

## **Southern Heritage Classic gets 2-year deal**

**By David Williams Contact November 15, 2006**

The Southern Heritage Classic will match Jackson State and Tennessee State through at least 2009 -- the football game's 20th anniversary.

JSU reached a two-year contract extension through '09 this week with game founder Fred Jones. TSU already had been under contract through '09.

"It's continuity -- that's what I wanted to keep," said Jones, whose Classic -- highlighted by the football game at Liberty Bowl Memorial Stadium but also including concerts, parties and other events -- has become one of the Memphis' most consistent sports and entertainment draws. Game attendance routinely tops 50,000.

"We've had tremendous success with this arrangement with the two schools," Jones said. "The fans have grown to love it, corporate partners and sponsors have supported it, and we wanted to keep it."

Under contract terms, each school is guaranteed \$250,000, including a \$20,000 contribution to the band, for 2007. The guarantees increase to \$285,000 per school, with \$30,000 band contributions, in 2008 and 2009.

"It was just a win-win situation," said JSU athletic director Robert Braddy. "We have a great alumni base there ... Our JSU fans love coming there.

"And, we saw the job Fred has done in the community and how he's gotten the corporate sponsors and the city to buy into it."

The Classic has paired Jackson State and Tennessee State in 15 of 17 years, including the last 13.

TSU played Mississippi Valley State in 1991 and Grambling State in 1993.

The 2007 Classic is set for Sept. 6-8.

-- David Williams: 529-2310

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### **Southern Heritage Classic**

Attendance for the past five games:

2002: 42,914.

2003: 52,603.

2004: 55,015.

2005: 48,300.

2006: 53,441.

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