



NEWS RELEASE

HONOR THE GREATEST OF THE GAME | PRESERVE ITS HISTORY | PROMOTE ITS VALUES | CELEBRATE EXCELLENCE TOGETHER

FOR IMMEDIATE RELEASE

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PRO FOOTBALL HALL OF FAME, SUGARDALE EXTEND LONG-STANDING PARTNERSHIP COMPANY NAMED TITLE SPONSOR FOR SUGARDALE FAN FEST

CANTON, OHIO – The Pro Football Hall of Fame and Sugardale have extended their long-standing partnership, continuing a shared commitment to enhancing the fan experience and celebrating the greatest of the game.

As part of the new agreement, Sugardale will become the title sponsor of the Sugardale Fan Fest, a signature event held during Pro Football Hall of Fame Enshrinement Weekend presented by Novartis in Canton in August to welcome the newest class of enshrinees to the Hall.



Sugardale Fan Fest is a family-friendly, interactive outdoor festival featuring live entertainment, food offerings, sponsor activations and Hall of Famer appearances. It provides fans a uniquely immersive Hall of Fame experience.

“Sugardale has been an integral part of this community for more than 100 years, and the Hall is thrilled to continue our partnership,” said **Jim Porter**, president & CEO of the Pro Football Hall of Fame. “We are proud to work with such a respectable organization and appreciate the support of the company and its many employees who visit the museum.”

As a proud partner of the Pro Football Hall of Fame, Sugardale will continue to collaborate on exclusive and engaging promotions and marketing efforts throughout the year.

“Our long-standing partnership with the Pro Football Hall of Fame reflects a shared commitment to community, tradition and unforgettable fan experiences,” said **Alicia Pucky**, vice president of corporate responsibility at Sugardale. “We are proud to be the title sponsor of Sugardale Fan Fest, showcasing the legacy of the Sugardale brand as part of Enshrinement Weekend while celebrating the fans, families and traditions that make the event so special.”

For more than 100 years, Sugardale has crafted craveable, slow-smoked meats – staples in

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restaurants, homes and stadiums across the globe. The company partners with leading restaurant chains and retailers nationwide, delivering premium quality and innovative products like bacon, ham, hot dogs and sliced meats.

“We’re committed to doing things the right way – with quality, safety and customized solutions for our partners always top of mind,” Pucky said.

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ABOUT THE PRO FOOTBALL HALL OF FAME

Located in Canton, Ohio, the birthplace of the National Football League, the Pro Football Hall of Fame is a 501(c)(3) not-for-profit institution with the Mission to Honor the Greatest of the Game, Preserve its History, Promote its Values & Celebrate Excellence Together.

The Pro Football Hall of Fame is accredited by the American Alliance of Museums. AAM accreditation is national recognition for the museum’s commitment to excellence and the highest professional standards of museum operation and public service.

Hundreds of thousands of fans from across the globe travel to Canton annually to experience an inspirational, interactive museum that chronicles America’s most popular sport. Fans can also enjoy the Hall of Fame Store at the Hall, and online at shop.profootballhof.com, for merchandise from all 32 NFL clubs plus the Hall of Fame. Proceeds from the Store support the Hall’s Mission.

ABOUT SUGARDALE

Our legacy began in 1920, and for more than a century, Sugardale has been a trusted supplier of bacon, ham, hot dogs, pepperoni, salami, and sliced meats, all crafted with real ingredients and slow smoked for exceptional flavor. Founded in Canton, Ohio, remains locally owned and operated. Every product is made in the USA, preserving family-driven values and the power of a personal approach. Whether it’s a classic ballpark hot dog, crispy bacon at breakfast, pepperoni for pizza night, or a holiday ham centerpiece, Sugardale is proud to be part of countless memories and celebrations nationwide.

To discover more about Sugardale’s history, delicious products, and family recipes, visit Sugardale.com.