

## Add it to the list: Winston-Salem's Dyehard Fan Supply partnering with Big East Conference



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Rex Hough, CEO of Dyehard Fan Supply.

J. SINCLAIR | COURTESY OF TEALL INVESTMENTS



By [Luke Bollinger](#) – Reporter, Triad Business Journal  
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Winston-Salem-based Dyehard Fan Supply has inked a multi-year partnership with the Big East Conference as its official merchandising partner.

Dyehard, owned by Teall Capital Partners, will handle sales of Big East Conference apparel and accessories sold online or on-site at all 22 Big East Conference championships.

“It’s an incredible honor for Dyehard Fan Supply to be the exclusive e-commerce and retail merchandising partner of the Big East Conference,” said Rex Hough, CEO of Dyehard. “The Dyehard team will offer Big East Conference 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 Big East fans will greatly enjoy.”

Headquartered in New York City, the Big East is comprised of 10 schools: Butler University, Creighton University, DePaul University, Georgetown University, Marquette University, Providence College, [St. John's University](#), Seton Hall University, Villanova University and Xavier University.

[Dyehard Fan Supply has established a number of partnerships with schools across conferences.](#) Recently, the firm has become merchandising partners with UNC-Chapel Hill, Arkansas, Auburn and Rutgers.