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Fanatics to Patch up New York Yankees Uniforms for the 2024 Season

Brand to sponsor a patch that will appear on the sleeve of New York Yankees player's jerseys for the 2024 season as well as host team memorabilia signings with star players

NEW YORK, March 1, 2024 - Fanatics, Inc. announced today that they will be partnering with the New York Yankees for the upcoming 2024 season. A Fanatics patch will be worn on New York Yankees jerseys for all 162 games in the season as well as the team's uniform if they advance to the Major League Baseball Playoffs and World Series. Fanatics will also host five team memorabilia signings with star Yankees players throughout the season where players will sign New York Yankees jerseys and memorabilia that will be sold on the Fanatics site.

The Fanatics patch that will be worn on the uniforms of all New York Yankees players for the entire 2024 season will be a white patch containing the Fanatics logo on it. The patch will measure 4-by-4 inches and can be placed on either the right or left sleeve of the on-field uniforms.

Major League Baseball allowed teams to feature sponsored patches on their jerseys for the first time in 2023. During the 2023 season the New York Yankees partnered with Starr Insurance to sponsor a patch on the team's uniforms as part of a one-year agreement. This year the baseball club agreed on a deal with Fanatics to be the second ever jersey patch sponsor of the New York Yankees.

"I think it is a tremendous opportunity for us," said Micheal Rubin, Chief Executive Officer of Fanatics. "The New York Yankees are the most historic franchise in all of baseball. There's so much history, tradition and greatness that goes along with that franchise. We are thrilled at the chance to sponsor the Yankees and connect with one of the biggest, most passionate and dedicated fan bases in all of sports."

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Fanatics is dedicated to allowing fans to amplify pride for their team and facilitating deeper connections with fans to their teams. That is why Fanatics will also be hosting five different fan memorabilia signings with star players from the New York Yankees. Fanatics will bring memorabilia that is found on their site for the players to sign at every signing event. That memorabilia will then be available for sale on the Fanatics site for fans to purchase. Each memorabilia signing event will have at least three players from the New York Yankees starting lineup. After the players have signed the Fanatics memorabilia, there will then be an hour-long meet and greet where fans will be able to meet the players and get their autographs. Fans will be able to interact with their favorite New York Yankees players at each Fanatics memorabilia signing event.

The five memorabilia signings will be dispersed throughout the season. One signing will take place the night before opening day at Yankees Stadium. One will happen during the Yankees first home regular season series versus the Boston Red Sox and another will happen before the Yankees home regular season series versus the New York Mets. Another signing event will happen over the all star break at the Major League Baseball All Star game in Arlington, Texas, this will be the only signing event that does not happen at Yankees stadium. The final signing event will take place before the Yankees last regular season home game of the season. These events were strategically planned so fans can meet their favorite players during some of the biggest moments of the Yankees season, in order to facilitate more excitement for fans.

“We look forward to allowing some fans to meet some of our star guys,” said Brian Cashman, General Manager of the New York Yankees. “We love that Fanatics is not giving fans an opportunity to get gear so they can represent their pinstripe pride, but they’re also giving fans a chance to form a deeper connection with our players. Fanatics goal of facilitating connections between fans and the organization is why we are thrilled that they are the official jersey patch sponsor of the New York Yankees for the 2024 season.”

About Fanatics:

Fanatics is the ultimate one-stop sports fan destination that ignites and harnesses the passion of fans and maximizes the presence and reach for preeminent sports partners globally. Boasting long-standing relationships with more than 900 sports properties, a database of more than 90 million consumers worldwide and a trusted brand name, Fanatics is furthering its innovation across the sports landscape by building a leading global digital sports platform, complete with offerings including e-commerce and licensed merchandise, physical and digital trading cards and collectibles, and online sports betting and iGaming.

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