



47 Northwood Drive • Beaverton, Oregon 97005 • (701) 623-3498

---

## News Release

**FOR IMMEDIATE RELEASE**

March 15, 2026

**FOR MORE INFORMATION:**

Presley Peraza  
Public Relations Director  
(701) 623-3498  
press@nike.com



(Getty Images)

---

### Stephen Curry Signs with Nike to Represent The Curry Brand

---

**BEAVERTON, Ore.** – Stephen Curry signed with [Nike, Inc.](#) to represent [The Curry Brand](#), with the agreement finalized on March 10, 2026, as announced by Nike on March 15, 2026. Financial terms were not disclosed.

Curry's previous partnership with Under Armour came to an end on November 13, 2025, after 12 years with the company. He originally signed with Under Armour on October 1, 2013, for just under four million dollars per year. A 2015 extension granted him an equity stake in Under Armour valued at over \$200 million. After more than a decade together, Curry and Under Armour mutually agreed to part ways, leaving Curry free to explore new partnerships to represent him and his company.

"Nike is thrilled to welcome Stephen Curry and The Curry Brand to our family," Elliot Hill President and CEO of Nike, Inc, said. "Stephen's impact on and off the court is undeniable, and we are committed to representing his brand to the highest level."

Curry and Nike began discussions on November 20, 2025, shortly after his Under Armour contract expired. The two sides worked through the winter before finalizing terms in early March 2026. With Curry having accrued a large, loyal fanbase over his career, Nike views the partnership as a significant addition to its roster of athlete endorsers.

Curry has played for the Golden State Warriors since being drafted by the organization in 2009. Over his NBA career, he has earned four championships, 12 [All-Star](#) selections, and two regular season Most Valuable Player awards. He is widely regarded as one of the most influential players in the history of the sport.

Before his professional career, Curry attended [Davidson College](#) in Davidson, North Carolina, where he led the NCAA in scoring with 28.6 points per game during the 2008–09 season. He was named First Team All-American in 2009. In 2008, he led Davidson to the Elite Eight of the NCAA Tournament; the first time the program had reached that stage in 39 years.

---

###