**ADIDAS WELCOMES COLLEGIATE SUPERSTAR TRAVIS HUNTER TO THE THREE STRIPES, EXPANDING ITS NEXT GEN ATHLETE ROSTER**

* **Following a record-breaking and award-winning season for Hunter, adidas welcomes the dynamic two-way player to the adidas Football roster**
* **Hunter's signing reflects the future of adidas Football and is a representation of the brand’s investment in elite athletes primed to shape the future of the game**

Today, adidas announces the signing of Travis Hunter, who’s shattered the mold for what an elite athlete looks like – and done so in a record-breaking fashion.

“Working with adidas is a special opportunity for me and something that I’m really excited about as I look ahead to what’s next,” **said Travis Hunter**. “The partners they currently have are top tier with some of the best young guys like me. I’m pumped to join the three stripes as we continue pushing the boundaries of the sport we all love.”

In an unprecedented era of college football that’s seen more and more ‘firsts,’ no one’s established their legacy quite like Hunter. With his electric performance across both sides of the ball, his impact has been profound. The 672 offensive and 688 defensive snaps he played during the 2024 regular season cemented him as the only FBS player with over 150 snaps on both sides of the ball this season. He also leads the Power 4 in receiving touchdowns and ranks second in receptions and receiving yards. His defensive prowess was also on display with four interceptions and 11 pass breakups.

His dominance and leadership not only led his team to its winningest season since 2016 but garnered him individual recognition as well. In addition to being named a Heisman Trophy finalist, Hunter was named the Big 12 Defensive Player of the Year and recently won the Lott IMPACT Trophy, given to the top defensive player in college football who excels on and off the field. He is also a finalist for many of the sport’s top awards including the Maxwell Award, which goes to the overall player of the year, the Chuck Bednarik Award for best defensive player and the Biletnikoff Award for the nation’s top receiver.

“As part of our continued investment in the next generation of athletes, we’re proud to partner with someone whose passion for sport and drive to create impact on and off the field mirrors our own,” said **Aaron Seabron, General Manager, US Sports & Creation Center Portland at adidas**. “Travis is undeniably one of the most dynamic athletes in any sport, and we’re excited to collaborate with him and celebrate all that he accomplishes as he transitions into the next phase of what promises to be a long and successful career.”

At the Heisman Trophy ceremony this weekend, Hunter will be honored alongside fellow finalist and adidas partner, Cam Ward, who [signed](https://www.instagram.com/p/DBeBsfRP9vO/?hl=en) with the brand earlier this fall. The two signings add to the leading roster of next generation talent adidas has established. This fall alone, adidas Basketball and Candace Parker welcomed its first women’s high school signee, [Kaleena Smith](https://news.adidas.com/basketball/adidas-ushers-in-the-future-of-women-s-basketball-with-kaleena-smith-signed-as-the-brand-s-first-nil/s/1f3e1338-a73a-41f4-aabd-c59c13879368), and Patrick Mahomes partnered with [Texas Tech University](https://news.adidas.com/american-football/adidas--patrick-mahomes-sign-inaugural-six-texas-tech-student-athletes-to-team-mahomes/s/a05d0bb8-d614-41db-ac1b-9cad7a2b2603) to welcome six Team Mahomes athletes to the brand.

As Travis looks ahead to his professional career, he’ll join a roster of elite adidas Football athletes including former [NIL partner and 2023 Heisman Trophy finalist Michael Penix Jr.](https://news.adidas.com/american-football/adidas-signs-university-of-washington-s-michael-penix-jr.--rome-odunze-as-first-nil-football-athlete/s/5ed51914-13d6-40ee-977a-ca9327c9bb86) Other partners include Patrick Mahomes, Amon-Ra St. Brown, Garrett Wilson, Micah Parsons, Rome Odunze, Chris Jones, David Njoku, Tua Tagovailoa, Aaron Jones, Trevor Lawrence, Brock Purdy, Adonai Mitchell, Ladd McConkey and Xavier Legette.

To celebrate Travis’ partnership with the brand, adidas will launch a collection of limited-edition apparel starting today, December 12. Fans of the brand and of Travis will be able to shop the collection on [adidas.com/us/travis\_hunter](https://adidas.com/us/travis_hunter). Travis will proudly represent adidas on and off the field and participate in brand marketing campaigns.