



FOR IMMEDIATE RELEASE

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Bayou Classic Announces Presenting Sponsors of Halftime Show

*The Coca-Cola Company, Coca-Cola UNITED Named Official Presenting Sponsors
of the Annual Bayou Classic Halftime Show*

NEW ORLEANS – The Bayou Classic announced today that both Grambling University Foundation, Inc. and the Southern University System Foundation, Inc., have extended their corporate partnership agreement with The Coca-Cola Company and Coca-Cola Bottling Company United, Inc. (UNITED) to become the Official Presenting Sponsor of the Annual Bayou Classic Halftime Show.

The Bayou Classic, ranked as the #1 HBCU Classic in the nation, is the iconic collegiate gridiron matchup between Southern University and Grambling State University. The 48th Annual Bayou Classic, Presented by Procter & Gamble, will be played on Saturday, November 27, 2021, at the Mercedes-Benz Superdome in New Orleans.

As the Presenting Sponsor of the Bayou Classic Halftime Show, the partnership will provide Coca-Cola opportunities to continue to demonstrate its ongoing support of Historically Black Colleges and Universities (HBCUs), and leverage the Bayou Classic’s live events, digital and social media assets as well as pre-existing Bayou Classic national broadcast and media rights. The partnership also includes exclusive rights for Coca-Cola as the “official soft drink of the Bayou Classic.” Coca-Cola is the exclusive non-alcoholic beverage provider of the Annual Bayou Classic.

“We are very excited to have The Coca-Cola Company and Coca-Cola UNITED on board as a presenting sponsor of the Bayou Classic Halftime Show,” said Dottie Belletto, President and CEO of NOCCI (New Orleans Convention Company, Inc.), the event management firm for the 48th Annual Bayou Classic. “Thanks in large part to their continued support, we are confident that both our families and fans will continue to have a halftime experience they will never forget.”

As part of its longstanding commitment to supporting HBCUs, Coca-Cola has been a proud partner of the Bayou Classic for more than ten years. This presenting sponsor is part of a multi-year partnership agreement between the brand and school foundations.

“The Coca-Cola Company and Coca-Cola UNITED are proud to support the rich tradition between Southern University and Grambling State University,” said Morio Lee, Director of Multicultural Marketing and Community Affairs for Coca-Cola UNITED’s West Region. “We are also honored for the continued opportunity to connect with Historically Black Colleges and Universities that play such a vital role in the communities we serve.”

“Southern University and the SU System Foundation are excited and grateful for The Coca-Cola Company and Coca-Cola UNITED’s continuing sponsorship of our renowned Bayou Classic and Historically Black Colleges and Universities,” said Ray L. Belton, President-Chancellor, Southern University System “This partnership expansion further indicates Coca-Cola’s commitment to showcasing HBCU talent and to providing resources to enhance the academic and athletic programs of Southern and Grambling.”

“Coca-Cola continues to be a valued partner in the fan and game day experience and the halftime show is an important part of that,” said Grambling State University President Rick Gallot. “As we look forward to returning to New Orleans by attending this much anticipated event, we are grateful to Coca-Cola for their support of the Bayou Classic Halftime show.”

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is a total beverage company with products sold in more than 200 countries and territories. Our company’s purpose is to refresh the world and make a difference. Our portfolio of brands includes Coca-Cola, Sprite, Fanta and other sparkling soft drinks. Our hydration, sports, coffee and tea brands include Dasani, smartwater, vitaminwater, Topo Chico, Powerade, Costa, Georgia, Gold Peak, Honest and Ayataka. Our nutrition, juice, dairy and plant-based beverage brands include Minute Maid, Simply, innocent, Del Valle, fairlife and AdeS. We’re constantly transforming our portfolio, from reducing sugar in our drinks to bringing innovative new products to market. We seek to positively impact people’s lives, communities and the planet through water replenishment, packaging recycling, sustainable sourcing practices and carbon emissions reductions across our value chain. Together with our bottling partners, we employ more than 700,000 people, helping bring economic opportunity to local communities worldwide. Learn more at www.coca-colacompany.com and follow us on Twitter, Instagram, Facebook and LinkedIn.

About Coca-Cola Bottling Company United, Inc.

Coca-Cola Bottling Company United, Inc., founded in 1902 and headquartered in Birmingham, Alabama, is the second largest privately held Coca-Cola bottler in North America and the third largest bottler of Coca-Cola products in the U.S. Now with its fifth generation of family working in the business, Coca-Cola UNITED has approximately 10,000 associates located in more than 60 facilities across six southeastern states (Alabama, Florida, Georgia, Louisiana, Mississippi and Tennessee). For 119 years, Coca-Cola UNITED has remained true to its foundational core values of Quality, Excellence, Integrity and Respect. Local relationships, personalized customer service and strong community engagement have been the foundation of our business for more than a century. Each year, millions of dollars are invested in our local communities, supporting education, community

development, sustainability and nonprofit organizations that empower and impact those in need. Learn more at www.cocacolaunited.com.

About Bayou Classic

The legendary game between Grambling State University and Southern University, the Bayou Classic has proven to be a steadfast beacon of legacy and tradition that extends beyond the HBCU community. Fans from across the nation journey to witness the electrifying football game between Grambling State and Southern, while eagerly awaiting the highly anticipated halftime show featuring two of the greatest marching bands in the nation. For more information, visit www.mybayouclassic.com.

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