



NATIONAL FEDERATION OF STATE HIGH SCHOOL ASSOCIATIONS

NEWS RELEASE

NFHS Names Bison, Inc. New Corporate Partner for Soccer Goals

FOR IMMEDIATE RELEASE

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INDIANAPOLIS, IN (September 25, 2021) — The National Federation of State High School Associations (NFHS) has announced a broadened corporate partnership with Bison, Inc. that will make the longtime sports equipment manufacturer the “Exclusive Soccer Goal Partner of the NFHS.”

A national leader in the production of safe, durable and innovative sports equipment products, Bison initially rose to prominence as a basketball equipment supplier in 1985, and later became the exclusive NFHS partner for the sport of basketball and part of the original NFHS product licensing program for basketball and volleyball in the mid-1990s.

Throughout its 35 years in the industry, Bison’s innovative mindset has evolved its product lineup to include a wide selection of volleyball equipment, safety padding and goals for football, soccer and many other sports. The premise for the expanded partnership revolves around Bison’s concentrated efforts to improve both the safety and durability of its soccer goals, which has been a point of focus for the organization since it added soccer goals to its team sports lineup in 2005. Evidence of this commitment includes innovations such as No-Tip™ soccer goals with integrated ballast and transport drums, DuraSkin® padding for soccer uprights, and advanced engineering and fabrication processes for welded components.

“We are proud to take another step forward in our long-established partnership with Bison, Inc.,” said Dr. Karissa Niehoff, NFHS executive director. “Bison has shown tremendous dedication to improving the interscholastic competitive experience for nearly four decades, and that commitment shines through in the quality, safety and reliability of its sports equipment products.”

As part of the expansion agreement, which carries a three-year term, Bison will retain its title as an NFHS Corporate Partner on all print and electronic listings and will have the ability to place advertisements in NFHS Network email distributions and printed NFHS rules books. As the “Exclusive Soccer Goal Partner of the NFHS,” Bison will also receive advertising opportunities on soccer-specific webpages of the NFHS and NFHS Learning Center websites.

“Bison has enjoyed its longstanding mutually beneficial partnership with NFHS,” said Nick Cusick, Bison’s founder and CEO. “We are proud of the impact we both play in high school students’ development as players and as citizens and we are excited for the opportunity to be the exclusive NFHS partner for soccer goals.”

For more information on Bison, Inc., please visit: www.bisoninc.com.

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About the National Federation of State High School Associations (NFHS)

The NFHS, based in Indianapolis, Indiana, is the national leadership organization for high school sports and performing arts activities. Since 1920, the NFHS has led the development of education-based interscholastic sports and performing arts activities that help students succeed in their lives. The NFHS sets direction for the future by building awareness and support, improving the participation experience, establishing consistent standards and rules for competition, and helping those who oversee high school sports and activities. The NFHS writes playing rules for 17 sports for boys and girls at the high school level. Through its 50 member state associations and the District of Columbia, the NFHS reaches more than 19,500 high schools and 12 million participants in high school activity programs, including more than 7.9 million in high school sports. As the recognized national authority on interscholastic activity programs, the NFHS conducts national meetings; sanctions interstate events; offers online publications and services for high school coaches and officials; sponsors professional organizations for high school coaches, officials, speech and debate coaches, and music adjudicators; serves as the national source for interscholastic coach training; and serves as a national information resource of interscholastic athletics and activities. For more information, visit the NFHS website at www.nfhs.org.

About Bison, Inc.

Since 1985, athletic directors, coaches, facility administrators, and equipment managers have relied on the good sports at Bison to provide safe, durable, innovative and on-time products to fit their unique sports equipment needs. And, Bison’s leadership in institutional-quality equipment translates to providing the best equipment available for homeowners and families as they grow and change. Initially known in the industry as a basketball equipment supplier, Bison has added a full line of volleyball equipment to its product lineup as well as goals for soccer, football, and many more sports, largely at the request of their nationwide dealer network. Bison’s sporting goods equipment is comprised of materials sourced from U.S.

suppliers and is manufactured in the company's Lincoln, Nebraska, plant, creating jobs to support the American economy. Bison has been privately owned since its beginning and most orders are shipped from available inventory in their 100,000 square foot warehouse. Their experienced sales staff members are known in the industry as problem solvers with the friendly style that the Midwest is known for. For more information, please visit www.bisoninc.com.

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