

Old Trapper Beef Jerky Renews Partnership with CBS Sports

Presenting Sponsor of "Inside College Football"

FOREST GROVE, OR, UNITED STATES, October 1, 2026 /EINPresswire.com/ -- Old Trapper, one of the nation's leading providers of [beef jerky](#) today announced its continued partnership with CBS Sports for the 2026 season. As part of the sponsorship, Old Trapper will once again serve as the Presenting Sponsor of "Inside College Football" (ICF), airing Tuesday nights on CBS Sports Network.



Old Trapper will continue as Presenting Sponsor of Inside College Football (ICF) throughout 2026, maintaining the expanded partnership introduced last year. The sponsorship builds on the brand's integration with the popular "What's Your Beef?" segment, which airs Tuesdays during ICF, and includes prominent on-screen branding, social media polls and custom segment graphics designed to engage fans across multiple platforms.

“

College football brings an unmatched level of excitement and loyalty each year, and this partnership gives us a meaningful way to be part of fans' weekly viewing experience”

Robert Leary, Chief Marketing Officer

In addition to the ICF partnership, Old Trapper's ongoing collaboration with CBS Sports includes presenting sponsorships of live prime and late college football games, featuring Player of the Game segments and in-game sponsor graphics, as well as live college basketball coverage, featuring branded billboards and Player of the Game highlights during select matchups.

“We're proud to continue our relationship with CBS Sports

and our Presenting Sponsorship of Inside College Football,” said Robert Leary, Chief Marketing Officer of Old Trapper. “College football brings an unmatched level of excitement and loyalty

each year, and this partnership gives us a meaningful way to be part of fans' weekly viewing experience. Through our continued presence on ICF, we can connect with viewers who share our enthusiasm for the game—and for great beef jerky.”

###

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.

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/944992886>

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.