

NETFLIX

INDIANA
FEVER | STRANGER
THINGS



The Jersey



Iconic Stranger Things font across the chest



vines creep from jersey to shorts



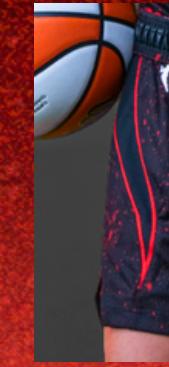
“011” on the belt buckle nods to Eleven



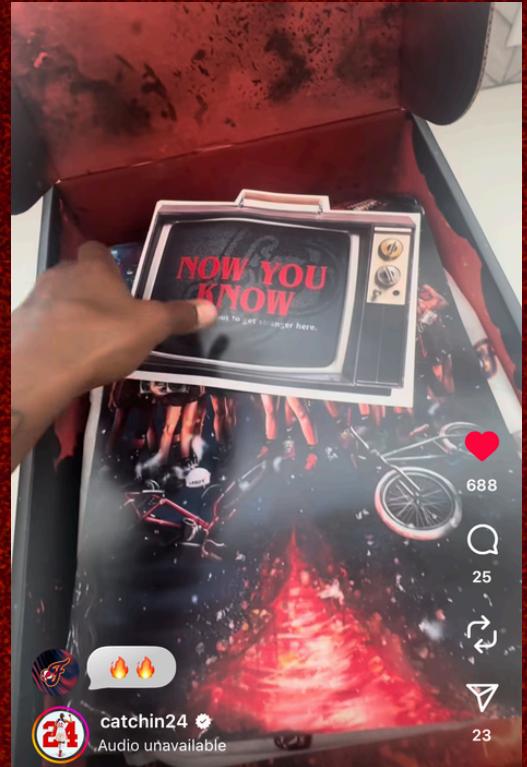
Mini-Demogorgon lurks on the short vent



“Fever” turns upside down



Retail



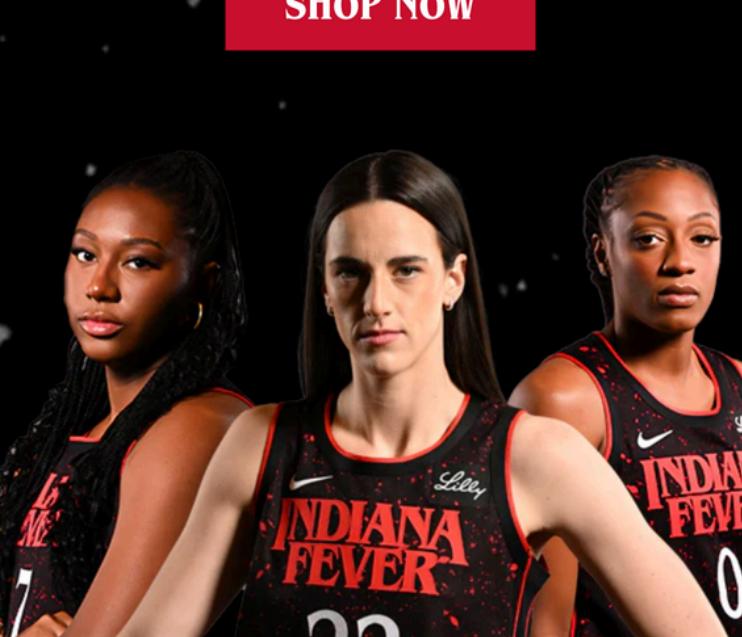
TEAM STORE FREE U.S. SHIPPING
On orders over \$100

