

UW-Parkside notebook: Athletic dept. announces partnerships with Jockey International, Bear Realty

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Story by Kenosha News



By Kenosha News Staff
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Last week, the Parkside athletic department announced a collaboration with Kenosha-based Jockey International, a 145-year-old brand recognized around the world for its premium underwear and apparel.

The department also announced last week a multi-year partnership with Bear Realty Group and Hampton Inn & Suites Kenosha in conjunction with the ongoing RangerVision 2020 campaign, a \$5 million project for the Sports and Activity Center that includes the construction of two new facilities, along with major enhancements inside the De Simone Gymnasium

As part of the Jockey partnership, the company will provide a Jockey Player Pack to each student-athlete, outfitting the Rangers with premium active wear and casual wear.

“We’re thrilled to launch this unprecedented partnership with Jockey in support of our student-athletes,” Parkside Athletic Director Andrew Gavin said in a news release. “Jockey is a world-renowned brand that also has long been committed to supporting our local community, and Parkside athletics is excited to collaborate with this mutually-beneficial relationship.”

The Jockey Player Packs will each include Parkside-branded performance tops and bottoms, in addition to jackets and socks. The Rangers will be able to wear the apparel while working out, traveling, attending class or hanging out on campus.

“The University of Wisconsin-Parkside and Parkside athletics play an important role in the Kenosha community, and as a company with roots in Kenosha for more than 140 years, Jockey is proud to partner and support Parkside student-athletes to be their best,” said Tom Hecker, Jockey director of sports marketing, in the release.



Parkside students, parents, alumni and fans will also be able to purchase Jockey Player Packs on game days at the Ranger Store in the Sports & Activity Center.

Additionally, Jockey will be the gameday sponsor of the Parkside men's and women's basketball doubleheader against Michigan Tech on Saturday, Feb. 5.

As part of the ongoing renovation project, meanwhile, The Bear Club will open later this fall as a new, first-class hospitality area on the west side of the De Simone Gymnasium. The Bear Club will provide fans an opportunity to watch volleyball, basketball and wrestling just steps from the action while relaxing and connecting with other Parkside fans.

Tickets to The Bear Club go on sale in October at parksiderangers.com/tickets.

“Bear Real Estate Group is proud to partner with Parkside athletics and support the RangerVision 2020 projects,” said S.R. Mills, Bear Real Estate Group CEO, in a news release. “We’re excited, as the vision in De Simone Gymnasium becomes reality, to create The Bear Club and strengthen our relationship with the University of Wisconsin-Parkside.”

Bear Realty Group and Hampton Inn & Suites Kenosha will become RangerVision 2020 Community Champions and will be members of the Parkside Athletics Corporate Partners Program during the partnership.