

BUILT TOGETHER IN CHAMPAIGN, LEADING TOGETHER NATIONALLY

Illinois Athletics and Busey Bank Announce Expanded Partnership

CHAMPAIGN, Ill. – The University of Illinois Division of Intercollegiate Athletics (DIA) is proud to announce the expansion of its longstanding relationship with Busey Bank, deepening a partnership rooted in more than 150 years of shared history, community impact and commitment to excellence. As part of the agreement, Busey Bank will become the Official Financial Services Partner of the Fighting Illini and, beginning this fall, will be featured as the inaugural jersey patch partner for Illinois Athletics.

Founded just months apart in 1867 and 1868, respectively, the University of Illinois and Busey Bank have a long and storied history of helping shape Champaign-Urbana and communities across Illinois. Today, both organizations continue to build on that legacy while expanding their impact and recognition well beyond their home state's borders.

Built together in Champaign. Leading together nationally.

That shared foundation made Busey Bank the natural choice as Illinois Athletics explored one of the most visible brand integrations in department history following the NCAA's approval of corporate jersey patch sponsorships earlier this year.

As a charter member of DIA's new Pillar Partnership Program, Busey Bank will serve as the exclusive jersey patch sponsor for Illinois football, men's and women's basketball, volleyball, baseball, softball, soccer, and men's and women's golf. The Busey Bank mark will also appear on sideline apparel worn by Illinois coaches, including Bret Bielema, Shauna Green and Brad Underwood.

"With the introduction of increased corporate visibility on uniforms and coaching apparel, it was important for us to identify the right partner for such a high-profile, first-of-its-kind opportunity to be so closely aligned with our student-athletes, staff and the Fighting Illini brand," said Director of Athletics Josh Whitman. "For nearly 160 years, the University of Illinois and Busey Bank have shared a history that has helped shape this great community. Both of our organizations are experiencing remarkable growth in prominence, reputation and success, and we are excited to help each other further accelerate our respective missions through this exciting partnership."

"This is more than a sponsorship—it's an investment in the future of Illinois Athletics and in the students and alumni who carry the University's impact beyond campus," said Van Dukeman, Chairman and Chief Executive Officer of First Busey Corporation. "Rooted in Champaign-Urbana, Busey and the University of Illinois were founded just three months apart, and we're proud to continue that shared legacy through a partnership grounded in excellence and community. Together, we're creating opportunities that will benefit student-athletes, students, alumni, fans and the communities we serve for generations to come."

As one of Illinois Athletics' Pillar Partners, Busey Bank will continue to play a prominent role in supporting Fighting Illini student-athletes, fans and community initiatives. The expanded partnership, in

collaboration with Learfield's Fighting Illini Sports Properties, will be activated across multiple athletic venues, media broadcasts, digital platforms and fan experiences while continuing programs that have connected Busey and Illinois Athletics for years. In addition to the jersey patch sponsorship, Busey Bank will maintain its title sponsorship of the Illinois Athletics Fighting Illini radio network and continue supporting signature community-focused events, including Busey Bank FamILLy Movie Night at Gies Memorial Stadium, Field Trip Day at Illini Women's Basketball, Illinois Baseball Day with Busey Bank and the Busey Bank Kid Captain of the Game.

"Josh and his team are fantastic partners and continue to drive powerful opportunities for their teams and student-athletes," said Kim Damron, President of Sports Properties at Learfield. "Leaning into a first-of-its-kind jersey patch opportunity for Illinois Athletics with Busey Bank reflects their forward-thinking leadership. Few brand relationships carry the kind of shared history these two organizations have, and pairing that history with a 365-day, comprehensive partnership is what ensures their shared commitment is felt across the Illinois Athletics community for years to come."

Though their stories began just months apart, the University of Illinois and Busey Bank continue to share a common purpose: investing in people, strengthening communities and pursuing excellence at the highest level. Built together in Champaign and leading together nationally, this partnership reflects both organizations' belief that the strongest futures are created together.

Fighting Illini Sports Properties, the locally based team of Learfield – the media and technology company powering college athletics – is the exclusive multimedia rights holder for Illinois Athletics and oversees all sponsorship agreements on behalf of the Illini.

About Busey Bank

Founded in Champaign-Urbana in 1868, Busey Bank has grown from a local community bank into a regional financial institution with \$18.04 billion in assets, serving clients across 10 states. Through extraordinary in-person experiences and seamless digital offerings, Busey provides comprehensive banking, payments, wealth management and financial solutions tailored to the unique needs of individuals, families, businesses and communities.

While expanding its reach and capabilities, Busey remains grounded in the values that have defined the organization for more than 150 years: integrity, extraordinary excellence, strong relationships and community investment. Guided by a people-first approach, Busey is committed to helping clients achieve their goals while creating lasting value in the communities it proudly serves. Learn more at busey.com/Illini.

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.

Quoting Illinois Head Football Coach Bret Bielema

“We are proud to wear the Busey Bank logo alongside our Block I. It is meaningful to partner with an organization that shares common values with our football program and has been committed to the Champaign-Urbana community and the University of Illinois for over 150 years. Busey has always been a company that invests in people and relationships, values that we believe in within our Illini Family at the highest levels. This investment helps ensure we can provide an elite experience for our student-athletes and support the continued growth of our program both in the community and at the national level.”

Quoting Illinois Head Men’s Basketball Coach Brad Underwood

“This is a milestone day for our program, and for Fighting Illini Athletics, partnering with Busey Bank as we enter the newest chapter in the rapidly changing college sports environment. Busey is a forward-thinking organization and like-minded partner. There is great alignment between these community-based institutions, and we are excited to strengthen our relationship for years to come.”

Quoting Illinois Head Women’s Basketball Coach Shauna Green

“We are thrilled to team up with Busey Bank for this transformational partnership. Busey has been supportive of our team my whole time here and I can’t think of a better partner than an organization that aligns so closely with our program’s values, especially building impactful relationships. Busey Bank is a staple in our community that we are proud to represent along with the Block I on our chest.”