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Georgia Southern Athletics Extends Partnership With adidas

adidas Will be the Exclusive Apparel Provider for All 17 Varsity Sports Through 2023-2024



Football | 8/24/2016 9:19:00 AM

Story Links

STATESBORO, Ga. - Georgia Southern and adidas today announced a seven-year extension of their partnership in which the Portland, Oregon, based company will be the official athletic footwear, apparel and accessory brand of the Eagles through the 2023-2024 season.

Under the terms of the contract, adidas will provide footwear, uniforms, apparel and accessories to the Eagles' 17 intercollegiate programs, including the football team, which won the Sun Belt

Conference in 2014 and the GoDaddy Bowl in 2015. The new deal extends a five-year partnership launched in July of 2013 and significantly impacts the apparel budget for Georgia Southern Athletics. The impact will eliminate the need for an apparel budget in many sports within the department.

"We are excited to continue our partnership with adidas," GS Director of Athletics [Tom Kleinlein](#) said. "adidas has made a strong commitment to Georgia Southern Athletics and our student-athletes, coaches and staff are looking forward to working with our apparel partner for many years to come."

"We are thrilled to extend our partnership with Georgia Southern and continue to help them execute their mission to exceed the expectations of the student-athlete journey, win championships and develop future leaders," said Jim Murphy, Director of NCAA Sports Marketing at adidas. "Our mission is help athletes perform better and we look forward to outfitting the in Eagles in our newest and most innovative apparel and uniforms and to continue to elevate Georgia Southern Athletics' profile across the country."

About adidas

adidas is a global designer, developer and marketer of athletic footwear, apparel and accessories with the mission to make all athletes better. adidas is the official uniform, footwear and apparel provider for more than 100 collegiate programs including Arizona State, Indiana, Kansas, Louisville, Miami, Mississippi State, Nebraska, North Carolina State and Texas A&M. adidas has marketing agreements with the National Basketball Association (NBA), National Football League (NFL), Major League Baseball (MLB) and Major League Soccer (MLS).

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