

UNIVERSITY OF ARKANSAS ATHLETIC DEPARTMENT

PRIMARY EXCLUSIVE SPONSORS/PARTNERS



NIKE USA, Inc.

Team Athletic Apparel and Footwear

Wilson

Wilson Sporting Goods Co.

Team Athletic Equipment



The Gatorade Company

Isotonic Beverages (includes rights to placement on cups, coolers, ice chests, squeeze bottles, sideline carts, towels and other innovated equipment later developed by Gatorade for purposes of storing, distribution, and using Product in players' areas or providing visibility presence in the players' areas to products).



Dyehard, Inc.

Retail Locations and Online Stores

Bottling Group, LLC

and its affiliates and/or respective subsidiaries collectively comprising Pepsi Beverages Company, an unincorporated division of PepsiCo, Inc. ("Pepsi")—All Non-alcoholic Beverages.



FIA Card Service N.A.

("Bank of America")—Banking and Financial Service Products

Paciolan

Paciolan, LLC

(formerly Paciolan, Inc.) d/b/a Spectra Ticketing & Fan Engagement
("Paciolan")—Primary and secondary ticket sales



Anthony's Travel

Hotel, flight and travel accommodations

UAMS

U of A Medical Services

Medical Services

Levy

Levy Premium Foodservice

Limited Partnership ("Levy")—Concessionaire, Catering, Food and Beverage Service

Landmark Event Staffing Services

Event Staffing Services



Compass Group USA, Inc.

Chartwells Division ("Chartwells")—Campus Dining, Food and Beverage Service



AT&T Corp.

Telecommunications service provider



J.B. Hunt

Transportation and logistics Services



Tyson Foods

Poultry, meat, and food processing



Arkansas Ford Dealership

Automobiles/trucks



Anheuser Busch

beer and alcohol