

Old Trapper Announces 2023 Sponsorship with North American Whitetail

Beef Jerky Fully Integrated into Big Buck Profile Segments

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“

Our sponsorship of North American Whitetail embodies the spirit of the wild and is a natural fit as hunter's everywhere choose Old Trapper as a hunt pack essential.”

Robert Leary, Chief Marketing Officer

announced that they are the exclusive [beef jerky](#) sponsor of North American Whitetail TV that begins this summer. As part of the sponsorship, Old Trapper messaging and signage will be incorporated into the set of every Big Buck Profile segment.

Celebrating its 20th year, North American Whitetail (NAW) is one of the most popular and longest-running shows on outdoor television. Programming is focused entirely on the pursuit of America's big game species.

Throughout the 2023-24 programming, Old Trapper beef jerky will be used and identified in North American Whitetail hunt segments, Dr. Deer segments, and Build Your Own Deer Factory segments. Old Trapper signage will be integrated in all Big Buck profile segments and brand apparel will be worn by the program hosts, Haynes Shelton, Blake Garlock and Dale Evans. As part of the fully integrated sponsorship, North American Whitetail will incorporate Old Trapper promotional efforts into digital and print delivery. Multi-platform extensions include promotion in NAW magazine and at [NorthAmericanWhitetail.com](#). Placement in select Outdoor Sportsman Group publications is also part of the partnership.

For 2023, Old Trapper will be hosting a special sweepstake opportunity that will run through the season. The sweepstakes will be promoted at the end of each episode and through the North American Whitetail digital channels. Available to U.S. residents, entry and prize details can be found at [NAW TV's 20th Anniversary Sweeps with Old Trapper Beef Jerky | Old Trapper Beef Jerky](#)

“Our sponsorship of North American Whitetail embodies the spirit of the wild and is a natural fit as hunter's everywhere choose Old Trapper as a [hunt pack essential](#),” said Robert Leary, Chief Marketing Officer of Old Trapper. “We honor the untamed spirit of the wilderness and the

pursuit of adventure, while fueling the passion that drives hunters to conquer new frontiers. We are excited for another great season of big game hunting to get underway."

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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 has been recognized as Category Captain by Convenience Store News, and 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.



Old Trapper Beef Jerky

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