big 12 Football Media Days.

Partnering with the Big 12 provides Academy additional opportunities for exposure across a fan base in which the Texas-based retailer already has deep roots. Concurrent with the 2019-20 collegiate athletics season, Academy is now the "Official Sporting Goods and Outdoor Retailer of the Big 12 Conference" and receives notable visibility across Football Media Days and Conference championship events.

"Academy Sports + Outdoors and our customers across the Big 12 share the same passion for having fun, being outdoors and creating memories together. We're excited to continue connecting them to the sports or schools they love through this partnership," said Lawrence Lobpries, Academy Sports + Outdoors' senior vice president of marketing. "Teaming up with the Big 12 will allow us to showcase our assortment of fun sports, outdoors and recreational products to even more Academy customers across the region and nation."

Academy will be featured through a fully integrated platform associated with Big 12 championship events. Additionally, Academy will have a presence on campuses during regular season football games, and the retailer will have inclusion with coaches' television football shows.

"The Big 12 welcomes Academy Sports + Outdoors to its corporate partner program," said Big 12 Commissioner Bob Bowlsby. "Academy has long served the passionate Big 12 fanbase, and we look forward to their partnership with our annual Football Media Days and Big 12 championships as well as exploring opportunities with this new relationship."

The comprehensive relationship was secured by Big 12 Sports Properties,the Learfield IMG College team dedicated to the Conference. Learfield IMG College, named the Big 12's comprehensive sponsorship rights holder in April, holds individual athletics multimedia rights agreements with all 10 Big 12 member institutions.

About the Big 12 Conference

The Big 12 Conference is comprised of 10 Universities - Baylor, Iowa State, Kansas, Kansas State, Oklahoma, Oklahoma State, TCU, Texas, Texas Tech and West Virginia. The Big 12 is an NCAA Division I intercollegiate athletics conference that encompasses five states with over 40 million people within its geographic footprint. In its 23rd year, the Conference has produced over 670 Academic All-America selections and claimed national championship team titles in 17 of its 23 sponsored sports. Its student- athletes and teams have combined for over 650 individual NCAA titles and 62 team national championships. Nearly 5,000 student-athletes from across the United States and around the World compete annually under the Big 12 banner. For more information, visit Big12Sports.com, and follow the conference on Facebook, Twitter and YouTube.

About Academy Sports + Outdoors

At Academy Sports + Outdoors, we kickstart fun by inspiring play. At each of our 259 locations, we carry a wide range of apparel, footwear, hunting, fishing and camping equipment, patio sets and barbeque grills, along with sports and recreation products, at everyday low prices.