Old Trapper Renews Longstanding Partnership with North American Whitetail for the 2026–27 Season

Premium Beef Jerky Brand Continues Fully Integrated Presence Across Television, Digital and Print Platforms

FOREST GROVE, OR, UNITED STATES, September 10, 2026 /EINPresswire.com/ -- Old Trapper, a leader in the beef jerky category, today announced the renewal of its sponsorship with North American Whitetail TV for the 2026–27 broadcast season, continuing its role as the exclusive beef jerky sponsor of one of outdoor television's most respected hunting programs.

As part of the renewed partnership, Old Trapper branding and messaging will continue to be fully integrated throughout the program. Old Trapper beef jerky will be featured and identified in hunt segments, Dr. Deer segments and Build Your Own Deer Factory segments. In addition, Old Trapper signage will be incorporated into all Big Buck Profile segments, while program hosts and contributors will continue to wear Old Trapper branded apparel throughout the season.

> We're proud to support North American Whitetail, a program that shares our values and helps us connect with passionate outdoorsmen and women throughout the season"
>
> *Robert Leary, Chief Marketing Officer*

The partnership also extends beyond television through a comprehensive multi-platform marketing program. Old Trapper will receive exposure across North American Whitetail's digital and print channels, including NorthAmericanWhitetail.com, North American Whitetail magazine and select Outdoor Sportsman Group publications.

To further engage hunting enthusiasts, Old Trapper will once again partner with North American Whitetail on

promotional opportunities and consumer sweepstakes throughout the season, giving fans additional chances to connect with the brand and win Old Trapper products.

“We’ve enjoyed building a strong relationship with the North American Whitetail team over the years, and we’re excited to continue working together to deliver engaging content and experiences for hunters across the country,” said Robert Leary, Chief Marketing Officer of Old Trapper. “North American Whitetail has earned the trust of hunters through a deep connection to the outdoor lifestyle. We’re proud to support a program that shares our values and helps us connect with passionate outdoorsmen and women throughout the season.”

About Old Trapper Smoked Products
Old Trapper Smoked Products has produced its signature line of authentic handmade beef jerky and meat snacks 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 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. Old Trapper jerky is available in a variety of flavors including Old Fashioned, Peppered, Teriyaki, and Hot & Spicy. For more information, please visit www.OldTrapper.com.

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