COVID-19 Response Efforts

Fanatics Brands’ Efforts to Support Supply Chain Workers

The COVID-19 pandemic has had widespread health and economic impacts across the globe. During these unprecedented times, Fanatics Brands is committed to working closely with our supplier partners, not only to identify ways to promote business continuity, but also to lessen negative impacts on workers.

As part of these efforts, Fanatics Brands currently plans to pay in full for finished and in-process orders from all supplier partners globally.

Additionally, we are tracking national health and safety directives, as well as compensation requirements regarding COVID-19, within our countries of manufacture. In this process, we are engaging with our supplier partners both to reinforce an understanding of, and adherence to, these directives and requirements, so that the health and safety of workers, as well as legally mandated compensation and benefits, are prioritized.

Finally, Fanatics Brands endorses the International Labor Organization (ILO) Garment Industry Call to Action. Fanatics remains committed to engaging with global industry stakeholders with whom we partner, including brands, multi-stakeholder organizations, and others, to support supply chain workers during these uncertain times and beyond.

Masks & Gowns for Healthcare Workers

In times of crisis, Fanatics believes that leaders across industries have an obligation to help those in need. To that end, and in response to the shortage of masks and gowns for frontline workers battling COVID-19, Fanatics converted its 360,000 sq. ft. manufacturing plant in Easton, PA that makes the official Major League Baseball uniforms into a building that produces masks and gowns from the very same materials used to outfit MLB players. In a little over one month, Fanatics produced and donated more than 500,000 masks and gowns to hospitals and emergency personnel in eight states with more states to follow.

ALL IN Challenge - Fighting Hunger

After getting the mask and gown program off the ground, Fanatics quickly turned its attention to the next overwhelming need that COVID-19 was exposing – hunger. Fanatics founder and executive chairman Michael Rubin saw the staggering number of people now affected by lack of food resources – children who received meals in schools that are now closed, the elderly and the tens of millions people newly unemployed – and knew that something had to be done
immediately. Fanatics sits at the unique crossroads of working with nearly every league, team and athlete, while having many connections to entertainers and celebrities who are also sports fans. Understanding this, Michael created the ALL IN Challenge, which united the biggest names in sports, entertainment and business to offer up incredible prized possessions and once-in-a-lifetime experiences available for online auction or enter-to-win giveaways to benefit the leading organizations battling food insecurity. The entire Fanatics organization worked tirelessly to launch the ALL IN Challenge and in the midst of a global crisis raised nearly $60 million to feed those in need impacted by the COVID-19 pandemic.