



September 22, 2015

BIRMINGHAM BOWL KICKS OFF TICKET SALES CAMPAIGN WITH LUNCHEON FEATURING SEC COMMISSIONER GREG SANKEY

BIRMINGHAM, Ala. — The 2015 Birmingham Bowl's annual Kickoff Luncheon will be held on Thursday, September 24 at 11:30 a.m. CT at the Hyatt Regency Wynfrey Hotel.

SEC Commissioner Greg Sankey is the event's keynote speaker. The annual Kickoff Luncheon, which hosts Birmingham Bowl sponsors, officials and invited guests will also review the success of the 2015 bowl game between Florida and East Carolina and preview what's to come for this season.

Sankey is in his first year as SEC Commissioner after serving on the SEC staff for 13 years in various leadership positions. Sankey joined the SEC staff in 2002 as Associate Commissioner following nearly seven years as Commissioner of the Southland Conference and currently serves as the chair of the NCAA Division I Committee on Infractions.

Other speakers include Mark Meadows, Executive Director of the Birmingham Bowl, Wright Waters, Executive Director of the Football Bowl Association, and Gary Ivey, Mayor of the City of Hoover, Joe Dean, Jr., Athletic Director at Birmingham-Southern College will serve as emcee of the event. The 10th annual Birmingham Bowl, owned and operated by ESPN Events, a subsidiary of ESPN, will feature teams from the SEC and the American Athletic Conference, and will be played at Historic Legion Field in Birmingham on Wednesday, December 30 and will be aired on ESPN. Since the game's inception in 2006, visitors in town for the Bowl and associated game-week activities have generated over \$108 million in economic impact for the Birmingham community, according to figures provided by the Greater Birmingham Convention & Visitors Bureau.

Tickets to the 2015 Birmingham Bowl will go on sale on October 1 at www.birminghambowl.com or by calling 877-464-9529. Fans who purchase tickets between October 1 and October 15 will receive a special discount, saving \$15 per ticket. With the discount, \$50 reserved sideline seating will be on sale for \$35 per ticket and general admission corner seating, regularly \$30, will be on sale for \$15 each. Corporate packages, which include premium ticket locations, hospitality benefits and corporate exposure, are available now by contacting Mark Meadows, at Mark.R.Meadows@espn.com or by calling (205) 733-3776, ext. 102. For up-to-the-minute information, be sure to like the Birmingham Bowl on Facebook: www.Facebook.com/birminghambowl and follow on Twitter @Birmingham_Bowl.

Birmingham Bowl
ESPN Events
2 Riverchase Office Plaza, Suite 110
Birmingham, AL 35244
Phone: (205) 733-3776
Fax: (205) 733-9249



Birmingham Bowl
Historic Legion Field
www.birminghambowl.com
Facebook.com/birminghambowl
[Twitter@Birmingham_Bowl](https://twitter.com/Birmingham_Bowl)



ESPN Events

[ESPN Events](#), a division of ESPN, owns and operates a large portfolio of collegiate sporting events worldwide. The roster includes three Labor Day weekend college football games; 13 college bowl games, 10 college basketball events and two college award shows, which accounts for approximately 250-plus hours of programming, reaches almost 64 million viewers and attracts over 700,000 attendees each year. With satellite offices in Boca Raton, Boise, Birmingham, Dallas-Fort Worth, Albuquerque, St. Petersburg and Las Vegas, ESPN Events builds relationships with conferences, schools and local communities, as well as providing unique experiences for teams and fans.

ESPN Events also manages the Big 12 Corporate Partner Program.

Collegiate Football

[AdvoCare Texas Kickoff](#) (Houston); [AdvoCare V100 Texas Bowl](#) (Houston); [Birmingham Bowl](#) (Alabama); [Boca Raton Bowl](#) (Florida); [Celebration Bowl](#) (Atlanta); [Famous Idaho Potato Bowl](#) (Boise); [Gildan New Mexico Bowl](#) (Albuquerque); [Hawai'i Bowl](#) (Honolulu); [Lockheed Martin Armed Forces Bowl](#) (Dallas-Fort Worth); [MEAC/SWAC Challenge presented by Disney](#) (Orlando, Fla.); [Orlando Kickoff](#) (Florida); [Popeyes Bahamas Bowl](#) (Nassau); [Raycom Media Camellia Bowl](#) (Montgomery, Ala.); [Royal Purple Las Vegas Bowl](#) (Nevada); [St. Petersburg Bowl](#) (Florida); [The Home Depot College Football Awards](#) (Atlanta) and [Zaxby's Heart of Dallas Bowl](#) (Dallas-Fort Worth)

Collegiate Basketball

[AdvoCare Invitational](#) (Walt Disney World Resort near Orlando, Fla.); [Armed Forces Classic](#) (Marine Corps Base Camp Smedley D. Butler, Okinawa, Japan); [DIRECTV Wooden Legacy](#) (Orange County, Calif.); [College Basketball Awards Presented by Wendy's](#) (Los Angeles); [Gildan Charleston Classic](#) (South Carolina); [Hawaiian Airlines Diamond Head Classic](#) (Honolulu); [Jimmy V Men's Classic Presented by Corona \(New York City\)](#); [Jimmy V Women's Classic Presented by Corona](#) (Hartford/Storrs, Conn.); [NIT Season Tip-Off](#) (Brooklyn, N.Y.); [Puerto Rico Tip-Off](#) (San Juan) and [State Farm Champions Classic](#) (Chicago)

For more information, visit the official [website](#), [Facebook](#), [Twitter](#) or [YouTube](#) pages.

-30-

ESPN Media Contact: Rachel Margolis Siegal at 860-766-2798 or rachel.m.siegal@espn.com

Local Media Contact: Sam Miller at 205-790-0591, or smiller@burtonadvertising.com

Birmingham Bowl
ESPN Events
2 Riverchase Office Plaza, Suite 110
Birmingham, AL 35244
Phone: (205) 733-3776
Fax: (205) 733-9249



Birmingham Bowl
Historic Legion Field
www.birminghambowl.com
[Facebook.com/birminghambowl](https://www.facebook.com/birminghambowl)
[Twitter@birminghambowl](https://twitter.com/birminghambowl)