

On Dec. 5, Meijer was particularly proud to sponsor the **Big Ten Conference** as the home state **Michigan State Spartans** captured the Big Ten Football Championship.

The Grand Rapids, Mich.-based retailer hosted a day-long Tail Greater event on Georgia Street outside of the Indianapolis Convention Center to celebrate the game. Fans enjoyed giveaways, contests, food sampling, photo opportunities and interactive football themed exhibits. Meijer also stepped onto the field with Throw for Dough where one lucky fan had the chance to throw a football into an oversized Meijer shopping cart for a chance to win \$100 and \$500 Meijer gift cards, and \$25,000 for successfully making a 40-yard toss.

The Spartans defeated the Iowa Hawkeyes 16-13, and will take on the Alabama Crimson Tide on New Year's Eve at the Cotton Bowl in Arlington, Texas as part of the college football playoff.

<https://meijercommunity.com/2015-12-09-Meijer-Congratulates-Michigan-State-on-Big-Ten-Championship>