Old Trapper Expands SEC Network Sponsorship for 2026 College Football Season

Beef jerky brand adds Presenting Sponsorship of SEC Now windows to its returning Saturday programming and live-game presence



FOREST GROVE, OR, UNITED STATES, September 16, 2026 /EINPresswire.com/ -- Old Trapper today announced an expanded SEC Network sponsorship for the 2026 college football season. The 2026 partnership increases Old Trapper's visibility throughout the network's Saturday programming, while strengthening its connection with college football fans across the Southeast.

As part of its agreement with ESPN, Old Trapper is the presenting sponsor of SEC Now windows during Saturday studio coverage throughout the fall college football lineup. The sponsorship includes opening graphics, program rejoins, billboards and inclusion in promotional listings.

> "This expanded presence reinforces our commitment to meaningful conference collaborations while helping us connect with fans throughout the Saturday viewing experience"
>
> *Robert Leary, Chief Marketing Officer*

Old Trapper will also return as the full-season presenting sponsor of Marty & McGee, airing Saturdays on SEC Network (noon-12:45 p.m. ET), and continue its sponsorship of the "Kind of a Big Deal" feature, appearing during live afternoon college football games. Together, the three sponsorship elements give Old Trapper a strong presence before, during and between games throughout the SEC football season.

"College football brings together some of the most passionate fans in sports, and our SEC Network sponsorship gives Old Trapper more opportunities to be part of that experience," said

Robert Leary, Chief Marketing Officer of Old Trapper. “This expanded presence reinforces our commitment to meaningful conference collaborations while helping us connect with fans throughout the Saturday viewing experience.”

###

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 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 beef jerky is available in grocery and convenience stores nationwide in a variety of flavors including Old Fashioned, Peppered, Teriyaki, and Hot & Spicy. For more information, please visit www.OldTrapper.com.

About SEC Network
The Southeastern Conference and ESPN launched SEC Network on August 14, 2014. The network televises hundreds of games across the SEC’s 22 sports annually. Programming includes in-depth analysis and storytelling in studio shows such as SEC Nation, Marty & McGee, Read & React and Rally Cap, daily news and information with The Paul Finebaum Show and SEC Now, original content such as the Emmy Award-winning TrueSouth, SEC Storied and SEC Inside, and more. Hundreds of additional live events are available for streaming exclusively on SEC Network’s digital companion, SEC Network+, via the ESPN App and SECNetwork.com. Follow SEC Network on Instagram, TikTok, Facebook and Twitter/X.

Kristyn Ristaino
Avalon PR Group
+1 5127778602
email us here
Visit us on social media:
Instagram
Facebook

This press release can be viewed online at: https://www.einpresswire.com/article/942484445

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.