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**The Bayou Classic announces Wells Fargo as the
Official Banking Sponsor of the HBCU Football Classic**

Partnership expands Wells Fargo's commitment to Historically Black Colleges and Universities

NEW ORLEANS – The Bayou Classic announced today that both Grambling University Foundation, Inc. and the Southern University System Foundation, Inc., have entered an agreement with Wells Fargo, a leading global financial services company, for it to serve as the “Official Banking Sponsor” of the Bayou Classic.

The Bayou Classic, ranked as the no. 1 HBCU Classic in the nation, is the iconic collegiate gridiron matchup between Southern University and Grambling State University. The 49th Annual Bayou Classic, presented by Procter & Gamble, will be played on Saturday, November 26, 2022, at the Caesars Superdome in New Orleans. Pre-game, Wells Fargo leaders will present \$25,000 scholarships each to Southern University and Grambling State University in support of school programming.

“We are thrilled to be a part of this football classic supporting two extraordinary institutions of higher learning – Southern University and Grambling State University,” said Gigi Dixon, Wells Fargo head of external engagement for Diverse Segments, Representation, and Inclusion.

“Wells Fargo salutes HBCUs as these schools are a source of pride and an important part of African American history and culture. HBCUs have a legacy of graduating countless visionaries and history makers who have inspired – and continue to inspire - future generations of leaders.”

Wells Fargo remains committed to the communities it serves in Louisiana. From 2019 to 2021, Wells Fargo provided more than \$3 million to over 50 different nonprofits across the state. More than \$500,000 was granted to the Urban League of Louisiana to help small business owners scale their businesses and expand economic development through Wells Fargo’s Open for Business Fund, a small business recovery effort aimed at supporting entrepreneurs across the U.S. to recover and rebuild after the pandemic. In addition, the bank has had a strong presence in New Orleans—investing in Liberty National Bank as part of a national partnership

with African American Minority Depository Institutions, as well as volunteering with the United Negro College Fund (UNCF), the Special Olympics, and Rebuilding Together.

Nationally, over the last 11 years, Wells Fargo has provided more than \$32 million in scholarships and programming to HBCUs through national relationships with UNCF, the Thurgood Marshall College Fund, and the Jackie Robinson Foundation. Customers also have the opportunity to showcase their HBCU pride by customizing their banking experience with the [HBCU Legends Collection](#) where they can upload an image of their favorite school to customize a debit card.

“Bayou Classic, Southern and Grambling value this new relationship with Wells Fargo and are excited with the work we are doing collectively to support the continued growth and development of HBCUs and the students they serve,” said Dottie Belletto, president and CEO of NOCCI (New Orleans Convention Company, Inc.), the event management firm for the 49th Annual Bayou Classic. “I look forward to an even greater collaboration in the years to come.”

About Wells Fargo

Wells Fargo & Company (NYSE: WFC) is a leading financial services company that has approximately \$1.9 trillion in assets, proudly serves one in three U.S. households and more than 10% of small businesses in the U.S., and is a leading middle market banking provider in the U.S. We provide a diversified set of banking, investment and mortgage products and services, as well as consumer and commercial finance, through our four reportable operating segments: Consumer Banking and Lending, Commercial Banking, Corporate and Investment Banking, and Wealth & Investment Management. Wells Fargo ranked No. 41 on Fortune’s 2022 rankings of America’s largest corporations. In the communities we serve, the company focuses its social impact on building a sustainable, inclusive future for all by supporting housing affordability, small business growth, financial health, and a low-carbon economy.

News, insights, and perspectives from Wells Fargo are also available at [Wells Fargo Stories](#).

Additional information may be found at www.wellsfargo.com | Twitter: [@WellsFargo](#)

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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