

Signature Athletics Announces Official Educational Partnership with Laurel Springs School

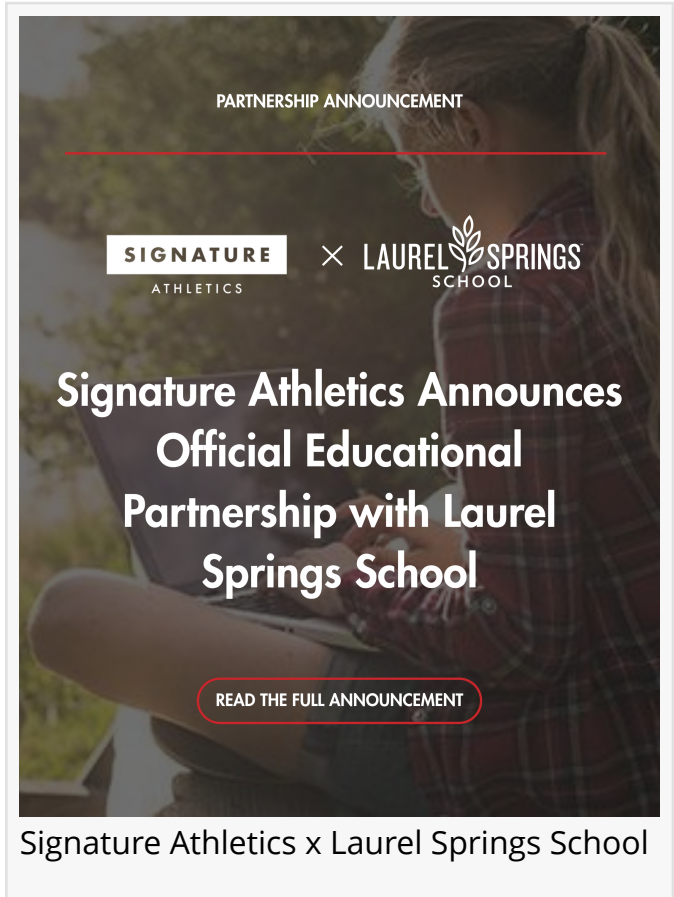
Families Who Enroll Receive Exclusive Signature Locker Swag Packs and Access to Expert Content Through the Sports Parent Survival Guide

TAMPA, FL, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- [Signature Athletics](#), the youth sports platform on a mission to get 10 million new kids playing sports by 2030, today announced a platform-wide partnership with [Laurel Springs School](#), naming Laurel Springs as Signature Athletics' Official Educational Partner. The partnership is brought to life through two of Signature Athletics' consumer-facing brands: Signature Locker, which powers the apparel experience, and Signature Media, which powers the content experience. This collaboration unites two mission-driven organizations committed to empowering student-athletes and their families, on the field and in the classroom.

On the apparel side, Signature Locker, the company's on-demand uniforms and team stores platform, has launched a dedicated Laurel Springs spirit wear team store, giving families who enroll through Signature Athletics an exclusive, curated swag pack as a welcome gift celebrating the start of their academic and athletic journey.

On the content side, Signature Media, Signature Athletics' youth sports media network, is the exclusive home for this collaboration. Laurel Springs will contribute expert educational content to the [Sport Parent Survival Guide](#), equipping sports parents with the knowledge and tools they need to help their children navigate academics, NCAA eligibility, and the college recruitment process with confidence.

"At Signature Athletics, we believe that academic success and athletic achievement are not



competing priorities. They are complementary ones,” said Dan Soviero, CEO of Signature Athletics, Inc. “Laurel Springs has spent decades proving that student-athletes can thrive in both arenas. By naming them our Official Educational Partner, we are giving every family in our network access to one of the most respected names in flexible, online private education.”

“We have long believed that a student-athlete's best performance happens when their education is built around their life, not the other way around,” said Jack Dempsey, Strategic Partnerships & Development Manager at Laurel Springs. “Partnering with Signature Athletics allows us to reach more families who are searching for exactly this: a world-class education that moves with their child's athletic journey.”

Partnership Highlights

Official Educational Partner designation: Laurel Springs School is the exclusive educational partner of Signature Athletics, Inc.

Signature Locker Spirit Wear Store: A dedicated Laurel Springs team store launched through Signature Locker, with enrolling families receiving a curated spirit wear swag pack upon enrollment.

Signature Media Content Collaboration: Laurel Springs contributes expert educational content to the Sports Parent Survival Guide through Signature Media, covering academics, NCAA eligibility, and college recruitment.

About Signature Athletics

Signature Athletics, Inc. is a vertically integrated youth sports platform built around a singular mission: 10 Million New Kids Playing Sports by 2030. The company combines sports programs, consumer brands, media, camps, sponsorships, and shared services into a single compounding ecosystem, lowering costs, improving quality, and expanding access to youth sports across the country.

About Signature Locker

Signature Locker is the company's on-demand uniforms and team stores platform, enabling sports organizations to launch custom online stores where families order spirit wear, uniforms, and gear directly, eliminating manual team ordering, bulk sizing headaches, and long lead times.

About Signature Media

Signature Media is a youth sports media network reaching sports parents, coaches, program directors, and athletes through newsletters, sponsored content, and brand campaigns, including

the Sport Parent Survival Guide and the Program Director's Playbook. The network connects national brands to youth sports communities and uses sponsorship revenue to help offset the cost of participation for families.

About Laurel Springs School

Laurel Springs is a fully accredited, online private school for K-12 students. With a premier college-prep curriculum including NCAA-approved, AP®, and Honors courses, along with dedicated College Athletic Counselors, in-person and virtual events, and a global community spanning over 100 countries, they've ranked among the top online private schools in the nation. Virtual Open Houses are offered periodically throughout the year, and families who attend will be eligible for a waived \$300 enrollment registration fee.

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