

Levy Marketing And Awards Joins SBC

Written by John McElwain
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The Sun Belt Conference announced today a partnership that will see Levy Marketing + Awards join the league as a corporate partner and continue to provide custom honors and awards for the New

Orleans based collegiate athletics conference.

“The Sun Belt Conference and Levy Marketing + Awards have a long history together and it is good to be able to continue and grow the partnership,” said SBC Commissioner Karl Benson. “Our student-athletes and coaches deserve the absolute best when it comes to trophies and awards and Levy Marketing + Awards delivers that to us every time.”

As part of this partnership, Levy Marketing + Awards will support and creatively maximize the art of recognition for the Sun Belt Conference — including every sport in the entire conference — to its entire extent and ability. The Sun Belt Conference will also offer Levy Marketing + Awards, the full ability to transform and maximize the experience of each and every award recipient.

“Levy Marketing + Awards has enjoyed a relationship with the Sun Belt Conference as their awards provider for 10 years,” said LMA Owner Michele Adams. “We are excited to take this next step as a partner by supporting the Sun Belt Conference in strengthening its brand through

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custom designed recognition products.”

“The Sun Belt Conference has done extremely well promoting the league and its member institutions on a national level where its presence continues to increase every year. We are thrilled to be partnering with an organization that has similar goals of growth and expansion,” said Senior Account Executive Mike Adams. “I am most thrilled about the opportunity to work even closer with the fine folks at the Sun Belt Conference as well as the potential to form new relationships within the conference’s member institutions.”

Levy Marketing + Awards has partnered with the Sun Belt Conference on several previous projects including the redesign of all individual awards and the redesign of all championship trophies.

“Our partnership with the Sun Belt Conference is going to enrich our marketing efforts,” said Vice President of Business Development Vanessa Leon. “Levy Marketing + Awards has been focusing on increasing our brand awareness by conveying that we are an elite manufacturing company that has been producing custom awards for NCAA Division I conferences for several years. This partnership excites me because we are now able to increase the recognition of our brand with the Sun Belt Conference by our side.”

ABOUT THE SUN BELT CONFERENCE

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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.

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.

ABOUT Levy Marketing + Awards (LMA)

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With over half a century of experience, Levy Marketing + Awards is preferred among both local and national markets as the manufacturing leader in premier, custom recognition awards. Levy Marketing + Awards' dedication and success in creating branded and memorable recognition through unique concepts and development guarantees unforgettable awards. Considering the array of companies LMA has worked with, such as NCAA Division I and II conferences, Nascar, NFL, MLB, USL, ESPN, College Bowl Games and several fortune 500 companies, it's of little surprise of their becoming the most valued brand in the industry.

For more information, go to www.levymarketingawards.com.