

Old Trapper Renews Sponsorship of the 2025 Legends Classic and Empire Classic

*Designated "Official Jerky" of
Championship Basketball Events*

FOREST GROVE, OR, UNITED STATES, October 31, 2025 /EINPresswire.com/ -- Old Trapper is excited to announce the renewal of its sponsorship for the 2025 Legends Classic and Empire Classic Championship basketball events. As the Presenting Sponsor and Official Jerky of the Legends Classic, Old Trapper continues to play a key role in this prestigious event. Additionally, the brand continues to sponsor the Empire Classic. Both events have transitioned to a single-game showcase format.



The 14th annual Legends Classic takes place at the Ocean Center in Daytona Beach, Florida on November 20, 2025, between the UCF Knights and Pittsburgh Panthers. The 31st annual Empire Classic marquee game will take place at the Chase Center in San Francisco, California on November 25th and will feature the longstanding rivalry between UCLA and Cal.

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As the Official Beef Jerky partner of these tournaments, we're excited to be part of that tradition and to fuel the game-day experience for basketball fans nationwide”

*Robert Leary, Chief Marketing
Officer*

As the “Official Jerky” of both events, Old Trapper will enjoy prominent placement throughout the games and in-broadcast and media coverage. Old Trapper will also be spotlighted on tickets, web banners, digital signage, court decals and billboards throughout the Legends Classic.

Old Trapper is continuing its early-season college basketball presence by sponsoring several additional

marquee events including the Ro Greensboro Invitational (Nov. 4, NC State vs. Tennessee), Waterkeeper Alliance Invitational (Nov. 9, Indiana vs. Marquette), Wolverine-Deacon Challenge (Nov. 11, Michigan vs. Wake Forest), Sunshine Slam (Nov. 24–25, George Mason, Ohio, Florida

Atlantic, Loyola Marymount), and the Duel in the District (Feb. 21, 2026, Duke vs. Michigan).

"We are proud to continue our support of early-season college basketball through marquee events like the Legends Classic and Empire Classic," said Robert Leary, Chief Marketing Officer of Old Trapper. "These tournaments are where the season's energy truly begins. As the Official [Beef Jerky](#) partner, we're excited to be part of that tradition and to fuel the game-day experience for basketball fans nationwide."

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About Old Trapper Smoked Products

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

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