



A New Team in Texas Football: Casey's Partners with Dave Campbell's Texas Football

August 24, 2026

Casey's Team of the Week and Student-Athlete of the Week programs will recognize high school teams and students making an impact on and off the field

ANKENY, Iowa--(BUSINESS WIRE)--Aug. 24, 2026-- Casey's, the third-largest convenience retailer and fifth-largest pizza chain in the U.S., is teaming up with Dave Campbell's Texas Football to strengthen its connection to fans and communities throughout the state, where football traditions help bring neighbors together and fuel hometown pride.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260824739129/en/>



Marble Falls High School students enjoyed Casey's breakfast pizza, a well-earned reward after a late-night start to football season.

Throughout the 2026 football season, Dave Campbell's Team of the Week presented by Casey's and Dave Campbell's Student-Athlete of the Week presented by Casey's will

recognize standout high school football teams and students who demonstrate excellence on the field, in the classroom and in their communities. Casey's will also hit the road throughout the season, bringing fans, schools and communities together through special gameday experiences and celebrations across Casey's Country.

As Casey's continues to grow across Texas, the partnership reflects the company's commitment to becoming part of the communities it serves and celebrating the traditions that bring people together.

"At Casey's, we're passionate about showing up for the communities we call home, and few things bring communities together quite like Friday night lights," said Steph Hoppe, VP, Omnichannel Marketing at Casey's. "We're excited to recognize the hard work, leadership and determination of students and teams across the state while deepening our connection with our Texas guests and celebrating the teams, students and communities that make football season so meaningful."

The partnership launches as excitement builds for the start of football season across Texas, with communities preparing for another year of Friday night traditions, school pride and unforgettable moments under the lights.

From the anticipation of midnight practices to the first kickoff of the season, football fans across Texas know the journey starts long before Friday night with early mornings and long practices. As athletes put in the hard work during early mornings and late-night practices, Casey's helped kick off the season in Marble Falls, Texas, by serving its famous Breakfast Pizza after the team's midnight practice. Made with scratch-made dough and loaded with fan-favorite toppings, the pizza provided a well-earned meal for players as they prepared for the season ahead.

"High school football has a profound impact on communities across Texas," said Rudy Klancnik, Vice President of Sales at Dave Campbell's Texas Football. "We're proud to work with Casey's to recognize the teams and student-athletes whose dedication and achievements inspire their schools and hometowns."

Each week during the season, Dave Campbell's Team of the Week presented by Casey's will spotlight high school football programs that demonstrate exceptional teamwork, perseverance and community pride. Dave Campbell's Student-Athlete of the Week presented by Casey's will honor students who excel beyond the scoreboard through leadership, academics and service.

Teams and student athletes selected throughout the season will be featured across Dave Campbell's Texas Football platforms, helping shine a light on the stories and accomplishments that make Texas football unique.

Fans can learn more about the Team of the Week program and nominate a school throughout the season by visiting www.texasfootball.com/team-of-the-week.

About Casey's

[Casey's](#) is a Fortune 500 company (Nasdaq: CASY) operating nearly 3000 [convenience stores](#). Founded more than 50 years ago, the company has grown to become the third-largest convenience store retailer and the fifth-largest pizza chain in the United States. Casey's provides freshly prepared foods, [quality fuel](#) and friendly service at its locations. Guests can enjoy [pizza](#), donuts, other assorted [bakery items](#), and a wide selection of beverages and snacks. Learn more and order online at www.caseys.com, or in the mobile app.

About Dave Campbell's Texas Sports

Dave Campbell's is a legacy Texas media brand rooted in high school football, with expanding authority in all UIL sports and high

school events, recruiting, and college football. We are the home to the iconic Dave Campbell's Texas Football magazine and a growing portfolio of media and digital products. We produce 2,000+ live-streamed games annually, alongside studio shows, newsletters, podcasts, and a live-scoring app. Trusted by fans, coaches, athletes, and communities statewide, our team balances editorial excellence, audience connection, and platform innovation.

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Source: Casey's General Stores