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### **Ottawa Senators Gear-Up with New Retail Partner Rank + Rally**

*Rank + Rally will launch new flagship retail experiences at Canadian Tire Centre and Ottawa Team Shop online store*

**OTTAWA, Ont. (June 11, 2025)** Senators Sports & Entertainment (SSE) and [Rank + Rally](#), the retail company powered by sports and entertainment hospitality leader [Levy](#), have teamed up to revamp the retail experience at Canadian Tire Centre and the [Ottawa Team Shop](#) online store. Crafted to reflect the pride and passion Ottawa fans bring to every game, each experience will focus on expanding access inside and outside the arena, broadening the variety of local exclusive products, and tailoring collections that appeal to all fans.

The puck officially drops on the partnership this summer, following the 2025 NHL Draft, with Rank + Rally overseeing retail for Ottawa Senators and Ottawa Black Bears, concerts, and special events at the Canadian Tire Centre, as well as year-round operations of the online shop.

“This season, the world saw what we already knew – Ottawa has the most passionate fans in hockey,” said Jeff Harrop, Senior Vice-President, Marketing and Customer Engagement for the Ottawa Senators. “Retail is the common thread that unites us with our fans, from the opening face-off to the final buzzer. No one understands that connection better than Rank + Rally, and we’re excited to work together to create a league-leading retail experience that makes it easier for our fans to share their fandom in their own unique style.”

“Ottawa fans are fueled by a unique blend of passion and pride that runs deep,” said Emily Unruh, President of Rank + Rally. “We’re honored to join with Senators Sports & Entertainment to celebrate this historic team and its fans with a top-shelf retail experience that gives fans more choice, showcases the community, and makes it more convenient to gear-up for game day.”

SSE and Rank + Rally will work together to expand and redesign all in-arena and in-market flagship retail stores and the online Ottawa Team Shop. Highlights include:

- Redesigned store interiors enabling each store to offer a wider range of products
- Modern fixtures and a new brand identity to create a more distinctive and connected look across all stores
- A curated upscale premium club and suite retail experience with exclusive designs and lifestyle apparel
- New technology integration across stores for a faster, more convenient experience
- Mobile pop-up retail experiences throughout the city and surrounding area during key moments and team celebrations
- Exclusive collections featuring local brands and locally-sourced products

All retail outlets will be operated by Rank + Rally's local operating team based in Ottawa-Gatineau.

Rank + Rally, the retail company launched by Levy that specializes in sports, entertainment and culture, partners with major brands and venues across the continent. The company currently partners with five NHL teams – the Chicago Blackhawks, Edmonton Oilers, Los Angeles Kings, St. Louis Blues, and Vegas Golden Knights – to operate flagship arena and official online retail shops. During the 2023 Stanley Cup Playoff run, Rank + Rally posted multiple league retail records with the Vegas Golden Knights. Rank + Rally has also curated retail experiences at premier sports and cultural events, including NBA and NHL All-Star Games, as well as billboard concert tours like the Taylor Swift Eras Tour, among others.

The partnership with Rank + Rally taps into Levy's operational expertise as the food and beverage partner for the largest network of arenas across North America. [E15 Group](#), the industry-leading data and analytics company Levy launched in 2014, will support with data-driven retail strategies.

Look for more details about the expanded retail experience and special activations over the coming months.

### **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](http://www.rankandrally.com) and follow us on [LinkedIn](#).

### **About Senators Sports & Entertainment**

One of seven NHL franchises based in Canada, the Ottawa Senators returned to the league in 1992 following a 58-year absence. Ottawa won 11 Stanley Cups during its original reign from 1903 to 1934. The modern-day Senators have captured four division titles, a Presidents' Trophy in 2002-03 and reached the Stanley Cup Final in 2007. Since 1992, the Senators together with its charitable foundation, alumni, partners and fans have contributed more than \$100 million to community initiatives in the Ottawa-Gatineau Region. The team was purchased by Michael Andlauer in September of 2023, ushering in a new era and vision for the franchise.