



JEREMIAH LOVE MAKES A PERMANENT IMPACT WITH SHARPIE AHEAD OF HIS ROOKIE SEASON

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New creative marks the next chapter of Sharpie's Rookie of the Year program, spotlighting the preparation, performance and signature moments behind Jeremiah Love's first season in the pros

Key Summary Bullets

- Sharpie debuts new creative featuring 2026 Rookie of the Year Jeremiah Love ahead of his highly anticipated rookie season.
- The creative marks the next chapter of Sharpie's Rookie of the Year program, which puts Sharpie alongside emerging football stars throughout the defining moments of their first professional season.
- Featuring Sharpie Permanent Markers and Sharpie S-Gel pens, the creative showcases how Sharpie's high-performance portfolio supports Love from everyday preparation to career-defining signature moments.
- The campaign builds on a milestone already shared by Sharpie and Love: signing his first professional contract with a Sharpie S-Gel pen after being drafted third overall.

ATLANTA, Aug. 24, 2026 /PRNewswire/ -- As Jeremiah Love prepares to take the field for his first professional season, Sharpie® is continuing a tradition built around helping the game's next generation make their mark.

Experience the full interactive Multichannel News Release here: <https://www.multivu.com/sharpie-s-gel/9417151-en-sharpie-rookie-of-the-year-program-jeremiah-love-creative-partnership>

Today, Sharpie is debuting new creative featuring Love, its 2026 Rookie of the Year, marking the latest chapter of a partnership that has followed him through the defining firsts of his professional journey. Now in its third year, the Sharpie Rookie of the Year program puts the brand and its high-performance writing tools alongside emerging football stars as they turn potential into performance – from signing their first professional contracts to connecting with fans and creating moments that make a lasting impact.

The new creative celebrates the everyday work behind Love's journey to the pros. Centered on the mindset "Demand High Performance. Every Day," it follows Love from preparation to performance, showing how consistency and focus every day build toward the moments that matter most. Throughout, Sharpie Permanent Markers and Sharpie S-Gel pens serve as the tools that help him put that preparation into action – from notes and game plans to autographs and career-defining signatures.

Timed to the start of the football season, the creative will run throughout the season across social and digital media and connected TV.

Love, selected with the third overall pick in the draft this past April by Arizona, used a Sharpie S-Gel pen to sign with his first pro team. Known for bold, vibrant ink and no-smear, no-bleed technology, the Sharpie S-Gel pen delivers the smooth, high-performance writing experience designed to help every signature stand out.

"This creative brings to life the preparation and high-performance mindset that Jeremiah brings to his game every day," said Kris Malkoski, President of Newell Brands Learning and Development Segment. "Through our Rookie of the Year program, we're proud to put Sharpie's high-performance tools in the hands of emerging stars like as they prepare to perform at the highest level and make their mark."

Love continues a Sharpie Rookie of the Year tradition that began in 2024 and has included Rome Odunze, Michael Penix Jr. and Tetairoa McMillan. Across each rookie season, Sharpie has shown up for the milestones that mark the transition from prospect to pro – from first contracts to fan interactions, community initiatives and personalized cleat designs. As the 2026 Sharpie Rookie of the Year, Love will carry that tradition forward throughout his first season, with Sharpie S-Gel pens, Permanent Markers and Creative Markers showing up across the moments that define his rookie journey.

About Sharpie®

In 1964, the iconic Sharpie Fine black marker became the first pen-style permanent marker, and today Sharpie offers a wide selection of permanent markers, pens, highlighters, and more for the classroom, the office, and at home. Having perfected the permanent marker, Sharpie has gone on to innovate across all types of writing tools. Made to write on, stand out on, and stay on practically any surface, it is the Permanent Marker born for courageous self-expression that never, ever fades from glory. All Sharpie products are designed for precision and performance to bring your vision to life, transforming the ordinary to bold and creative with intensely brilliant colors that elicit vibrant impressions. The ink dries quickly and resists water and fading, allowing creations to stand the test of time. Permanent Markers from Sharpie are made to write on various mediums including paper, plastic, metal, and most other surfaces.

About Newell Brands

Newell Brands (NASDAQ: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Rubbermaid, Sharpie®, Graco®, Coleman®, Rubbermaid Commercial Products®, Yankee Candle®, Paper Mate®, FoodSaver®, Dymo®, EXPO®, Elmer's®, Oster®, NUK®, Spontex® and Campingaz®. Newell Brands is focused on delighting consumers by lighting up everyday moments.





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