

Detroit Lions Expand and Extend Partnership with Meijer

Naming rights to 'Meijer Performance Center' represents a continuation of a successful partnership between the two Michigan-based companies

Allen Park, Mich. – The Detroit Lions announced today that they have named their headquarters and training facility at 222 Republic Drive in Allen Park, Mich., the 'Meijer Performance Center' as part of an expanded partnership with Michigan-based grocery retailer Meijer.

"We are excited to further solidify our partnership with Meijer by proudly displaying their name on our team training facility," said Lions President and CEO Rod Wood. "As two organizations who are rooted in Michigan, it is an honor to partner on this building, which is integral to the growth and development of our football team. The Meijer Performance Center is homebase for our athletes and a facility that exemplifies the grit and hard work that has defined the Detroit Lions. It means something extra to know that since 1934 both the Lions and Meijer have been committed to Michigan and the 'fans' that we share across this state."

This expansion of the partnership between the Lions and Meijer will include interior and exterior 'Meijer Performance Center' branding elements around the Allen Park building, as well as branding on the team's practice uniforms during the regular season. Additionally, Meijer will be the presenting partner of the Brush Street Concourse at Ford Field with visible branding for all Detroit Lions home games and other events and will be featured in multiple gameday elements. Meijer is now the Lions' exclusive grocery partner and currently the first and only grocery retailer that has naming rights of an NFL club's training facility.

"We are proud of our partnership with the Detroit Lions and the decades-long relationship we've cultivated. This collaboration is natural for us because our organizations share so much in common – from our Michigan roots to having a passion for all things Detroit and a shared commitment to strengthen our communities," Meijer President & CEO Rick Keyes said. "When you partner with the Lions, you not only join a culture that celebrates its rich history, but one that also instills pride in building new traditions. We couldn't be more excited to be the first naming rights sponsor of the Meijer Performance Center, and we look forward to another great season ahead."

Other key elements to this partnership include local community events throughout the fall, Thanksgiving, and the winter holiday season. The collaboration on community activities are a continuation of the Lions and Meijer's commitment to enriching the Michigan community off the field.

ABOUT MEIJER

Meijer is a privately owned, family-operated retailer that serves customers at more than 500 supercenters, grocery stores, neighborhood markets, and express locations throughout the Midwest. As the pioneer of the one-stop shopping concept, more than 70,000 Meijer team members work hard to deliver a friendly, seamless in-store and online shopping experience featuring an assortment of fresh foods, high-quality apparel, household essentials, and health and wellness products and services. Meijer is consistently recognized as a Great Place to Work and annually donates at least 6 percent of its profit to strengthen its communities. Additional information on the company can be found by visiting newsroom.meijer.com.

ABOUT THE DETROIT LIONS

The Detroit Lions are a professional American football team based in Detroit, Michigan. They are members of the North Division of the National Football Conference (NFC) in the National Football League (NFL) and play their home games at Ford Field in downtown Detroit. The team relocated to Detroit in 1934 and is the NFL's fifth oldest franchise. The Detroit Lions' most recent NFL postseason appearance was the NFC Championship game following a 12-5 record and an NFC North title during the 2023 season. For more information, please visit www.detroitlions.com.

Additional assets available online:  [Photos](#) ⁽¹⁾

<https://newsroom.meijer.com/2024-07-23-Detroit-Lions-Expand-and-Extend-Partnership-with-Meijer>