



NEWS RELEASE

DICK'S Sporting Goods and the Boston Athletic Association Announce Multi-Year Partnership

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DICK'S becomes the official retail sponsor of the Boston Marathon and B.A.A. Distance Medley events; solidifies the company's presence in Boston ahead of DICK'S House of Sport opening in Spring 2024

BOSTON, April 13, 2023 /PRNewswire/ -- Today DICK'S Sporting Goods (NYSE: DKS) and the Boston Athletic Association (B.A.A.) announced a multi-year partnership, making DICK'S the official retail sponsor of B.A.A. events, beginning with the 2023 Boston Marathon. DICK'S Sporting Goods will also become the presenting sponsor of the **Boston Marathon Fan Fest**, a three-day festival held in advance of the iconic race.

In celebration of the 127th running of the Marathon on April 17, DICK'S unveiled a building-length **"Sports Change Lives"** banner featuring the tagline "Running Boston Changes You" on Boylston Street at the future location of **DICK'S House of Sport** Boston. Located just a short distance from the Boston Marathon finish line, the store will open in the Prudential Center in Spring 2024. DICK'S House of Sport Boston will be a 100,000+ square foot store that provides athletes with the latest gear for team sports; a broad selection of the hottest footwear; preferred athletic apparel brands; tour-level equipment, apparel, and footwear for the golfer; gear for outdoor adventures; and in-store experiences including a climbing wall, HitTrax batting cages, and golf bays with TrackMan simulators.

"We are honored to join forces with the Boston Athletic Association to support race participants and spectators," said Mark Rooks, Vice President, Category Marketing & Partnerships, DICK'S Sporting Goods. "We believe in the power of sports to change lives and know that running the Boston Marathon can do just that."

"At the core of the B.A.A.'s mission and vision is promoting healthy lifestyles through sport, especially running," said Jack Fleming, B.A.A. President and Chief Executive Officer. "In partnering with DICK'S Sporting Goods, we look forward to bringing to life that mission and vision to even more people, especially along the Boston Marathon finish stretch at the DICK'S House of Sport Boston, which can be truly inspirational to so many throughout the year."

As part of the sponsorship agreement, DICK'S will be the retail sponsor of all B.A.A. events, including the Boston Marathon, B.A.A. 5K, B.A.A. 10K, and the B.A.A. Half Marathon. DICK'S and the B.A.A. will also work together to develop community engagement initiatives year-round.

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About DICK'S Sporting Goods

DICK'S Sporting Goods (NYSE: DKS) creates confidence and excitement by inspiring, supporting and personally equipping all athletes to achieve their dreams. Founded in 1948 and headquartered in Pittsburgh, the leading omnichannel retailer serves athletes and outdoor enthusiasts in more than 850 DICK'S Sporting Goods, Golf Galaxy, Public Lands, Moosejaw, Going Going Gone! and Warehouse Sale stores, online, and through the DICK'S mobile app. DICK'S also owns and operates DICK'S House of Sport and Golf Galaxy Performance Center, as well as GameChanger, a youth sports mobile app for scheduling, communications, live scorekeeping and video streaming.

Driven by its belief that sports have the power to change lives, DICK'S has been a longtime champion for youth sports and, together with its Foundation, has donated millions of dollars to support under-resourced teams and athletes through the Sports Matter program and other community-based initiatives. Additional information about DICK'S business, corporate giving, sustainability efforts and employment opportunities can be found on dicks.com, investors.dicks.com, sportsmatter.org, dickssportinggoods.jobs and on [Facebook](https://www.facebook.com/dicks), [Twitter](https://twitter.com/dicks) and [Instagram](https://www.instagram.com/dicks).

ABOUT THE BOSTON ATHLETIC ASSOCIATION

Established in 1887, the Boston Athletic Association is a non-profit organization with a mission of promoting a healthy lifestyle through sports, especially running. The B.A.A. manages the Boston Marathon, and supports comprehensive charity, youth, and year-round programming. The Boston Marathon is part of the Abbott World Marathon Majors, along with international marathons in Tokyo, London, Berlin, Chicago, and New York City. Beginning in 2024, Bank of America will serve as the Presenting Partner of the Boston Marathon. The 127th Boston Marathon is scheduled to take place on Monday, April 17, 2023. For more information on the B.A.A., please visit www.baa.org.

Category: Company

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