



TDECU
YOUR CREDIT UNION

Press Release
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TDECU Expands UH Partnership with Historic Investment



Courtesy: University of Houston

University of Houston and TDECU announced in principle today a partnership extension that will allow Houston's largest credit union to maintain naming rights of TDECU Stadium and expand its support of the University through at least 2034 with a new financial investment exceeding \$20 million. The agreement marks the most significant of its kind in the history of Houston Athletics and gives its *Houston Rise* capital campaign a major boost.

The [multi-year agreement broadens TDECU's commitment](#) to the University, Houston Athletics, and the surrounding community.

“We consider this a win, win for both organizations. TDECU is now Houston’s largest credit union and the fourth largest in Texas. We’re growing to help more people navigate their financial journeys, and UH is growing to a larger national stage,” said Isaac Johnson, TDECU President & CEO.

“TDECU’s partnership has been instrumental to the ascent of Houston Athletics and their renewed commitment only strengthens the foundation for success in the Big 12,” said Renu Khator, University of Houston president. “It’s truly a special opportunity to be aligned long-term with an organization that shares our values and unrelenting will to achieve as we strive to compete and win on the national level.”

The **Houston Rise** campaign is a \$150 million drive dedicated to competitive excellence in the Big 12 for the UH Athletics program. The Football Operations Center is a **Houston Rise** cornerstone priority and will undoubtedly be recognized as one of the most preeminent football operations facilities in the country, offering Houston student-athletes the highest level of competitive and academic resources and experiences.

“This long-term commitment and investment by TDECU’s leaders demonstrate their vision, confidence and belief in our university and athletics program; and will serve as an invaluable catalyst for our **Houston Rise** campaign as we move into the Big 12,” said Houston Vice President for Athletics Chris Pezman.

The renewal builds on a partnership established nearly a decade ago and solidifies TDECU’s investment in the growth and development of UH’s more than 300,000 students and alumni.

“This innovative extension means more UH students, faculty, and the local community will have access to the benefits and services our members already enjoy. TDECU can meet UH students when they begin their journeys on campus and walk with them through their college years and beyond,” Johnson added.

The uniquely designed partnership expands beyond traditional sports agreements with a multi-tiered approach of programs and initiatives that support career development, financial literacy, and community outreach.

“We are honored to have TDECU, a brand synonymous with excellence and integrity, so **closely connected to Houston Athletics**,” added Pezman. “Thank you to Isaac Johnson and the TDECU Board and entire leadership team for their unwavering support of our partnership that will continue to impact Houston Athletics, our university, and our community in a truly transformational way.”

For more [click here](#).

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About TDECU | Founded in 1955, TDECU is a not-for-profit financial cooperative with more than 366,000 Members and over \$4.7 billion in assets. TDECU currently has 39 service locations, including 35 Member Centers, and offers a complete selection of convenient, innovative, and competitive products and services, including a full suite of deposit products as well as mortgage, auto and personal loan products, online and mobile banking. TDECU also offers, through its subsidiaries, retirement planning and wealth management, personal and business insurance products. Members can also access a worldwide network of over 55,000 surcharge-free ATMs. For more information visit [TDECU.org](https://www.tdecu.org) or call (800) 839-1154.

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About Houston Athletics | University of Houston Athletics currently fields 17 sport programs with seven on the men's side (baseball, basketball, cross country, football, golf, and track & field) and 10 on the women's side (basketball, cross country, golf, soccer, softball, swimming & diving, tennis, track & field, and volleyball). During its athletics history, Houston has recorded 162 conference championships with 17 NCAA team national championships and 68 NCAA individual national crowns. The Cougars will join the Big 12 Conference in July 2023, marking the department's seventh league affiliation during its award-winning history.