



COLLEGE FOOTBALL IS BACK: WATCH AS THIS SEASON'S TOP STANDOUTS SHOW FANS HOW TO TUNE-IN ON THEIR TERMS

August 31, 2026

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ENGLEWOOD, Colo., Aug. 31, 2026 (GLOBE NEWSWIRE) -- While the first weekend of college football is now in the rear-view, the season is only getting started. Sling TV, the most flexible live streaming service, today released the complete collection of athlete-led content from its "Watch Football on YOUR Terms" campaign, reminding fans across the country that there is a smarter, more flexible way to follow the action all season long.

The campaign features nine standout college football players, each bringing their own personality, perspective and approach to the game. Through a series of custom video content, the athletes show what it means to play football with confidence, and on their own terms, while helping fans discover how Sling offers them the matchups they want that's flexible and affordable.

“College football kickoff was just the opening drive - and we understand that every fan follows the college football season differently,” said Seth Van Sickel, SVP, Video and Streaming Services. “This campaign puts a spotlight on these incredible players while proving that with Sling fans are in total control of how, where, and when they experience every big play.”

The “Watch on YOUR Terms” player roster is Sling’s largest NIL program to-date, featuring some of college football’s established stars and emerging talent. Ranging from the “Sling the Rock Challenge” where the top QBs try to hit targets from 15, 25 and 50 yards to more intimate interview style content, the players showcased that they play and watch the game on their own terms. Content from each athlete can be explored here:

- **Darian Mensah**, Quarterback at the University of Miami | [WATCH VIDEO](#)
- **LaNorris Sellers**, Quarterback at the University of South Carolina | [WATCH VIDEO](#)
- **Kevin Jennings**, Quarterback at SMU | [WATCH VIDEO](#)
- **Beau Pribula**, Quarterback at the University of Virginia | [WATCH VIDEO](#)
- **Bear Bachmeier**, Quarterback at Brigham Young University | [WATCH VIDEO](#)
- **Kenny Minchey**, Quarterback at the University of Kentucky | [WATCH VIDEO](#)
- **Faizon Brandon**, Quarterback at the University of Tennessee | [WATCH VIDEO](#)
- **Peyton Bowen**, Safety at the University of Oklahoma | [WATCH VIDEO](#)
- **Eli Bowen**, Cornerback at the University of Oklahoma | [WATCH VIDEO](#)

Whether fans want one marquee matchup, a full weekend of games, or season-long access, Sling offers flexible options built around the way they actually watch.

- Flexible Passes: Get a 1, 3, or 7-day pass with affordable options to watch football starting at just \$4.99
- Monthly Plans: Options to watch football starting at just \$19.99
- Football Season Pass: A five month plan starting at \$199.99

For more information about Sling’s 2026 college football offerings, visit www.sling.com/sports/football/college-football/college-sports-company.

About Sling TV

Sling TV is an Emmy® Award-winning live streaming TV service that provides more than 700 channels from today’s most popular networks across its general market, Latino and international services. It is available on all major streaming devices, smart televisions, tablets, game consoles, computers and smartphones. Sling TV offers two general market streaming services, Sling Orange and Sling Blue, that collectively feature content from Disney/ESPN, FOX, NBC, AMC, A&E, AXS, Discovery, Scripps, Turner, Viacom, NBA TV, NFL Network, NHL Network, GSN, Hallmark, SHOWTIME, STARZ and MGM+. Sling TV offers customers access to free content via Sling Freestream, à la carte channels and services, plus Pay-Per-View events and movies on-demand. Sling TV provides a suite of stand-alone and add-on Spanish-language services and packages tailored to English-dominant, bilingual and Spanish-dominant U.S. households. Sling TV is the leading U.S. provider of foreign-language programming, with more than 400 channels in 27 languages. Visit sling.com for more information. Sling TV L.L.C. is an indirect wholly-owned subsidiary of EchoStar Corporation (NASDAQ: ECHO).

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A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/6a50d84e-466f-4151-8940-95a8844c73c7>