



Under Armour named the “Official Outfitting Partner for PSE”

Boston, Mass., March 28, 2025 – [Performance Sport Events](#) (PSE), the nation’s largest field hockey event operator, is proud to announce our continued relationship and agreement extension with [Under Armour](#) (UA).

Under Armour will be the exclusive title sponsor for the UA Select Game. The Select Game features the top performers chosen from the College Connection Showcase, at Bryant University, June 13-15, 2025. At the conclusion of the showcase, the identified players will receive a “golden ticket” to attend the Select Game. Spots to enroll in the College Connection Showcase are limited and registration is currently open. [Register here!](#)

The premier UA Select Game is hosted at Harvard University July 22 and provides optimal exposure for those identified athletes with an opportunity to be outfitted in UA gear to support their elite performance goals and celebrate their achievements.

“Under Armour is excited to further its commitment to the Field Hockey community with PSE,” said Craig Cummings, VP, Team Division at Under Armour. “As a brand born on the field of play, we are passionate about Team Sports and enhancing the athlete experience both on and off the field while proudly wearing our logo. Our mission is to grow alongside these athletes, providing them with cutting-edge, innovative gear designed to help them surpass their performance goals. We look forward to this next chapter with PSE and continuing to grow the partnership together.”

Ainslee Lamb, CEO of Performance Sport Events said, “We are thrilled to be partnering with Under Armour for one of the best field hockey showcases in the nation.” She continued saying, “The opportunity to play against the best players in the country, first regionally and then nationally, is second to none. And you won’t find a better player-pack of gear anywhere to match your athletic aspirations.”

Under Armour will also be the exclusive title sponsor for the College Connected Field Hockey League - College Division (CCFHL). This partnership also aligns with one of UA's key goals to support and empower the next generation of female athletes as they strive to excel in their journey to compete at the highest level.

CCFHL provides six days of elite play for D1, D2 and D3 current student-athletes. Each invited player to the league will be outfitted in an UA t-shirt and socks.

Lamb added, “It is exciting to provide our PSE athletes at all levels and events, access to top performance gear from UA to match their field hockey aspirations. Alignment with Under Armour’s commitment to growth in youth participation and female athletes is something we are very proud of.”

To learn more about Performance Sport Events, visit www.performancesportevents.com
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