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Wells Fargo returns as the Official Banking Sponsor of the Bayou Classic

NEW ORLEANS – The Bayou Classic is proud to announce **Wells Fargo** as the official banking sponsor for the 51st Annual Bayou Classic, featuring the highly anticipated rivalry game between Grambling State University and Southern University.

Celebrating its legacy as the nation’s top ranked Historically Black Colleges and Universities (HBCU) classic, the Bayou Classic continues to be a premier showcase of HBCU pride, history, and tradition. This year’s 51st Annual Bayou Classic, presented by Procter & Gamble, will take place on Saturday, November 30, 2024, at the Caesars Superdome in New Orleans.

“We are thrilled to return to The Crescent City celebrating the 51st installment of the famed Bayou Classic,” said Dewey Norwood, Senior Diversity & Inclusion Consultant and HBCU Strategy Lead at Wells Fargo. “The Tigers of Grambling State University and the Jaguars of Southern University exemplify the rich legacy of HBCUs, and we are proud to support their students, alumni, and surrounding communities. This partnership reaffirms Wells Fargo’s dedication to fostering educational and financial empowerment.”

During the Annual Bayou Classic Fan Festival on Saturday, November 30 from 9 a.m. – Noon, Wells Fargo employees will be on hand with an interactive booth where fans can learn about the bank, including career opportunities for students, graduates and seasoned business professionals. Moreover, Wells Fargo provides valuable information students and alumni can use on their [CollegeSTEPS website](#).

In addition to its continued investments in HBCUs nationwide—totaling more than \$40 million over the past 12 years—Wells Fargo is introducing a limited-edition Bayou Classic debit card. This exclusive card commemorates the vibrancy of the HBCU experience, allowing students, alumni, and fans to celebrate their Bayou Classic pride. With nearly 50 groundbreaking designs, customers can personalize their banking experience HBCU Style through [Wells Fargo’s HBCU Legends Collection](#) via the firm’s Card Design Studio.

Wells Fargo's commitment to community impact extends beyond HBCUs. In recent years, the company has volunteered with the United Negro College Fund (UNCF), Special Olympics, and Rebuilding Together, while also making equity investments in Minority Depository Institutions. Among these, Liberty Bank and Trust in New Orleans is a proud partner, receiving support as part of Wells Fargo's \$50 million pledge to Black-owned banks.

About Wells Fargo

Wells Fargo & Company (NYSE: WFC) is a leading financial services company that has approximately \$1.9 trillion in assets. 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. 34 on Fortune's 2024 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 LinkedIn:

<https://www.linkedin.com/company/wellsfargo>

About Bayou Classic

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 legendary game between the Grambling State University Tigers and Southern University Jaguars, and accompanying series of events, have proven to be a steadfast beacon of legacy and tradition that extends beyond the HBCU community. Bayou Classic fans from across the nation journey to witness the electrifying football game between Grambling State and Southern, while eagerly awaiting the highly anticipated Greek Show & Battle of the Bands and halftime show featuring two of the greatest marching bands in the nation. 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.

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