



**Old Trapper NEW Sponsor of Big Ten Conference**  
*Official Beef Jerky of 2021 Collegiate Season*

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Forest Grove, Ore. – Fall 2021 – [Old Trapper](#), the Big Ten Network and Big Ten Conference today announced the beef jerky and meat snacks brand as the official beef jerky of the Big Ten Conference. The new partnership covers the Big Ten football, men’s and women’s basketball, and hockey seasons.

Throughout the 2021-22 season, Old Trapper will be highlighted as the official beef jerky of the Big Ten in both television broadcasts and streaming programming. Old Trapper will also be featured in 30-second spots across the Big Ten Network’s linear and digital platforms and included on conference signage at the Big Ten Football Championship Game presented by Discover, Big Ten Men’s Ice Hockey Tournament and the Big Ten Men’s and Women’s Basketball Tournaments. The beef snacks brand also receives rights to use Big Ten Conference logos throughout the season.

“We are excited to be partnering with the Big Ten Conference in this new sponsorship. Big Ten fans know that meat snacks pair perfectly with their traditions in football, basketball and hockey,” said Robert Leary, Director of Marketing of Old Trapper. “In considering expanding our sponsorships this year, it was an easy choice to partner with the Big Ten when we think about how committed the fans are to not only the teams, but to Old Trapper at the stores too.”

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### **About Old Trapper Smoked Products**

Old Trapper Smoked Products has produced its signature line of authentic handmade beef jerky from its headquarters in Forest Grove, Oregon since 1969. That 50 years of experience, complemented by continued investments in state-of-the-art processes, result in top-quality products that are distributed nationwide. A family-run business, Old Trapper offers a full line of high-quality, naturally smoked meat snacks using only the best lean strips of beef, the freshest seasoning ingredients and real wood-fired smoke. For more information, please visit [www.OldTrapper.com](http://www.OldTrapper.com).

### **About the Big Ten Conference**

Big Ten Conference is an association of world-class universities whose member institutions share a common mission of research, graduate, professional and undergraduate teaching and public service. Founded in 1896, Big Ten has sustained a comprehensive set of shared practices and policies that enforce the priority of academics in the lives of students competing in intercollegiate athletics and emphasize the values of integrity, fairness and competitiveness. The broad-based programs of the 14 Big Ten institutions will provide over \$240 million in direct financial support to more than 9,800 students for more than 11,000

participation opportunities on 350 teams in 42 different sports. Big Ten sponsors 28 official conference sports, 14 for men and 14 for women, including the addition of men's ice hockey and men's and women's lacrosse since 2013.

### **About Big Ten Network**

A joint venture between the Big Ten Conference and Fox Networks, Big Ten Network is the first internationally distributed network dedicated to covering one of the premier collegiate conferences in the country. With more than 1,700 events across all platforms, the 24/7 network is the ultimate destination for Big Ten fans and alumni across the country, allowing them to see their favorite teams, regardless of where they live. The Fox Sports App is the digital extension of the Big Ten Network, delivering live games and on-demand programming to Big Ten Network customers via the web, smartphones, and tablets. Network events include football, men's and women's basketball games, dozens of Big Ten Olympic sports and championship events, studio shows and classic games. Original programming highlights activities and accomplishments of some of the nation's finest universities, including the Emmy-nominated *The Journey*. The network is carried by all the major video distributors across the United State and Canada, such as DIRECTV, DISH, Verizon FiOS, AT&T U-Verse, Charter Spectrum, Xfinity, Altice USA, Cox Contour TV, Mediacom, RCN, WOW!, and approximately 300 additional video providers across North America. Big Ten Network is also available through the majority of streaming providers, including DIRECTV Stream, fuboTV, Hulu + Live TV, Sling TV, Vidgo and YouTube TV. For additional information, please visit [www.btn.com](http://www.btn.com).