

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

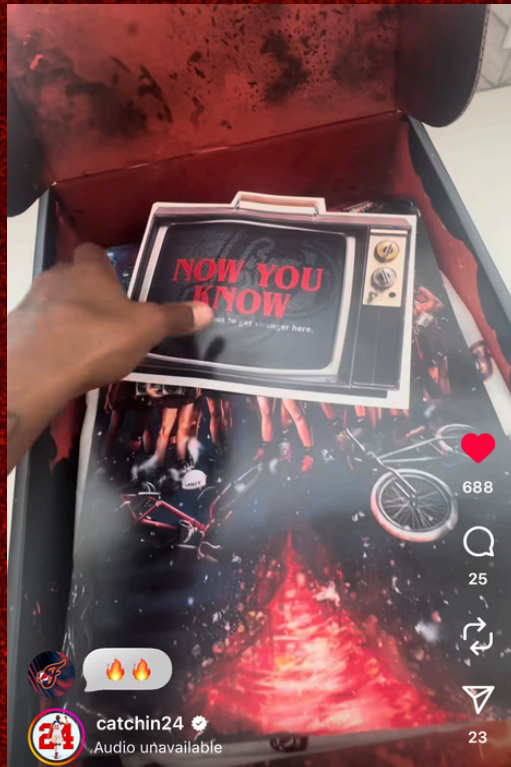


“Fever” turns upside down





# Retail



**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**

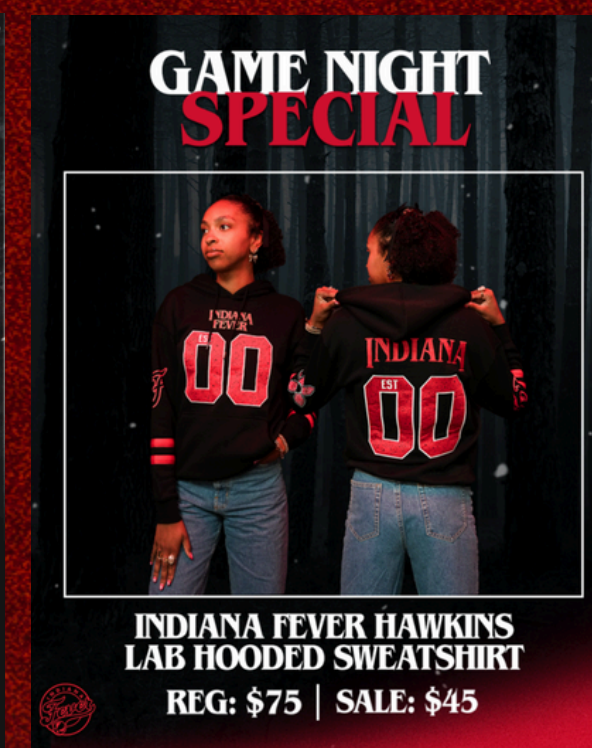
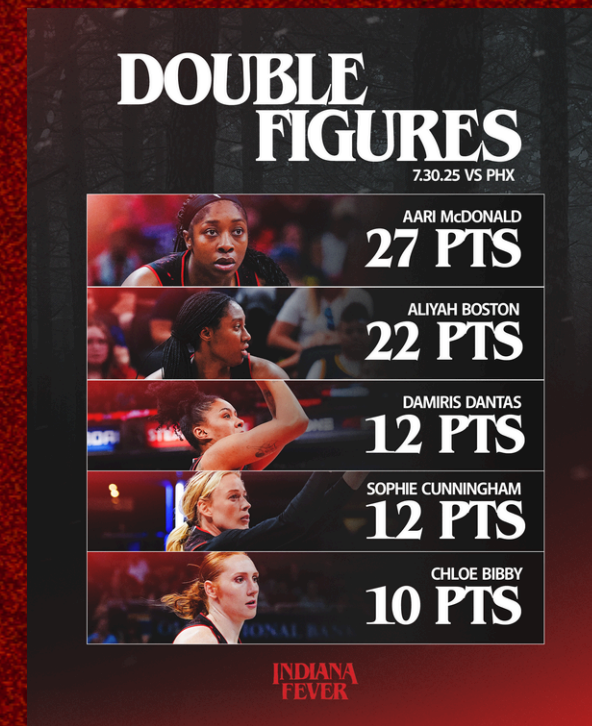


**#1 in social media engagements and video views among all sports teams in North America for the 48hrs surrounding the launch**





# Social Media





# Earned Media

## 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

