



RELEASE:

**SIOUX SHOP AUTHENTICS NOW OFFERING
UNIVERSITY OF NORTH DAKOTA NIL MERCHANDISE**

GRAND FORKS, ND, MAY 1, 2024 – Sioux Shop Authentics is now an Officially Licensed NIL partner with University Of North Dakota Athletics offering UND student-athlete NIL (name, image, and likeness) merchandise. North Dakota fans can shop confidently knowing they are purchasing high-quality Sioux Shop Authentics NIL merchandise while also directly supporting UND student-athletes.

A portion of the revenue generated from the sale of each officially licensed piece of UND NIL merchandise will be allocated directly to the student-athlete. Every UND student-athlete has the opportunity to participate in the Sioux Shop Authentics NIL merchandise program.

“We are thrilled to announce the launch of an outstanding NIL partnership between Sioux Shop Authentics and University of North Dakota Athletics,” said UND Athletic Director Bill Chaves. “Opportunities that allow our student-athletes to build their brands, connect with fans, and grow their sport is what NIL at the University of North Dakota is all about. Our student-athletes are able to develop transferable life skills that will serve them beyond their sport. We appreciate Sioux Shop Authentics and their support of North Dakota NIL.”

Sioux Shop Authentics products will include made to order UND branded player name and number merchandise and, if applicable to the student-athlete, UND jerseys. Sioux Shop Authentics continues to offer customizable jerseys and apparel for all fans, in addition to NIL options.

“We’re more than excited to be an Officially Licensed NIL partner with North Dakota Athletics to provide this opportunity for UND student-athletes to build their brand,” said Sioux Shop manager Jason Carlson. “We have carefully and thoughtfully created a program that benefits the student-athletes with the opportunity to generate NIL income and also creates additional merchandise options for our fans to connect with, and show their support of, UND’s student-athletes.”

The Sioux Shop will manage the design, fulfillment, and customer service for the Sioux Shop Authentics NIL merchandise program and will work directly with UND student-athletes to educate them on marketing for optimal success.

For more information, including a current list of participating UND student-athletes, visit siouxshop.com/authentics.

The Sioux Shop is located inside Ralph Engelstad Arena in Grand Forks, ND or visit online at siouxshop.com/authentics.

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ARENA
SIOUX SHOP

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