NEWS RELEASE

ROCKIES, YORK SPACE SYSTEM ANNOUNCE JERSEY PATCH PARTNERSHIP

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The colorado rockies and YORK SPACE SYSTEMS (YORK), a denver-based leader in aerospace and defense technology, on tuesday announced a historic jersey patch partnership beginning july 1, 2025, and continuing through the 2030 mlb season.
With this announcement, YORK becomes the first aerospace company in history to partner on a jersey patch deal across any professional sport—a groundbreaking moment that links the frontier of space with the heart of Major League Baseball.

the patch, measuring approximately 4 inches wide by 2.2 inches high, will display the YORK logo – 'YORK SPACE SYSTEMS' in white lettering on a black background for all rockies jerseys. it will be featured on the left sleeve for right-handed batters, the right sleeve for left-handed batters, the throwing arm for all pitchers and the left sleeve for coaches.

the 5.5-year partnership was brokered by playfly sports, the sports industry's leading revenue maximization company, in collaboration with the rockies.

founded in 2012 by aerospace executive dirk wallinger, YORK is a defense technology company transforming how the united states builds and operates space-based capabilities. as one of the leading providers of space solutions to the u.s. government, YORK builds and delivers fully integrated, mission-ready systems from its six facilities in the denver metro area, and five other locations nationally. the partnership reflects YORK'S position as a driving force in

the space industry, and its ongoing commitment to colorado and the community that's supported its growth.

"This partnership marks a first for our industry, and a powerful reflection of what York stands for," said Wallinger, Founder and CEO of YORK. "It's about celebrating Colorado's spirit of innovation, connecting with a broader audience, and making it clear that the space economy is growing fast, and it's being built at home."

the YORK logo will make its on-field debut on all colorado rockies home, away, and alternate jerseys beginning july 1, aligning with the start of the second half of the 2025 mlb season. beyond the jersey patch, the expansive partnership establishes york as the exclusive aerospace partner of the colorado rockies, unlocking a dynamic portfolio of media, branding, and community engagement elements. these include tv content, commercial placements, and social and digital storytelling celebrating space and defense innovation.

at coors field, fans will see york-branded in-venue signage, including prominent third baseline and led placements, and the naming entitlement of the suite level beginning in 2026. york will also serve as presenting sponsor of the rockies' "wire cam" broadcast feature, delivering a unique perspective on the game when viewers watch the rockies.

community impact is a cornerstone of the partnership, with york presenting an annual suite of stem-focused youth and educational initiatives, including stem day, rockies annual charity night and the rockies charity golf tournament. custom aluminum concession cups beginning in 2026 and mcgregor square integrations further extend york's footprint into the gameday experience.

"we're thrilled to welcome YORK to the rockies family for many years to come," said walker monfort, executive vice president for the colorado rockies. "this partnership not only breaks new ground in sports marketing, but it also unites two denver-based organizations committed to achieving our goals together. we're excited for the next chapter of rockies baseball which begins with YORK today."

as the sports world and space sector converge in a highly visible and meaningful way, this deal underscores a bold, shared vision between YORK, the rockies, and playfly sports: honoring roots and embracing innovation.

"YORK and the colorado rockies are setting a new precedent for how transformative companies engage with passionate sports audiences," said paul asencio, executive vice president of global partnerships at playfly sports. "we're proud to bring this first-of-its-kind deal to life and showcase the power of strategic partnerships that transcend traditional boundaries."