



**RELEASE:**

**SIOUX SHOP AUTHENTICS SIGNS 76 UNIVERSITY OF NORTH DAKOTA STUDENT-ATHLETES TO NIL PARTNERSHIPS**

**GRAND FORKS, ND, SEPTEMBER 17, 2024** – Sioux Shop Authentics has now partnered with 76 University of North Dakota student-athletics since its launch in May 2023. Sioux Shop Authentics is an Officially Licensed NIL partner with UND Athletics offering student-athlete NIL (name, image, and likeness) merchandise.

Authentics student-athletes represent nearly all UND’s recognized sports and every UND student-athlete has the opportunity to participate in the Sioux Shop Authentics NIL merchandise program. A portion of the revenue generated from the sale of each Authentics student-athlete’s NIL merchandise is allocated directly to the student-athlete.

“We could not be more excited as to how well the Sioux Shop Authentics student-athlete NIL merchandise program has taken off. Authentics student-athletes represent nearly all of UND’s sports and the number of participants continues to grow substantially each month,” said UND Athletic Director Bill Chaves. “It offers our student-athletes a platform to connect with fans, build their brand and showcase UND while providing an outstanding life skills opportunity.”

Sioux Shop Authentics products include made-to-order UND branded player name and number merchandise, student-athlete graphic design t-shirts, and, if applicable to the student-athlete, UND jerseys.

The Sioux Shop manages the design, fulfillment, and customer service for the Sioux Shop Authentics NIL merchandise program and works directly with Authentics student-athletes to educate them on marketing opportunities for optimal success. Fans can shop confidently knowing they are purchasing high-quality, officially licensed Sioux Shop Authentics NIL merchandise.

For more information, including a current list of participating Authentics student-athletes, visit [siouxshop.com/authentics](http://siouxshop.com/authentics). The Sioux Shop is located inside Ralph Engelstad Arena in Grand Forks, ND or visit online at [siouxshop.com/authentics](http://siouxshop.com/authentics).

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