



FOR IMMEDIATE RELEASE
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DEPAUL ATHLETICS ANNOUNCES NEW MERCHANDISE PARTNER, RANK + RALLY

Rank + Rally becomes official merchandise partner for in-venue and ecommerce sales

CHICAGO – DePaul Athletics and Rank + Rally have announced a new partnership to manage the Blue Demons’ online and in-venue retail sales. The agreement will provide fans with an enhanced retail and e-commerce experience, bringing the Blue Demons brand closer to its community in Chicago and beyond.

As a part of the partnership, Rank + Rally will manage the DePaul Team Shop at Wintrust Arena and oversee the official online store, offering an expanded selection of apparel and merchandise. Fans will now enjoy greater access to Blue Demon gear year-round, whether on game day or every day.

“We are excited to join forces with Rank + Rally to elevate the merchandise experience for our fans,” said Vice President and Director of Athletics DeWayne Peevy. “Their willingness to collaborate and engage directly in product development ensures that Blue Demon Nation will see merchandise shaped by fan feedback and aligned with what they want the most. Partnering with a local, Chicago-based company like Rank + Rally allows us to deliver a first-class retail experience, both online and in-venue that matches the standard fans are accustomed to at professional venues across the city.”

“We’re thrilled to partner with one of our hometown’s power programs to create a customized retail experience for Blue Demon fans,” said Emily Unruh, President of Rank + Rally. “Together we’ll transform official shops online and at Wintrust Arena with fresh, creative and exclusive merchandise drawing inspiration from DePaul history and traditions.”

Based in Chicago, Rank + Rally is the retail company of sports and entertainment hospitality leader Levy and curates team store and online retail experiences for major teams, venues and events across the country. That includes marquee events like the NBA and WNBA All-Star Game, NBA Finals, and Stanley Cup Final, and storied teams like the Chicago Cubs, Chicago Bulls, Chicago Blackhawks, Los Angeles Lakers, Los Angeles Kings, Vegas Golden Knights, St. Louis Blues, and more. Rank + Rally recently announced a league-wide partnership with the NWSL and opened a new 10,000 square-foot retail warehouse in Chicago.

Fans can visit the revamped arena team store beginning with the men's basketball exhibition against Loyola-Chicago on Oct. 19 at Wintrust Arena. Rank + Rally is rapidly building up its Blue Demon inventory and product lines, with new styles and collections arriving regularly. While the Team Shop and online store will continue to grow throughout the fall, a full assortment of merchandise will be available early in the new year. Fans can look forward to an expanded and refreshed lineup as the partnership reaches full scale.

FOLLOW THE BLUE DEMONS

For all the latest information on DePaul Athletics, visit DePaulBlueDemons.com. For up-to-the-minute updates, follow the Blue Demons on [Twitter](#), [Instagram](#) and [Facebook](#).

ABOUT DEPAUL ATHLETICS

DePaul's 15 intercollegiate athletic teams compete in the NCAA Division I, BIG EAST Conference. DePaul University began sponsoring athletics teams in the early 1900's, with intercollegiate athletics coming to fruition in the 1920's. Legendary coach Ray Meyer helped put DePaul on the map in the 1970's as the men's basketball program helped elevate the university to national prominence. Through a bold new vision for the future, DePaul Athletics looks to become the premier program in the BIG EAST Conference through a focus on winning championships with integrity, building champion students through education and intentional development, and serving as a visible ambassador for DePaul University and the Chicago community. DePaul Athletics has a storied tradition and is uniquely positioned to support the university's mission and commitment to academic excellence, real-world experience, community engagement, and systemic change. Further, the department is steadfast in its commitment to grow the university's national exposure and enrollment

ABOUT RANK + RALLY

Rank + Rally is the wholly-owned retail company of sports and entertainment hospitality leader [Levy](#), specializing in creating customized in-venue and online retail experiences for the biggest brands and most iconic venues and events in sports, entertainment, and culture. From designing immersive flagship stores and curating unique product collections to transforming online shopping experiences and driving sales through digital marketing and promotional strategies, Rank + Rally teams-up with its partners to bring excellence to every facet of retail strategy and operations. For more information, visit us at www.rankandrally.com and follow us on [LinkedIn](#).