NETFLIX
INDIANA FEVER | STRANGER THINGS

11

STRANGER THINGS REBEL COLLECTION

SHOP NOW



70 + products supporting the launch

Takeover of the Fever Team Store

Reskinned Feverteamstore.com

111 influencer boxes distributed with custom 11 jerseys

Highest regular season sales gameday for Gainbridge Fieldhouse

Over 422K page views in 24hrs

Social Media



100 + posts across the PS&E family of accounts

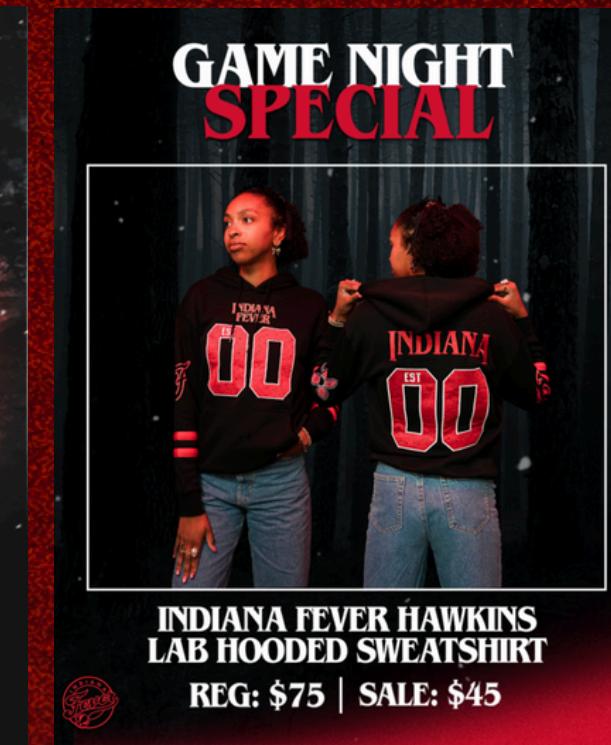
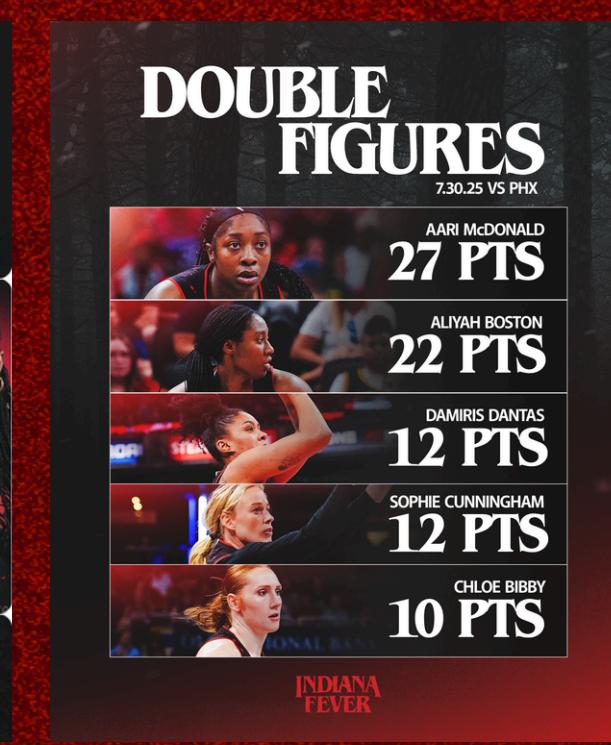
15.7M Video Views

1.2M Social Engagements

#1 in social media engagements and video views among all sports teams in North America for the 48hrs surrounding the launch



Social Media



Earned Media

NEWS

Tap in to the Upside Down with *Stranger Things*-Themed Indiana Fever Jerseys

This special collaboration is an easy layup for fans of the sci-fi series.

BY KEISHA HATCHETT JULY 24, 2025

Indiana Fever Team with Netflix's 'Stranger Things' for Exclusive Jersey

The Fever previously donned a special Rebel Edition 'Stranger Things' jersey in 2021.

[Lauren Rizzo Shaffer](#) | Jul 24, 2025

Nike's Stranger Things Collaboration Includes Caitlin Clark Indiana Fever WNBA Jerseys

By Nicholas Vlahos
Published July 23, 2025 at 10:24 AM

WNBA Fans Loving Indiana Fever's New Uniforms

Story by [THE SPUN](#) by Athlon Sports

Media hits from ESPN, Bleacher Report, CBS, FOX Sports, Front Office Sports, USA Today, IMDB, Netflix Tulum, the Gist, Togethxr and more



\$5.2 Million in publicity



327 Million Audience Reach



488 Mentions

