

Southwestern Athletic Conference Announces General Motors as its Exclusive Automotive Sponsor

The Multi-Year Deal Supports Championships, Scholarships and Workforce Readiness

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/EINPresswire.com/ -- The [Southwestern Athletic Conference](#) (SWAC) announces [General Motors](#) (GM) as its exclusive automotive

sponsor through 2024. The three-year deal spans the entire conference footprint with GM supporting multiple touchpoints from championship events and scholarships to Esports gaming labs and workforce readiness and recruitment initiatives.



Southwestern Athletic Conference logo

"Words can't adequately express my excitement to welcome General Motors as the official automotive sponsor of the Southwestern Athletic Conference," said SWAC Commissioner Dr. Charles McClelland. "For over a century the General Motors brand has been synonymous with a high level of quality, innovation, and customer service. GM has shown a steadfast commitment towards diversity, minority educational advancement along with vocational training and development. This partnership will undoubtedly make a significant impact towards assisting us in providing the tools and resources necessary to further amplify the overall missions and objectives of our 12 member institutions."

GM will also hold the presenting naming rights to the SWAC Football Classic featuring Alcorn State University Braves vs. Jackson State University Tigers.

"We champion diversity and inclusion on all fronts. Our commitment to Historically Black Colleges and Universities is paramount to strengthening our diverse talent pipeline and propelling the visibility of student athletes, alumni and each of the universities represented," said Tarshena Armstrong, Director of Diversity Marketing & Development for General Motors. "Representation matters. SWAC is the premiere HBCU athletic conference boasting a celebratory spirit of community and connectivity. GM is proud to help drive change and impact with our partnership across each of the SWAC sporting events."

Deborah Wahl, General Motors Global Chief Marketing Officer, said, "As we aspire to be the most inclusive company in the world, GM's success will depend on nurturing diverse talent, especially in STEM fields. Our collaboration with SWAC creates valuable connections with thriving HBCUs and their communities, and I'm proud that GM is fostering opportunities for these incredible student athletes to excel, both today and as they embark on their future careers."

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About the SWAC

The Southwestern Athletic Conference (SWAC) is considered one of the premier HBCU conferences in the country and currently ranks among the elite in the nation in terms of HBCU alumni playing with professional sports teams.

Current championship competition offered by the league includes competition for men in Baseball, Basketball, Cross Country, Football, Golf, Indoor Track and Field, Outdoor Track and Field and Tennis. Women's competition is offered in the sports of Basketball, Bowling, Cross Country, Golf, Indoor Track and Field, Outdoor Track and Field, Soccer, Softball, Tennis and Volleyball.

For complete coverage of the Southwestern Athletic Conference, please follow the SWAC on social media at @TheSWAC (Twitter), @TheSWAC (Facebook), and @TheSWAC (Instagram) or visit the official home of the Southwestern Athletic Conference at www.swac.org.

About General Motors

General Motors (NYSE:GM) is a global company focused on advancing an all-electric future that is inclusive and accessible to all. At the heart of this strategy is the Ultium battery platform, which will power everything from mass-market to high-performance vehicles. General Motors, its subsidiaries and its joint venture entities sell vehicles under the Chevrolet, Buick, GMC, Cadillac, Baojun and Wuling brands. More information on the company and its subsidiaries, including OnStar, a global leader in vehicle safety and security services, can be found at <https://www.gm.com>.

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