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Soaring Eagle Casino & Resort Named Official Casino Partner of the Detroit Lions, Expanding Fan Experiences Across Michigan

MOUNT PLEASANT, Mich. — On July 16, 2026 — Soaring Eagle Casino & Resort, Michigan's premier gaming, entertainment and hospitality destination, today announced a renewed multi-year partnership with the Detroit Lions, becoming the team's Official Casino Partner and bringing unique fan experiences, community engagement initiatives and exclusive hospitality opportunities to Lions fans throughout the state.

Soaring Eagle Casino & Resort will receive naming rights to the newly branded Soaring Eagle Sports Bar at Ford Field. Located on the northwest upper concourse, the venue will feature prominent Soaring Eagle branding, interactive fan activations and exclusive promotions during Detroit Lions home games and major Ford Field events, creating a year-round destination where fans can gather to celebrate Lions football.

"This partnership brings together two iconic Michigan brands that have spent decades bringing people together," said Joe Nayquonabe, CEO of Soaring Eagle Casino & Resort. "Soaring Eagle is proudly owned by the Saginaw Chippewa Indian Tribe, and like the Lions, we've built our reputation by creating places where people come together to celebrate, connect and make memories. There's a real sense of pride in partnering with an organization that means so much to people across our state and together, we're building on what makes Michigan special."

SCIT Chief, Luke Sprague shares, "The SCIT has a tremendous opportunity to look at supporting an NFL Franchise and highlight a meaningful partnership between a globally recognized team and a tribal nation. Diversifying our networks assists in bringing support, resources and benefits back to our community as a whole."

Chief Sprague continues, "The commitment the Lions organization has to community is unmatched, and we are excited on where we go with this relationship. The understanding by the Lions organization of the importance of community is at the core of our partnership."

The casino & resort will be integrated into several fan-focused Detroit Lions programs, including presenting sponsorships of the Lions' popular Power Hour game-day experience and the in-stadium Fantasy Stats Leaderboard contest. The agreement also expands Soaring Eagle's ability to connect with fans beyond the resort through digital experiences and engagement opportunities across Michigan.

As part of the partnership, Soaring Eagle will also receive branding opportunities on the Detroit Lions mobile app, serve as the presenting partner of the weekly Four Downs digital editorial series and receive Extra Point brand integration during regular season home games.





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As a key pillar of the partnership, the mobile app enables ongoing, meaningful engagement with Lions fans, ensuring the brand remains highly visible, relevant, and top of mind across the fan base through a dedicated digital touchpoint. Unlike traditional partnership assets that are limited to game days, broadcasts, or specific events, the app provided a year-round platform to connect with fans throughout their daily interactions with the team. Through consistent exposure alongside team news, exclusive content, schedules, scores, and fan experiences, the brand is seamlessly integrated into the fan journey.

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In addition, Soaring Eagle will be featured as the presenting partner of the Lions' weekly Four Downs digital editorial content series, providing consistent engagement with fans across the club's digital platforms. The partnership will also include Extra Point brand integration during Detroit Lions regular season home games, with Soaring Eagle branding featured as both home and visiting teams attempt extra points, creating a high-visibility in-game connection point with fans.

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Beyond game day, the two organizations share a commitment to strengthening communities across the state. Each year, Soaring Eagle and the Detroit Lions will collaborate on a signature community initiative designed to celebrate Michigan communities while creating memorable experiences for fans and families.

"Taking care of people has always been at the heart of Soaring Eagle," Nayquonabe added. "Whether someone visits us in Mount Pleasant, walks into the Soaring Eagle Sports Bar at Ford Field, or connects with us online, our goal is to create experiences that bring people together. This partnership gives us new ways to reach fans across Michigan while staying true to who we've always been - a homegrown brand built by and for Michiganders."

That commitment reflects a shared belief that great experiences are about more than entertainment, they are about creating moments that people remember and share with the people who matter most.

"Both of our organizations exist to give people something to look forward to and a place to create memories with the people they care about," Nayquonabe said. "That's what makes this partnership such a natural fit."

ABOUT SOARING EAGLE CASINO AND RESORT

Soaring Eagle Casino & Resort in Mt. Pleasant, Michigan is owned and operated by the Saginaw Chippewa Indian Tribe. The resort offers 516 newly renovated luxurious guest rooms, full service spa & salon, a large indoor pool adorned with a half million Italian glass tiles, along with an all-season outdoor





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Jacuzzi. The resort caters to numerous corporate event planners with 70,000 sq. ft multi-purpose convention and meeting space. The vast casino floor has more than 3,000 slot machines, just over 70 table games, newly designed poker room, and a high stakes gaming & VIP lounge. Soaring Eagle presents over 45 superstar performances each year in their state-of-the-art indoor entertainment hall and impressive 13,000 seat outdoor amphitheater. Soaring Eagle Casino & Resort currently features five dining options, such as Siniikaung Bistro, ASCEND Sports Bar & Lounge, Central Deli & Slice Pizza, and Little Eagle Café, The Food Court and Ruth's Chris Steakhouse. Soaring Eagle is also well known for their family-oriented environment allowing young guests an opportunity to enjoy a visit in the Cyber Quest arcade or Kids Quest, which provides a supervised entertainment experience for children six weeks to 12 years old.

The Soaring Eagle Properties includes its flagship property Soaring Eagle Casino & Resort located in Mount Pleasant, Michigan alongside the Slot Palace & Bingo Hall plus the 2008 established property located in Standish, Michigan, Saganing Eagles Landing Casino & Hotel.

The Soaring Eagle Properties collectively offers over 250,000 square feet of gaming space including 4,200 slot machines, 60 table games, 10 restaurants and bars, plus 664 hotel rooms.

The Slot Palace is the original Saginaw Chippewa Gaming Enterprise which featured slot machines and table games. Today the Slot Palace has over 500 slot machines and a 500 seat Bingo Hall hosting the highest cash bingo prizes in Michigan.

Saganing Eagles Landing Casino & Hotel originally opened in 2008 with approximately 800 slot machines and without a hotel. The addition of the 148 room hotel, two restaurants and an expanded gaming floor opened in 2019. The gaming floor now offers over 1100 slot machines. The Saganing Hotel also features an indoor pool, Jacuzzi and fitness area as well as a meeting space to accommodate small meetings and private events.

Eagle Casino & Sports Eagle Casino & Sports is one of the few online casinos in Michigan that can offer exclusive land based casino & resort benefits and rewards based on your iGaming play and loyalty. Overnight stays, complimentary dining and other exciting rewards will be offered to loyal Eagle Casino & Sports players.

ABOUT THE DETROIT LIONS

The Detroit Lions are a professional American football team based in Detroit, Michigan. They are members of the North Division of the National Football Conference (NFC) in the National Football League (NFL) and play their home games at Ford Field in downtown Detroit. The team was located to Detroit in 1934 and is the NFL's fifth oldest franchise. The Detroit Lions' most recent NFL postseason appearance was the Divisional round after securing a back-to-back NFC North title following a franchise-high 15-2 record during the 2024 season. For more information, please visit www.detroitlions.com





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