

Loop Neighborhood Markets Partners with Cal Athletics to Connect with Bay Area Fans Through New Sponsorship

UNION CITY, CA, UNITED STATES, August 24, 2026 /EINPresswire.com/ -- [Loop Neighborhood Markets](#), a Northern California-based convenience retailer, today announced a new partnership with Cal Athletics and Learfield's Cal Bears Sports Properties, bringing the brand closer to California Golden Bears fans through a season-long sponsorship featuring digital media, social engagement and Name, Image and Likeness (NIL) opportunities.

The partnership also incorporates NIL activation, providing Loop with opportunities to work with Cal student-athletes through NIL influencer and content services, social media amplification and student-athlete NIL activities and benefits supporting or amplifying Loop's Cal Athletics sponsorship.



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"Loop Neighborhood Markets has always believed that the strongest brands are the ones that are part of the communities they serve, and Cal Athletics gives us an exciting opportunity to connect with one of the Bay Area's most passionate fan communities," said Pervez Pir, President of Retail at Loop Neighborhood Markets. "This partnership brings together two organizations with deep Northern California roots and gives us new ways to engage fans through digital media, social content and student-athlete storytelling. We're excited to bring the Loop brand to Bear Territory and create some fun experiences for Cal fans throughout the season."

"We're excited to welcome Loop Neighborhood Markets to the Cal Athletics family," said Bryan

Meadows, General Manager of Cal Bears Sports Properties. "Loop has a strong connection to the Northern California communities we serve, and this partnership provides an opportunity to create meaningful touchpoints with Cal fans while leveraging the power of digital media and NIL. We look forward to building an engaging partnership throughout the 2026-27 season."

The collaboration comes at an exciting time for Cal Athletics as the Golden Bears continue to build momentum and expand opportunities to connect

with fans. For Loop, the partnership represents another step in the company's commitment to investing in its customers, communities and brand experience. Through its growing network of convenience stores throughout Northern California, Loop continues to find new ways to connect with consumers where they live, work, shop and play.

"Cal fans are incredibly passionate, and we want to be part of that energy," added Pir. "Whether they're heading to a game, grabbing a quick meal, filling up their vehicle or stopping into one of our stores, Loop is about making everyday moments better. This partnership gives us another opportunity to do exactly that."

About Loop Neighborhood Markets

Loop Neighborhood Markets is a modern convenience retail brand with locations across Northern California and Southern California. Known for its community-first approach and innovative in-store experiences, Loop continues to redefine convenience by combining quality food, customer engagement, and forward-thinking retail solutions.

Based in Northern California, Loop redefines the convenience store experience by offering exceptional items, quality customer service, and an overall pleasant experience. As a neighborhood convenience store, Loop understands the unique needs and preferences of the communities it serves. The stores are thoughtfully designed and strategically located to offer maximum accessibility and convenience for busy professionals, families, and individuals on the go. Loop's convenient operating hours ensure that customers can rely on them for their everyday needs, no matter the time of day.

Loop also understands the importance of fresh and delicious food options, even in a convenience store setting. With a focus on providing quick and satisfying food, Loop offers a range of freshly made sandwiches, salads, wraps, and other grab-and-go items. These options



cater to customers seeking convenient, yet wholesome and tasty meals, ensuring that they don't have to compromise on quality or nutrition during their busy days.

There is so much more to Loop than just gas and a bag of chips! Learn more at www.loopneighborhood.com today!

About Learfield

Learfield is the leading media and technology company powering college athletics. Through its digital and physical platforms, Learfield owns and leverages a deep data set and relationships in the industry to drive revenue, growth, brand awareness, and fan engagement for brands, sports, and entertainment properties. With ties to over 1,200 collegiate institutions and over 12,000 local and national brand partners, Learfield's presence in college sports and live events delivers influence and maximizes reach to target audiences. With solutions for a 365-day, 24/7 fan experience, Learfield enables schools and brands to connect with fans through licensed merchandise, game ticketing, donor identification for athletic programs, exclusive custom content, innovative marketing initiatives, NIL solutions, and advanced digital platforms. Since 2008, it has served as title sponsor for the acclaimed Learfield Directors' Cup, supporting athletic departments across all divisions.

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