



FOR IMMEDIATE RELEASE
February 21, 2025

Destroyer.Rocks Named Official Game Ball of the Indoor Football League

Jacksonville-Based Sports Merchandise Company Enters Multi-Year Partnership with the IFL

JACKSONVILLE, Fla. — Destroyer.Rocks, a Jacksonville, Florida-based sports merchandise and promotional products company, has entered into a multi-year partnership with the Indoor Football League (IFL), becoming the Official Game Ball of the IFL and a preferred vendor for promotional products throughout the league.

The partnership covers the 2025, 2026 and 2027 IFL seasons and expands Destroyer.Rocks' presence in professional sports while providing IFL teams with access to the company's custom game balls, promotional products, retail merchandise and other branded products.

Under the agreement, Destroyer.Rocks will provide game balls for the IFL's Eastern and Western Conference Championship Games as well as the IFL National Championship Game. Destroyer will also serve as a resource to IFL member teams for game balls, theme-night balls and a broad range of promotional and retail merchandise.

"We are excited to welcome Destroyer.Rocks as the Official Game Ball of the Indoor Football League," said Todd Tryon, Commissioner of the Indoor Football League. "Jeff brings a unique perspective to this partnership because he has sat on the other side of the table as an arena football owner and operator. He understands our teams, our business and the challenges our owners face every day. Combined with Destroyer's extensive experience in the sports industry, we believe this will be a tremendous partnership for the IFL and our member teams."

For Destroyer.Rocks CEO Jeff Bouchy, the partnership represents a return to his roots. Bouchy has deep ties to indoor football, having worked with and served as a minority owner of the Arena Football League's Orlando Predators from 1998 through 2001 before later owning and operating the Jacksonville Sharks through the 2019 season. Both were storied franchises in the Arena Football League.

"This partnership is especially meaningful to me because indoor football has been such a big part of my professional life," said Jeff Bouchy, CEO of Destroyer.Rocks. "I've been in these owners' shoes for more than a decade, and I know exactly what they expect from their vendors because I've lived it. I know what it's like to have a game on Saturday night and need a product delivered on Friday. I know what it's like to manage budgets, sell sponsorships, create promotions that put fans in the seats and make sure everything comes together on game day. That experience shapes the way we do business at Destroyer."

Bouchy believes that shared perspective will allow Destroyer.Rocks to approach its relationship with IFL teams differently than a traditional vendor.

"We're not looking at this as simply selling footballs or promotional products," Bouchy said. "I understand the business these owners are in because I've been one of them. Our job is to make their lives easier, help them create great experiences for their fans and deliver what we promise. I want every IFL owner to know that when they call Destroyer, they're talking to people who understand their business."



The partnership also gives Destroyer.Rocks the opportunity to bring its broader promotional and retail merchandise capabilities to IFL organizations throughout the country.

“We’ve spent more than two decades creating products for professional sports organizations, and we can do a tremendous amount beyond the football itself,” Bouchy said. “We want to earn the trust and business of IFL teams by being creative, responsive and competitive. Our goal isn’t just to be the Official Game Ball of the IFL for the term of this agreement. Our goal is to build relationships with these teams that last for many years.”

As part of the partnership, Destroyer.Rocks will have opportunities to present its products and capabilities directly to IFL ownership and league representatives during Board of Directors meetings, the league’s Annual Meetings and the IFL Championship Game.

The agreement further strengthens Destroyer.Rocks’ position in the professional sports industry while reconnecting Bouchy with a sport in which he spent more than a decade as an owner and operator.

About Jeff Bouchy

Jeff Bouchy is the founder and CEO of Destroyer.Rocks and has spent more than two decades working in the professional sports industry as both a team owner and sports merchandise executive.

Bouchy’s indoor football career dates to 1998, when he began working with the Orlando Predators of the Arena Football League and became a minority owner of the franchise. He remained with the Predators through 2001.

In 2009, Bouchy became the owner and operator of the Jacksonville Sharks, leading the franchise through the 2019 season. His experience on the ownership side of professional sports gives Destroyer.Rocks a unique understanding of the operational, promotional and financial demands facing professional sports organizations.

About Destroyer.Rocks

Destroyer.Rocks is a Jacksonville, Florida-based sports merchandise, promotional products and custom manufacturing company serving professional and collegiate sports organizations throughout the United States and Canada. Founded by CEO Jeff Bouchy, the company has more than two decades of experience developing custom promotional products, retail merchandise and specialty items for teams and organizations across the sports industry.

Destroyer.Rocks combines creative product development, overseas manufacturing capabilities and domestic production resources to provide sports organizations with products designed specifically for their brands, fans and events.

About the Indoor Football League

The Indoor Football League (IFL) is a professional indoor football league featuring teams throughout the United States. The league provides fast-paced professional football and culminates each season with conference championship games and the IFL National Championship Game.



Media Contact

Carie Hanawalt
Destroyer.Rocks
Jacksonville, Florida
carie@destroyer.rocks
855-968-7625
www.destroyer.rocks