Lewis Brothers Bakery extends partnership

New deals runs through 2017

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Lewis Brothers Bakery, bakers of Bunny, Sunbeam, and Healthy Life breads, recently extended their marketing partnership with Nelligan Sports Marketing and Blue Raider Athletics. The new agreement keeps Lewis Brothers Bakery as one of the longest-tenured corporate partners with Middle Tennessee and will see their products co-branded with the Blue Raiders through 2017. “Lewis Brothers Bakery has been a proud sponsor of Blue Raider Athletics for the past seventeen years and with this new five year agreement, the relationship will span over 20 years well before its expiration,” said Rick Hardesty, general manager of the Lewis Brothers facility in Murfreesboro. Lewis Bros. Bakery is and has been a family owned and operated business since 1925. The company is based in Evansville, IN with baking facilities throughout the Midwest. “We are very proud of our lengthy and successful history and because of that we are very careful about who we align ourselves with, Hardesty continued. We feel very fortunate to be able to partner with such a wonderful, thriving University. Middle Tennessee State University and Blue Raider Athletics mean so much to our community and our quality of life that being involved is simply ‘the right thing to do’. We also believe that over the years, this partnership has been instrumental in building brand loyal customers and has afforded us an opportunity to grow our business.” Chip Walters, Director of Broadcasting, works with the company to implement its marketing program. “Lewis Bakeries has been a wonderful partner and truly understands that it is, indeed, a partnership. They are active in putting together the plan on the front end and the engagement on the back end. They also understand the value that comes with being co-branded with a vibrant university and successful athletic program.” Middle Tennessee teamed with Nelligan Sports Marketing in 2006 to allow the Little Falls, NJ based company to manage its exclusive athletics marketing rights. NSM provides sales and marketing expertise for sports properties worldwide.

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