

## **SBC Announces Corporate Partnership**

Written by John McElwain  
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The Sun Belt Conference and ScreenTech announced today that the Dothan, Ala. based apparel and accessory manufacturer has signed as a corporate partner for the New Orleans based collegiate athletics conference.

“ScreenTech has provided us with quality apparel and accessories for a number of years so we are very pleased to extend our business relationship with them,” said Sun Belt Conference Commissioner Karl Benson. “I look forward to this being a mutually beneficial partnership for many years to come.”

ScreenTech has had a long relationship with the Sun Belt Conference providing custom staff and championship apparel and accessory items to the conference for their championships as well as other events.

"We are very excited to become a corporate partner with the Sun Belt Conference, said ScreenTech President Shannon Collins. “We are confident that it will continue to be one of the leaders in inter-collegiate athletics.”

For more information on becoming a corporate partner of the Sun Belt Conference contact John Barranco at [Barranco@sunbeltsports.org](mailto:Barranco@sunbeltsports.org) or (504) 556-0873.

### **ABOUT SCREENTECH**

ScreenTech was founded in 1993 as a manufacturer of custom screenprinted and embroidered apparel and headwear.

ScreenTech serves the corporate and scholastic markets in the southeastern United States with the most current and comprehensive selection of apparel and accessory items as well as providing custom graphics from their award winning art department.

### **ABOUT THE SUN BELT CONFERENCE**

The Sun Belt Conference is a member of the 10-league alliance of the Bowl Championship Series and soon-to-be College Football Playoff. The Sun Belt Conference is playing the 2013 football season with eight members – Arkansas State, Georgia State, Louisiana-Lafayette, Louisiana-Monroe, South Alabama, Texas State, Troy and Western Kentucky University. UALR and UT Arlington compete as non-football members. Come the 2014 season, the Sun Belt will have four new members in the league as Appalachian State and Georgia Southern were recently added as all-sports members and Idaho and New Mexico State have been added as football playing members.

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The conference also recently unveiled its new logo and brand after a nearly yearlong examination of the impact, sustainability and core values associated with the Sun Belt Conference. “Together We Rise” is the new mantra for the conference and it is the foundation and essence of the contemporary logo that the league will now be identified with.

The Sun Belt Conference is headquartered in the Mercedes-Benz Superdome in downtown New Orleans. For more information, go to [www.sunbeltsports.org](http://www.sunbeltsports.org).