

## **LMU Athletics Finalizes Multi-Year Partnership with Adidas, Powered by BSN Sports**

**Los Angeles – [May 7, 2026]** – Loyola Marymount University (LMU) Athletics announced today a multi-year apparel partnership with BSN Sports, the nation's leading provider of athletic apparel and equipment, featuring premium Adidas gear for all 14 LMU varsity programs. The deal, brokered by College Athletics Management (CAM), will equip LMU Athletics with uniforms, training apparel, footwear and merchandise starting with the 2026-27 academic year.

"We didn't just want an apparel deal; we wanted the right partners," said LMU Athletic Director Craig Pintens. BSN's national reach and Adidas' proven investment in college athletics address both needs. This is an important step forward for our program and our student-athletes."

The agreement enhances LMU's competitive edge through access to Adidas' innovative performance technology and BSN's expertise in customized athletic solutions. It also opens new revenue streams via branded fan gear and sponsorship activations, positioning LMU Athletics as a leader in the evolving college athletics landscape.

College Athletics Management, the Las Vegas-based consultancy, played a pivotal role in negotiating and structuring the partnership for the Lions. CAM specializes in guiding athletic departments through apparel deal extensions and new partnerships. Their recent work also includes a new apparel partnership between St. John's Athletics and Adidas in July 2025.

"Navigating the apparel landscape in college athletics isn't simple," said Pintens. "CAM brought real expertise to this process and made sure we emerged with a partnership that benefits LMU Athletics in the long run. We're grateful for their work in getting this done."

**About LMU Athletics:** Loyola Marymount University Athletics competes in the West Coast Conference, fielding 14-varsity teams committed to academic and athletic excellence.

**About BSN Sports:** BSN Sports is the largest national provider of sports apparel and equipment, serving over 10,000 schools and teams nationwide.

**About College Athletics Management (CAM):** CAM empowers college athletic programs with strategic advisory services in apparel partnerships, NIL, and revenue growth, backed by proven expertise and an unmatched network.

### **Media Contact:**

Matthew Lerman

Associate Athletics Director - LMU Athletics

[matthew.lerman@lmu.edu](mailto:matthew.lerman@lmu.edu)

Samantha Larsen

Director of Business Development – College Athletics Management

[Sam.cam.sports@gmail.com](mailto:Sam.cam.sports@gmail.com)