



1111 Bayhill Drive, Suite 405, San Bruno, CA 94066

TEL: 650-873-8622  
FAX: 650-873-7846  
WEB: [wccsports.com](http://wccsports.com)  
TWITTER: @wccsports

COMMISSIONER: GLORIA NEVAREZ

**FOR IMMEDIATE RELEASE:** January 13, 2020

**CONTACT:** Doug Drabik << [ddrabik@westcoast.org](mailto:ddrabik@westcoast.org) << 650-873-3648

## **West Coast Conference Partners with Dyehard Fan Supply** *Dyehard becomes official merchandising vendor of the WCC*

**SAN BRUNO, Calif.** – The West Coast Conference today announced a multi-year partnership with Dyehard Fan Supply as the official merchandising vendor for the Conference.

Dyehard Fan Supply, an event and retail merchandise marketing and e-commerce company, will serve as the exclusive supplier of official WCC apparel and accessories sold online and on-site at all WCC Championships.

On-site championship merchandise sales began in November with the 2019 WCC Men’s and Women’s Cross-Country Championships at Woodley Lakes Golf Course in Los Angeles, California. The new e-commerce store [shop.wccsports.com](http://shop.wccsports.com), will officially launch later this spring.

“We are very excited to partner with Dyehard Fan Supply to elevate our merchandise marketing and sales,” WCC Commissioner Gloria Nevarez said. “Dyehard is a recognized leader with a strong commitment to quality and service. They will enhance our presence both online and on-site at our championship events with a complete product line of premium apparel to serve the needs of the passionate fanbases at each of our member institutions.”

Dyehard Fan Supply has become a major force in the world of sports event and retail merchandising since its launch in 2017. The company has handled merchandising programs for a number of high-profile sporting events and organizations, including the Olympics, NBA Finals, World Series, MLB All-Star Game, and the TCS New York City Marathon. While Dyehard is no stranger to the collegiate sports world with individual university partnerships in major college conferences, the partnership with the West Coast Conference is the company’s second collegiate conference partnership.

“It’s an incredible honor for Dyehard Fan Supply to be the exclusive e-commerce and retail merchandising partner of the WCC, Dyehard CEO Scott Killian said, expanding their presence out West.” Rex Hough, EVP of Business Development and Partner for Teall Capital mentioned “The Dyehard team will offer their fans best-in-class merchandising at the very highest standards of quality, service, and reliability. In addition to offering traditional merchandise, we plan to introduce a range of higher quality and premium products we believe WCC fans will greatly enjoy.”

The official collection of WCC gear was created to appeal to every WCC fan. Updated seasonally, the wide array of apparel and accessories for men, women and youth will feature championship products from NIKE and best-in-class merchandise from the Conference’s official licensees, including performance and lifestyle products such as polos, hats, fleeces, hoodies, and caps.

Teall Capital Partners, a private equity company based in Winston-Salem, North Carolina, and Atlanta, Georgia, created Dyehard Fan Supply in late 2017 after acquiring several companies offering an expansive national network

[wccsports.com](http://wccsports.com) | [@wccsports](https://twitter.com/wccsports)

BRIGHAM YOUNG | GONZAGA | LOYOLA MARYMOUNT | PACIFIC | PEPPERDINE | PORTLAND | SAINT MARY’S | SAN DIEGO | SAN FRANCISCO | SANTA CLARA

of best-in-class merchandise capabilities. Teall anticipates additional future investments that will contribute to the top-quality retail experience for fans and customers.

#### **About West Coast Conference**

Formed in 1952, The West Coast Conference was and has evolved and grown to become a bold force in NCAA Division I intercollegiate athletics, nationally recognized for its competitiveness, energy and drive. Featuring 15 conference-sponsored sports: baseball, men's and women's basketball, women's beach volleyball, men's and women's cross country, men's and women's golf, women's rowing, men's and women's soccer, softball, men's and women's tennis and women's volleyball, the WCC has gained unstoppable momentum with student-athletes who are relentless in their pursuit of greatness. Fiercely dedicated and highly engaged both in the classroom and on the court, these exceptional people are known for their passion and rigor. Characterized by the stability of its membership, commitment to innovation and unique emphasis on combining excellence in athletics with excellence in academics, the WCC continues to set the bar for excellence in collegiate athletics. For more information, visit [WCCsports.com](http://WCCsports.com) or follow the West Coast Conference on Twitter @WCCsports.

#### **About Teall Capital Partners**

Teall Capital Partners is a privately held set of investments in innovative, high-growth-potential lifestyle brands and services. Teall invests in complementary organizations that collaborate to share thought leadership and leverage individual networks to realize greater value. Led by Founder and Chairman Ben C. Sutton, Jr., the Teall Capital management team includes several of the top executives that built and expanded four national market-leading businesses into a nearly billion-dollar enterprise in the college sports space: IMG College Media, IMG Seating, IMG College Licensing, and IMG Ticketing. Teall Capital leadership provides operating companies with access to expertise in corporate strategy, organizational management, culture and training, financial strategy, employee operations, recruiting, and legal diligence. Visit [TeallCapital.com](http://TeallCapital.com) for more information.

#### **About Dyehard Fan Supply**

Dyehard Fan Supply is a turnkey sports retail solutions provider for some of America's top sporting events, venues and brands. With a focus on your brand, Dyehard leverages best-in-class practices to deliver a superior omni-channel buying experience to your fans online, at-event, and inside your brick and mortar stores. Whether you're a fan of college or pro sports, teams or individual events, Broadway shows or music, Dyehard Fan Supply is on the forefront of customer-focused concepts and innovative solutions designed to grow your retail business. Our retail experts are committed to the highest standards of customer service and reliability in the industry. Visit [dyehardfansupply.com](http://dyehardfansupply.com) for more information.