

Rallying the Valley:

How UTRGV Launched a Historic Football Era with a Modern Retail Ecosystem

The Challenge: Launching Retail at Game-Day Scale

Launching a Division I football program is a defining institutional moment. For The University of Texas Rio Grande Valley it meant preparing for immediate, high-volume retail demand – from students, alumni, and the broader Rio Grande Valley community. The university needed retail operations that could scale quickly, perform under pressure, and extend beyond the walls of Vackar Stadium.



Key Challenges:

- Launching retail infrastructure alongside an inaugural football season
- Managing high-volume game-day traffic and merchandise demand
- Ensuring rapid restocking between games
- Reducing checkout friction during peak periods
- Extending retail reach beyond the stadium footprint

The Solution: A High-Performance Store Model



Stadium Team Store Launch

- Opened a fully branded, BibliU-powered team store at Robert and Janet Vackar Stadium
- Curated bold, high-demand Vaqueros merchandise
- Designed layout and merchandising for high-volume game-day performance



Operational Excellence

- Streamlined inventory management and rapid restocking between games, with new merchandise available for each home game
- Optimized checkout flow to keep lines moving during peak demand
- Supported and collaborated with campus retail staff



Mobile Retail Expansion

- Launched a BibliU-powered UTRGV Campus Stores mobile retail trailer
- Rotated merchandise dynamically to support football games, baseball, orientation, graduation, and other campus events
- Extended Vaquero spirit beyond the stadium and into the broader campus community



We're very pleased with BibliU's performance — especially their ability to work collaboratively to brand the store, restock new merchandise quickly between games, and offer a varied selection of spirit merchandise at competitive prices. Lines move swiftly, and we're excited to see BibliU operate in our larger campus stores.

— Letty Benavides, Associate Vice President,
UTRGV Campus Auxiliary Services



Retail Performance Highlights



\$280K in sales

Generated across stadium and pop-up retail in just 7 home games



7 Home Games

Handled high-volume traffic with consistent performance across each game



Game-Day Demand Captured

Pop-ups expanded reach beyond the stadium, maximizing game-day demand and capturing sales



Why it Matters

UTRGV's retail transformation demonstrates how institutions can launch athletics programs with scalable, high-performance retail infrastructure — capturing high-volume demand, strengthening community engagement, and building long-term operational flexibility from Day 1.