



# PARTNERSHIP ANNOUNCEMENT

**November 10, 2025 - 5-6:30PM**

Moneyball Sportswear HQ, 927 W Saginaw St, Lansing, MI 48915

## AGENDA

**5:00pm - Guest Arrival & Light Refreshments**

**5:15pm - Welcome & Opening Remarks**

Desmond Ferguson - Founder & CEO, Moneyball Sportswear

**5:20pm - Remarks from Lansing School District**

Ben Shuldiner - Superintendent, Lansing School District

**5:25pm - Partnership Overview & Introduction to Design Segment**

Desmond Ferguson - Founder & CEO, Moneyball Sportswear

**5:30pm - Branding & Design Discussion**

Geoff Sykes - Director of Team Branding and Design, Moneyball Sportswear

**5:35pm - Uniform Presentation**

The student athletes of the Lansing School District

**6:00pm - Media Q&A Session**

**6:15pm - Photo & Networking Opportunities**

**6:30pm - Event Concludes**



Thank You for Attending Today's Announcement!

We invite you to connect with Moneyball Sportswear for follow-up stories and partnerships.



OLD PRIMARY LOGO



NEW PRIMARY LOGO



NEW MONOGRAM LOGO



NEW WORDMARK LOGO



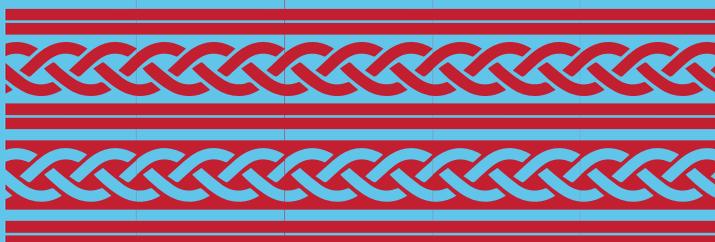
CUSTOM NUMERALS



BASEBALL SCRIPTS



SOCCER CREST



THE VIKING KNOT PATTERN



THE LEGACY STRIPE



OLD PRIMARY LOGO



NEW PRIMARY LOGO



OLD QUAKER LOGO



NEW QUAKER LOGO



NEW WORDMARK LOGO



CUSTOM NUMERALS



THE EASTERN STRIPE



BASEBALL SCRIPTS



SOCCER CREST



OLD PRIMARY LOGO



NEW PRIMARY LOGO



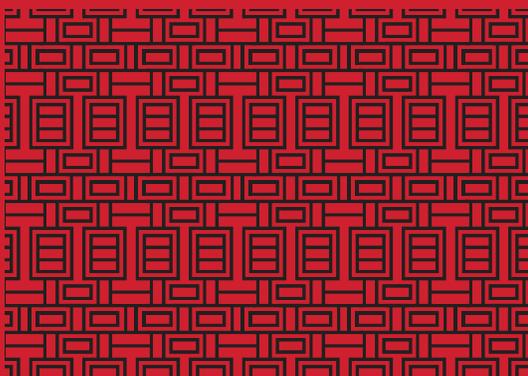
OLD DOG LOGO



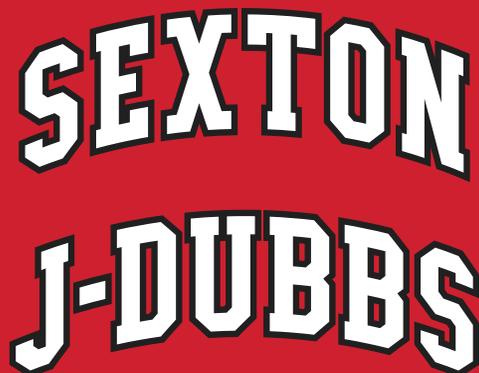
NEW DOG LOGO



NEW TERTIARY LOGO



THE SEXTON PATTERN



ALL SPORT WORDMARKS



SOCCER CREST