

Old Trapper Renews NFL Network Sponsorship for 2026 Football Season

FOREST GROVE, OR, UNITED STATES,
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-- Old Trapper today announced its return as presenting sponsor of NFL Network's Good Morning Football for the sixth consecutive year. The [beef jerky](#) brand will also present a new weekly feature, On the Field, in NFL GameDay Morning.

The season-long Good Morning Football sponsorship includes Old Trapper product integration, brand highlights, in show billboards, and TV spots across NFL Network programming. The popular "What's Your Beef?" feature will continue

to be presented by Old Trapper each Wednesday throughout the season. The Old Trapper character will also make occasional appearances in lighthearted short video segments.



The new weekly segment, "On the Field presented by Old Trapper Beef Jerky," will feature NFL GameDay Morning talent demonstrating a specific play or scheme on the field.

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Robert Leary, Chief Marketing Officer

"Our relationship with NFL Network has become a meaningful part of our football season, and we're excited to return to Good Morning Football for a sixth year," said Robert Leary, Chief Marketing Officer of Old Trapper. "The new On the Field feature gives fans a closer look at the plays behind the game and gives us another way to connect with them on game day."

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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. For more information, please visit www.OldTrapper.com.

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