

# Old Trapper Renews Sponsorship with Big Ten Conference

*Official Beef Jerky of 2023 Collegiate Season*

FOREST GROVE, OREGON, UNITED STATES, October 23, 2023 /EINPresswire.com/ -- Old Trapper today announced that the [beef jerky](#) and [meat snacks](#) brand is entering the second year of their sponsorship of the Big Ten Conference, which includes the designation as the official beef jerky of the Big Ten Conference. The 2023 sponsorship covers the Big Ten football, men's baseball, men's and women's basketball, and hockey seasons.

Throughout the partnership, Old Trapper will be highlighted as the official beef jerky of the Big Ten Conference in both televised and streamed event coverage on the Big Ten Network. Old Trapper will also be featured in :30 second spots across the network's linear and digital platforms and included on conference signage at the Big Ten Football

Championship Game, Hockey Championship Game and the Big Ten Conference Basketball Tournament. The beef snacks brand also receives rights to use Big Ten Conference logos throughout the season.

"Old Trapper is proud to be starting our second year of sponsorship with the Big Ten Conference, where tradition and excellence meet on the grandest stage," said Robert Leary, Chief Marketing Officer of Old Trapper. "Just like the athletes who strive for greatness, we too aim to provide the finest in quality and flavor. Together, we're setting the gold standard."

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About Old Trapper Smoked Products

Old Trapper Smoked Products has produced its signature line of authentic handmade beef jerky



Old Trapper Beef Jerky

and [meat sticks](#) 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](http://www.OldTrapper.com).



Old Trapper Beef Sticks

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*Robert Leary, Chief Marketing Officer*

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