

# TRIAD BUSINESS JOURNAL

## Teall Investments-controlled company reaches deal with another SEC school



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Dyehard Fan Supply has reached an agreement to be the official athletics program merchandiser for Auburn University.

DAKOTA SUMPTER



By [Luke Bollinger](#) – Reporter, Triad Business Journal  
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Dyehard Fan Supply, owned by [Ben Sutton](#)'s Teall Investments, has reached a multi-year agreement with [Auburn University](#) to be the school's official merchandiser for the athletics program.

Dyehard began handling e-commerce, game day/event merchandising and permanent, on-site store merchandising for Auburn athletics starting July 1.

Last month, [Dyehard announced a similar agreement with the University of Arkansas' athletics program](#). And in May, Dyehard reached an agreement to become the official merchandising partner with the athletics program at Rutgers University.

Auburn has won 52 men's Southeastern Conference championship team titles and 21 women's team titles, along with 21 national championships across five sports. The school's football program holds two national championships, the last one coming in 2010, when the Tigers beat Oregon to cap a perfect 14-0 season.

In May, Dyehard also announced it had [signed a deal to merchandise eventual horse racing Triple Crown winner Justify](#).

Winston-Salem-based Teall created Dyehard Fan Supply in late 2017 after acquiring several companies with a national network of merchandise capabilities.