



ZIPS Car signs multi-year collegiate sports sponsorship in the U.S.

The car wash operator and universities unveil innovative custom content featuring student-athletes with school marks.

ZIPS Car Wash has multi-year investment in 13 collegiate athletic programs through a sponsorship agreement with LEARFIELD. This marks ZIPS first foray into college sports marketing and represents the largest sponsorship of its kind in the growing car wash industry.

As part of its multi-school relationship with LEARFIELD, ZIPS is now the sponsor of six universities – Arkansas, Baylor, Georgia, North Carolina, South Carolina and Tennessee. ZIPS will have category exclusivity at these respective SEC, Big 12 and ACC member schools, where LEARFIELD is the athletics multimedia rightsholder.

ZIPS will engage in the LEARFIELD Allied program to connect school IP with student-athletes in name, image and likeness (NIL) activation – aptly named "Car Wash Convos" – featuring interviews with Arkansas, North Carolina and Tennessee student-athletes while they experience a car wash at ZIPS.

"ZIPS is the only company in the car wash industry who is investing at this level in blue chip universities, introducing NIL partnerships in three states and offering gameday tickets to our customers through sweepstakes held in the new ZIPSme portal. We're proud to lead the way in collegiate sports sponsorships on a broader scale and to show our support in the communities we serve," said Gene Dinkens, CEO, ZIPS Car Wash.

The ZIPSme portal was created to enhance the ZIPS customer experience by offering sweepstakes, partner perks and the freedom to manage a ZIPS Unlimited Membership online.

ZIPS growth has and will continue to be via acquisition and greenfield development as the company expands across the U.S. In 2022 alone, ZIPS has acquired 45 locations with a growth rate of nearly 50%, making it a record year of expansion thus far for the company.