



## **BSN SPORTS, UNDER ARMOUR LAUNCH PARTNERSHIP WITH ELITE DELMARVA ACES TRAVEL BASEBALL ORGANIZATION**

*May 3, 2021* - The Delmarva Aces select baseball organization, a premier baseball developmental program boasting over 40 youth and high school travel teams throughout Maryland, Virginia, and Delaware, today announced that it has entered into a 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. Through the uniform and apparel agreement outfitting athletes and coaches in Under Armour gear will debut this summer, unlocking partnership benefits for the organization's members along with access to custom fanwear and branding designs through BSN SPORTS over the next 2 years.

"We are thrilled for the opportunity to partner with the Delmarva Aces, who continue to establish their presence a driving force in the select baseball realm," said BSN SPORTS National Account Manager Fritz Genter. "By leveraging our scale and unmatched partnerships with global brands like Under Armour, we have an opportunity to enhance the experience of the Aces athletes, coaches, and supporters through our extensive product selection and access, innovation team shop platforms, and supporting resources for the organization. Over the next 2 years, our local team will maintain a dedicated focus on servicing the Aces' passion for developing well-rounded athletes, training programs, and ultimately future collegiate athletes prepared for life on and off the field."

Dave Whigham, owner of the Delmarva Aces organization, added, "The Aces are ecstatic to join forces with BSN SPORTS and Under Armour. This partnership will strengthen our program, helping us continue to reach for our goal of building the best youth baseball program in our region for the betterment of our players, families and community. This will set us apart from the rest as we are now able to focus on what we do best - train, instruct and coach."

Mr. Genter concluded, "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 partnership opportunities across the youth baseball market."

If you would like more information regarding Partnership opportunities with BSN SPORTS for baseball organizations, please contact BSN SPORTS National Account Manager Fritz Genter at

[fgenther@bsnsports.com](mailto:fgenther@bsnsports.com) or BSN SPORTS Baseball Category 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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