

Will Grier signs with NOBULL

BOSTON, MA (April 25, 2019)- [NOBULL](#) is a footwear, apparel and accessories training brand based in Boston, MA. The brand was founded in 2015 by former Reebok executives Marcus Wilson and Michael Schaeffer, and has primarily catered to the CrossFit™ community since launching.

Today the brand announced the signing of Will Grier to an endorsement deal. Will is expected to be among the top quarterbacks selected in this week's 2019 NFL draft.

The deal is unique because NOBULL does not produce on-field products but speaks to the significance Grier puts on his training. "There are 16 games in a NFL regular season. The rest of the year I train for those opportunities," Grier said. "How I train determines how I will play. I have to have the highest quality training product that gives me the best chance to succeed. It is NOBULL. Hands down."

This signing is aligned with NOBULL's focus on training and will provide additional reach for the growing brand.

"NOBULL is a training brand for people who work hard and don't believe in excuses. That philosophy perfectly aligns with who Will Grier is as an athlete and person," said Marcus Wilson, cofounder of NOBULL. "Although he will be competing on the biggest stage each Sunday, we're most excited about providing him the products he needs to put in the work day-after-day, when no one is watching. Adding Will Grier to team NOBULL is a great step for our brand."

As new companies emerge and challenge the bigger brands, the sponsorship landscape will continue to change.

"Will is an incredible quarterback and a cerebral person," said Dan Everett, Grier's marketing agent at ESM. "Will prioritizes partnering with brands that are authentic fits and reflect his family's values even if they are non traditional. NOBULL is a groundbreaking rookie endorsement deal. Will aligns himself with a brand that gives him the highest quality training product as he prepares for the transition to the NFL."