



Presented by 

**FOR IMMEDIATE RELEASE**

*November 2, 2022*

**Boeing Named Sponsor of Annual HBCU Football Classic**

*Global Aerospace Company Named Gold Sponsor of the Annual Bayou Classic*

NEW ORLEANS – The Bayou Classic announced today that both Grambling University Foundation, Inc. and the Southern University System Foundation, Inc., have entered a corporate partnership agreement with Boeing as a Gold Sponsor of the 49<sup>th</sup> Annual Bayou Classic.

As the Gold Sponsor of the Bayou Classic, Boeing demonstrates its continued support of Historically Black Colleges and Universities (HBCUs).

“Boeing is honored to be part of the Grand Daddy of Classics and will continue cultivating an environment which promotes the success of the students, universities, Bayou Classic and our Communities,” said Jefferson Reese, Jr., Boeing Executive Champion for Southern University A&M College.

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 49<sup>th</sup> Annual Bayou Classic, Presented by Procter & Gamble, will be played on Saturday, November 26, 2022 at the Caesars Superdome in New Orleans.

“Welcoming Boeing as a sponsor is a tremendous boon to the Bayou Classic,” said Dottie Belletto, President and CEO of NOCCI (New Orleans Convention Company, Inc.), the event management firm for the 49th Annual Bayou Classic. “Boeing’s global partnerships with higher education institutions are critical for preparing today’s students with tomorrow’s skills for advancing innovation and we look forward to what this new partnership will do for our students at both Southern and Grambling.”

For more than a decade, Boeing has worked closely with students, faculty and education administrators from HBCUs across the United States. Since 2019, the company has welcomed over 350 students from HBCUs into its intern program and through university portfolio grants has given \$3.3 million directly to its 13 priority partner HBCUs from 2019-2021.

“Boeing is thrilled to be a part of this historical and esteemed event, The Bayou Classic. We look forward to a strong partnership that would provide a vehicle to engage students in a successful way,” said Gwendolyn Doss, Boeing Executive Champion for Grambling State University.

### **About Boeing**

As a leading global aerospace company, Boeing develops, manufactures and services commercial airplanes, defense products and space systems for customers in more than 150 countries. As a top U.S. exporter, the company leverages the talents of a global supplier base to advance economic opportunity, sustainability and community impact. Boeing's diverse team is committed to innovating for the future, leading with sustainability, and cultivating a culture based on the company's core values of safety, quality and integrity. Join our team and find your purpose at [boeing.com/careers](http://boeing.com/careers).

### **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](http://www.mybayouclassic.com).

# # #

### **MEDIA CONTACT:**

Jeffrey D. Ory, ABC, APR,  
(504) 458-5866 (mobile for calls and texts)  
[jeffrey@jeffreyory.com](mailto:jeffrey@jeffreyory.com)