



NEWS RELEASE

DICK'S Sporting Goods Renews Partnerships with Chicago Sky and Minnesota Lynx

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DICK'S Sporting Goods is doubling down on its investment in women's basketball, renewing multi-year partnerships with the Chicago Sky and Minnesota Lynx through the 2028 season. This team-level commitment complements the retailer's ongoing role as the [Official Sporting Goods Retailer and Marketing Partner](#) of the WNBA, a partnership that is now in its sixth year.

Through 2028, DICK'S will focus on scaling community impact and creating immersive athlete experiences across both markets. Building on past successes, this new phase introduces a blend of fresh initiatives and proven community staples aimed at empowering tomorrow's athletes:

Shared Partnership Pillars

To drive consistent impact across both Chicago and Minnesota, DICK'S will headline several key community initiatives in both markets through 2028:

- Sports Matter Marquee Game Nights: DICK'S will serve as the presenting partner for high-visibility home games in both cities and select local youth organizations will be gifted tickets to attend. These nights will feature Sports Matter giveaways as well as inspiring on-court moments. The DICK'S Foundation created the Sports Matter program in 2014 to inspire and enable youth sports participation in under resourced communities. Since then, the program has invested over \$100M and kept over 3 million kids in the game

across all 50 states.

- Annual “Shop with a Pro” Events: This signature event brings stars from the Sky and Lynx together with a local youth organization for a hands-on shopping experience at DICK’S, where each athlete serves as a personal “shopping consultant.” Equipped with gift cards, kids can choose the gear they need for their own seasons, with players offering guidance and mentorship every step of the way.

Market-Specific Highlights

In addition to shared programming, each partnership features unique local activations designed for their respective fanbases:

- Chicago Sky
 - Official Partner of Team Night Out: DICK’S will provide custom gifting and free game tickets to select youth community groups at every Sky home game at Wintrust Arena.
 - Chicago Sky Basketball Academy: As the presenting partner, DICK’S will host free community clinics for [Academy](#) participants, led by Chicago Sky players and coaches, as well as provide equipment for players to ensure they’re prepared with the proper apparel and equipment each season.
- Minnesota Lynx
 - The “My Locker” Digital Series: A content partnership designed to give fans an inside look at players beyond the game and top tier equipment through behind-the-scenes storytelling across social platforms.
 - Community Clinics: Expanding access to the game, DICK’S will host free annual basketball clinics in partnership with Minnesota Lynx, providing professional coaching and top-tier equipment to aspiring athletes in underserved neighborhoods.

“Investing in women’s sports has always been our priority because we see the immediate impact it has on the game, local communities and the lives of the next generation of athletes,” said Mark Rooks, VP of Creative, Sponsorship & Entertainment at DICK’S Sporting Goods. “As this incredible momentum builds, we are focused on scaling that impact by expanding access, deepening our partnerships and moving the game forward.”

“DICK’S Sports Matter theme nights have been a staple of the Chicago Sky’s youth engagement efforts over the last few seasons. Having the ability to extend this partnership over multiple years is truly exciting and reflects both the Sky’s and DICK’S commitment to youth sports across Chicago communities,” said Alex Teodosi, Sky Vice President of Corporate Partnerships.



“DICK’S Sporting Goods has been an incredible partner in helping us grow the game and create meaningful opportunities for young athletes across Minnesota,” said Lynx President of Business Operations Carley Knox. “From expanding access through community clinics to giving fans a deeper connection to our players, this partnership reflects a shared commitment to investing in women’s sports and inspiring the next generation both on and off the court.”

Official details and timing for Chicago and Minnesota programming will be announced at a later date; fans can follow [DICK’S Sporting Goods](#), [Chicago Sky](#) and [Minnesota Lynx](#) social channels throughout the season for updates.