



October 30, 2023

The Panther Collective and SingleSpeed Announce Partnership

Co-branded beer, PROWL, brewed in support of NIL opportunities for student-athletes

The Panther Collective is a non-profit corporation assisting UNI Panther student-athletes in their efforts to amplify their NIL opportunities by contributing their time and talents through work with local non-profits and providing mentorship to future generations. Today, they proudly announce a collaboration with SingleSpeed Brewing Co. to produce an exciting co-branded beer.

"This partnership with SingleSpeed Brewing is an example of NIL at its best. We commend their team for engaging and supporting our student athletes with this endeavor." said The Panther Collective President Nick Sorbe. 'The beer, PROWL, is a crisp and refreshing Golden Ale, crafted with Game Day celebrations front of mind. PROWL is the perfect beer to enjoy while watching UNI Basketball, and by doing so, you'll be supporting NIL efforts for those student athletes.'

SingleSpeed believes in supporting like minded organizations focused on growing the Cedar Valley and has always viewed their beer as a way to unite people and encourage educated discussion. This collaborative effort with The Panther Collective provides SingleSpeed the opportunity to highlight their focus on community, alongside The Panther Collective's support for UNI athletics. A portion of all retail sales from this project will support NIL efforts for student athletes at the University of Northern Iowa.

Dave Morgan, Founder of SingleSpeed Brewing Co. and University of Northern Iowa alum, comments on the PROWL project. 'In terms of collaborative projects, we couldn't think of a more perfect fit for SingleSpeed Brewing Co. We view the athletic programs @ the University of Northern Iowa as critical pieces of both the cultural and economic fabric of the Cedar Valley as a whole, and we are excited to work with the team @ The Panther Collective as they increase community engagement opportunities for student athletes.'

PROWL will officially release in the SingleSpeed Waterloo TapRoom on November 11, the SingleSpeed Des Moines Taproom on November 12, and will become available in retail locations across the state beginning the week of November 13.

For additional details about the collaboration between The Panther Collective and SingleSpeed Brewing Co., PROWL, upcoming events, and beer availability, please visit <https://thepanthercollective.com/prowl/>





ABOUT THE PANTHER COLLECTIVE

The Panther Collective was founded to provide University of Northern Iowa Men's & Women's Basketball athletes opportunities to capitalize on their name, image and likeness (NIL) while positively impacting the Cedar Valley. The Panther Collective is dedicated to assisting UNI Student athletes in getting the most benefit from their NIL. The Panther Collective is not in any way affiliated with the University of Northern Iowa and is entirely run by volunteers. 95% of all donations go towards fulfilling its mission. To learn more about The Panther Collective or to become a member visit thepanthercollective.com

ABOUT SINGLESPEED BREWING CO.

SingleSpeed Brewing Co. was founded in 2012 during one of many mountain bike rides ending with craft beer at the finish line. Originally founded in Cedar Falls, IA as a modest 1700 square foot facility, powered by a 3 BBL BrewHouse. Today they operate three breweries / taprooms. The original in Cedar Falls, IA, a larger production brewery / taproom in Waterloo, IA, and a taproom / R&D brewery in Des Moines, IA.

The SingleSpeed team embraces the opportunity to work with organizations fighting for the greater good. Their Switchback charitable outreach program partners with over 40 nonprofits annually with focuses ranging from outdoor recreation, local human services, sustainability, and more! Follow SingleSpeed on social media [@singlespeedbrewingco](https://twitter.com/singlespeedbrewingco) or visit them at SingleSpeedBrewing.com.

