

Old Trapper Proud Partner of the Big 12 Conference and Becomes Presenting Partner of “Inside the 12” Studio Show

Premium Beef Jerky Brand Increases Visibility Across Monster Energy Big 12 Football and Monster Energy Big 12 Basketball with New Media Integration

FOREST GROVE, OR, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- Old Trapper today announced the continuation of its partnership with the Big 12 Conference, increasing its visibility across the Conference’s football and basketball programming for the 2026-27 season.



As part of the renewed agreement, Old Trapper will become the Presenting Partner of Inside the 12 - the Conference’s flagship football and basketball studio show - as well as featured segments including In the Trenches during football season and In the Paint during basketball season. Inside the 12 presented by Old

Trapper will run for 16 weeks during football season and 12 weeks during basketball season across the Big 12 Studios FAST Channel, VOD platforms such as YouTube, and participating television markets nationwide, reaching more than 50 local television markets.

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The addition of Inside the 12 gives us another way to be part of the fan experience and stay connected with the teams, athletes and communities that make the Big 12 unique”

Robert Leary, Chief Marketing Officer

“We’re excited to continue our partnership with the Big 12 and support the Conference across football and basketball season,” said Robert Leary, Chief Marketing Officer of Old Trapper. “The addition of Inside the 12 gives us another way to be part of the fan experience and stay connected with the teams, athletes and communities that make the

Big 12 unique.”

Old Trapper will continue to maintain a prominent presence across the Conference's marquee events and media properties, including Monster Energy Big 12 Football Media Days, Monster Energy Big 12 Basketball Media Days, Championship events, and official Conference digital and social channels. The agreement also includes integrated advertising and promotional opportunities on Big 12 Studios, the Conference's year-round streaming platform dedicated to Big 12 content.



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 55+ 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. Old Trapper flavors include Old Fashioned, Peppered, [Teriyaki](#), and Hot & Spicy. For more information, please visit www.OldTrapper.com.

Kristyn Ristaino

Avalon PR Group

+1 5127778602

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