



## **BSN SPORTS, UNDER ARMOUR INK PARTNERSHIP WITH TOP SELECT BASEBALL PROGRAM, FLORIDA BURN**

*January 20, 2021* - The Florida Burn select baseball organization, a baseball developmental program with a distinguished reputation for player development and excellence, today announced that it has entered into an Elite Partnership Agreement with BSN SPORTS, the nation's largest direct marketer and distributor of sporting goods to the school and league markets and a division of Varsity Brands. The first partnership of its kind, the uniform and apparel agreement will debut this summer by outfitting the Florida Burn organization in Under Armour gear under an exclusive agreement pricing.

"We are fortunate and excited to establish this unique partnership with the Florida Burn organization," said Kyle Hancock, Baseball Sales Manager at BSN SPORTS. "As a prominent name in the elite baseball program realm, the Florida Burn brand maintains a strong "athlete-first" reputation of helping young competitors reach their goals – an approach that seamlessly aligns with the BSN SPORTS mission providing coaches with the tools and resources they need to impact athlete's lives on and off the field of play."

Mark Guthrie, co-owner of the Florida Burn organization, added, "The local service that BSN SPORTS provides, along with incredible product offerings from Under Armour, are important to our coaches, athletes, and parents. The Elite Partnership agreement that BSN SPORTS developed for our organization will save us precious time and money and provide inspiration for our players, giving us the opportunity to focus on aggressively growing our brand mentoring our athletes, and driving overall success."

Mr. Hancock concluded, "Exclusive and elite partnerships like the one we have announced today fuel our passion at BSN SPORTS to provide coaches and teams with the best possible service and unparalleled access to sports equipment and premier apparel. With over 1100 sales professionals servicing their communities nationwide, we are committed to elevating the experience of students and athletes and look forward to expanding premier partnership opportunities across the youth baseball market."

If you would like more information regarding Elite Partnership opportunities with BSN SPORTS for baseball organizations, please contact BSN SPORTS Baseball Sales Manager Kyle Hancock at [khancock@bsnsports.com](mailto:khancock@bsnsports.com).

### About BSN SPORTS

Dallas-based BSN SPORTS is the leading marketer, manufacturer and distributor of sporting goods apparel and equipment. A division of Varsity Brands, BSN SPORTS markets and distributes its products to over 100,000 institutional and team sports customers in colleges and universities, middle and high schools, and recreational programs throughout the United States via catalog, e-commerce, and direct sales. Focused

on providing game changing solutions through local partnerships, multi-brand selection and one-stop shopping for equipment and uniforms, BSN SPORTS' more than 3,000 employees have been helping elevate participation in team sports since 1972. For more information about BSN SPORTS please visit [www.bsnsports.com](http://www.bsnsports.com).

About Under Armour, Inc.

Under Armour, Inc., headquartered in Baltimore, Maryland, is a leading inventor, marketer and distributor of branded athletic performance apparel, footwear and accessories. Powered by one of the world's largest digitally connected fitness and wellness communities, Under Armour's innovative products and experiences are designed to help advance human performance, making all athletes better. For further information, please visit <https://about.underarmour.com>.

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