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**Rally Cry, Inc. named sponsor of annual HBCU Football Classic**

*Rally Cry Inc. Partners with Bayou Classic to Bring EA College Football Tour to Iconic Event  
Esports Meets Tradition in Exciting New Activation at 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 groundbreaking partnership with Rally Cry Inc. as part of the 51st Annual Bayou Classic. Rally Cry Inc., an industry-leading esports organizer, will integrate the EA College Football Tour into the pre-game festivities of the legendary Bayou Classic. This partnership marks a significant step in combining the rich traditions of Historically Black Colleges and Universities (HBCUs) with the dynamic and rapidly growing world of esports.

The state-of-the-art EA College Football Tour activation will be at the heart of the Bayou Classic celebrations in Champions Square during the event’s annual Fan Fest. The activation will feature a 90x60’ semi-truck equipped with a competition stage, control room, LED screen, and a VIP area for partners.

This collaboration aims to enhance student engagement and development by offering unique opportunities to students from Grambling State University and Southern University. Rally Cry will produce two intramural esports tournaments at both universities, with the top students from each tournament earning a spot to compete live at the Bayou Classic. In addition, Rally Cry will offer scholarships to the top performers and provide hands-on internship opportunities for six students (three from each school) to gain valuable experience by shadowing the production team during the event.

“Partnering with the Bayou Classic allows us to merge the world of esports with the tradition and excitement of this historic HBCU rivalry,” said [Name], [Title] of Rally Cry Inc. “We are committed to creating a platform that not only entertains but also drives positive student outcomes and opportunities.”

This partnership is a substantial value exchange, with Rally Cry contributing more than \$75,000 in resources, including the esports semi-truck, staffing, equipment, and the promotion of the

Bayou Classic throughout the EA College Football Tour. Rally Cry will also cover the costs associated with student scholarships and internships.

“We are excited to welcome Rally Cry to the Bayou Classic family,” said Dottie Belletto, President and CEO of NOCCI (New Orleans Convention Company, Inc.), the event management firm for the 51st Annual Bayou Classic. “This partnership exemplifies our commitment to innovation and providing our students with unparalleled opportunities to grow and succeed.”

The Bayou Classic, ranked as the #1 HBCU Classic in the nation, continues to be a beacon of legacy and tradition, attracting fans from across the country. This year’s integration of the EA College Football Tour will further elevate the experience, making it a must-see event. The Bayou Classic, ranked as the #1 HBCU Classic in the nation, is the iconic collegiate gridiron matchup between Grambling State University and Southern University. The 51st Annual Bayou Classic, Presented by Procter & Gamble, will be played on Saturday, November 30, 2024 at the Caesars Superdome in New Orleans.

For more information, visit [www.mybayouclassic.com](http://www.mybayouclassic.com).

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**About Rally Cry, Inc.**

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**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).

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