



Investor Relations | Smithfield Foods USA, Global Food Company

# Smithfield® Sponsors Commonwealth Clash Rivalry Between University of Virginia and Virginia Tech Athletics

*The Multi-Year Partnership will continue through the 2024-25 season*

SMITHFIELD, Va., Aug. 26, 2021 /PRNewswire/ -- The Smithfield® brand is pleased to announce that it is the presenting sponsor of the Smithfield Commonwealth Clash for the 2021-2025 seasons. As a Virginia-based brand and longtime supporter of the University of Virginia and Virginia Tech athletic departments, Smithfield will sponsor the rivalry games between the schools for all sports, including football, men's and women's basketball, baseball and more. The multi-year partnership officially kicks off with the first matchup in the rivalry on September 17 in men's soccer.

"Smithfield is a proud partner and supporter of the University of Virginia and Virginia Tech athletics," said Laura Pall, senior brand manager for Smithfield at Smithfield Foods. "Both universities bring Virginians together to celebrate excellence, on and off the field, and we're honored to play a part in these esteemed Commonwealth Clash competitions that represent our home state."

There are 22 clashes between the University of Virginia and Virginia Tech in the 2021-2022 season.

The Clash, originally called the Commonwealth Challenge, has been a part of the University of Virginia and Virginia Tech rivalry since 2014. It is an all-sports points-based program with the Clash trophy presented to the winning school each year for its dominance in head-to-head competitions. As part of the sponsorship, Smithfield will collaborate with both schools to plan game day activations, fan opportunities and community outreach events.

"Virginia Tech is proud to align with Smithfield as the Hokies and Cavaliers battle for overall sports supremacy in the Commonwealth of Virginia," said Whit Babcock, director of athletics at Virginia Tech. "The fan bases of both Tech and UVA are unquestionably passionate about these schools. Smithfield will serve as a great partner to further amplify the rich history of competition, sportsmanship and tradition that has marked rivalry for so many decades. We are excited to present the Commonwealth Clash in a fresh and exciting way thanks to Smithfield."

"It is a wonderful gesture for a well-recognized Virginia brand such as Smithfield to be part of the great Commonwealth Clash rivalry," said Carla Williams, director of athletics at the University of Virginia. "Their company extends across international borders, but their history and business roots are right here in Virginia. We are proud to call them a partner. We look forward to working with Smithfield to grow and enhance the Commonwealth Clash."

For more information about Smithfield, visit [www.Smithfield.com](http://www.Smithfield.com) or follow the brand on [Facebook](#), [Twitter](#) and [Instagram](#).

## **About Smithfield**

Smithfield isn't only a leading provider of high-quality pork products. We're a leading provider of the most important part of any meal: high-quality meat. The rest of the meal is just a side dish. And we take our meat-duties seriously. We make meat for meat lovers. The kind that makes your stomach growl and your mouth water. And we've been doing it since 1936. All of our products have always come directly from farms right here in the USA meeting the highest quality and safety standards in the industry. For more information, visit [www.Smithfield.com](http://www.Smithfield.com), or follow the brand on [Facebook](#), [Twitter](#) and [Instagram](#). Smithfield is a brand of Smithfield Foods.

## **About Smithfield Foods, Inc.**

Headquartered in Smithfield, Va. since 1936, Smithfield Foods, Inc. is an American food company with agricultural roots and a global reach. Our 63,000 team members are dedicated to producing "Good food."

Responsibly.®" and have made us one of the world's leading vertically integrated protein companies. We have pioneered sustainability standards for more than two decades, including our industry-leading commitments to become carbon negative in U.S. company-owned operations and reduce GHG emissions 30 percent across our entire U.S. value chain by 2030. We believe in the power of protein to end food insecurity and have donated hundreds of millions of food servings to our communities. Smithfield boasts a portfolio of high-quality iconic brands, such as Smithfield®, Eckrich® and Nathan's Famous®, among many others. For more information, visit [www.smithfieldfoods.com](http://www.smithfieldfoods.com), and connect with us on [Facebook](#), [Twitter](#), [LinkedIn](#) and [Instagram](#).

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For further information: Anne Randolph Brown, Smithfield Foods, (757) 650-5294, [arbrown@smithfield.com](mailto:arbrown@smithfield.com)

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