

PRESS RELEASE



ADIDAS, TEXAS TECH UNVEIL NEW FOOTBALL UNIFORMS FEATURING PATRICK MAHOMES' ICONIC 'GLADIATOR' LOGO

***Brand partner Mahomes enters rarified air as one of few athletes
ever to have their personal logo featured on a team uniform***

October 10, 2024 -- adidas and Patrick Mahomes today unveiled a new Texas Tech University football uniform that features Mahomes' signature "Gladiator" logo — one of the first times in history that an athlete's personal brand has been included in official on-field apparel.

The Mahomes Strategy uniform features a Dark Grey tackle swill with printed metallic films and Power Red accents. Inspired by the 45-degree bevel found across Texas Tech's campus and the angular nature of Mahomes' iconography, the helmet, logos and numbers are displayed in a metallic film with galvanized finishes. Texas Tech's football team will wear the Mahomes Strategy uniform for the first time at home against Colorado on Nov. 9.

"Seeing my own logo on the Texas Tech uniform I put so much blood, sweat and tears in is one of the most meaningful off-field accomplishments of my career," said Mahomes, a Texas Tech alum. "I want to thank the three-stripe family for giving me this one-of-a-kind opportunity."

adidas and Mahomes have long pushed the envelope in athlete-brand partnerships, beginning when Mahomes first taped a [handwritten adidas logo](#) over a competitor brand while supporting Texas Tech basketball in 2019.

Now, Texas Tech's Mahomes Strategy uniform is the latest addition to the partnership between adidas, Mahomes and Texas Tech that has repeatedly established new firsts in collegiate athletics and NIL. In addition to the uniform unveil, there will several other product offerings for Red Raiders fans included in the new Texas Tech x Patrick Mahomes collection, including a Dark Grey quarter-zip, fleece hoodie and new colorway of the Ultraboost 5X — all featuring Mahomes' Gladiator logo.

When adidas [became](#) the official footwear, uniform, apparel and accessory partner of the Red Raiders in July, the launch collection for the 10-year partnership included co-branded apparel featuring Mahomes' logo — a first for any adidas athlete. And in August, the brand and Mahomes [announced](#) the signing of six Texas Tech student-athletes to "Team Mahomes," the three-time Super Bowl champion's groundbreaking new NIL initiative with adidas.

"The unveil of the adidas Strategy uniform by Patrick Mahomes further amplifies the power of this partnership," said Kirby Hocutt, Director of Athletics at Texas Tech University. "We are proud to be the first collegiate adidas partner to utilize an athlete partner's logo as there is no more powerful brand in sports than Patrick Mahomes. We look forward to debuting this uniform in front of a sold-out Jones AT&T Stadium on Nov. 9 against Colorado."

The recent partnership activations with Texas Tech highlight how adidas and Mahomes have continued to establish new ways to promote their combined brands. Mahomes' signature shoe, the Mahomes 2, debuted with a sold-out model just before Mahomes' third Super Bowl win in February and has seen new colorways this year including the "Race Against Time" [drop](#) in August.

“It’s difficult to imagine an athlete who does a better job of capitalizing on the opportunities that come with his immense talent than Patrick Mahomes,” said Aaron Seabron, General Manager of US Sports & Creation Center Portland at adidas. “Working with Patrick to establish the ‘Mahomes Brand’ within adidas — through groundbreaking partnerships with Texas Tech and his Mahomes-branded Footwear and Apparel — is an incredible showcase of what collaboration between a leading brand and an elite athlete can accomplish.”

Starting today, fans can begin purchasing licensed apparel from the Texas Tech x Patrick Mahomes collection at adidas.com/us/Texas_Tech, local retailers and online retail partners. Relevant imagery of the Mahomes Strategy uniform and select apparel from the collection can be found [HERE](#).

About adidas:

adidas is a global leader in the sporting goods industry. Headquartered in Herzogenaurach/Germany, the company employs more than 59,000 people across the globe and generated sales of € 22.5 billion in 2022.

Media Contact:

Rob Scichili, Tony Fay PR | 214-663-3734 | rob@tonyfaypr.com

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Tony Fay PR | 2626 Cole Ave Ste 300 | Dallas, TX 75204 US

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