

★ GROUP TICKET PACKAGES ★

The Birmingham Bowl will work with corporations, charitable organizations, youth groups, church groups and individuals to plan a special outing for employees, clients, youth teams or other special occasions. Please call the Birmingham Bowl at (205) 733-3776 (ext. 102) for more information.

\$30 GENERAL ADMISSION SEATING*

- ★ 100+ tickets @ \$10 each
- ★ 50-99 tickets @ \$15 each
- ★ 20-49 tickets @ \$20 each

\$50 RESERVED SEATING*

- ★ 100+ tickets @ \$30 each
- ★ 50-99 tickets @ \$35 each
- ★ 20-49 tickets @ \$40 each

*Group pricing valid through November 30, 2016

MILITARY TICKET PACKAGES

Since 2006, the Birmingham Bowl has distributed thousands of complimentary tickets to active and retired military members and their families through the generous donations of our conference partners and supporters. Your purchase of a military ticket package as outlined below will directly support these efforts.

RED - \$1,000

100 general admission tickets

WHITE - \$1,500

150 general admission tickets

BLUE - \$2,000

200 general admission tickets

★ THE BIRMINGHAM BOWL GIVES BACK ★



- ★ The Birmingham Bowl annually conducts a free football fundamentals clinic for Birmingham area youth 8-13 years of age led by coaches from FBS institutions.
- ★ Since 2006, the Birmingham Bowl has donated over \$280,000 to the Monday Morning Quarterback Club in support of its charitable arm, the Crippled Children's Foundation. The Crippled Children's Foundation provides direct financial support to charities providing vital medical services to children.
- ★ Over the past ten years, visitors in town for the Bowl and associated game-week activities have generated over \$130 million** in economic impact for the Birmingham community.

**Figures provided by the Greater Birmingham Convention & Visitors Bureau.

ESPN EVENTS



DECEMBER 29, 2016

★ 1PM · LEGION FIELD · BIRMINGHAM, AL ★



VS.



CORPORATE TICKETS AND AMENITIES

ALL AMERICAN PACKAGE: \$1,250.00*

- ★ Four (4) Club Level OR ESPN Lounge Tickets (your choice)
- ★ Two (2) reserved parking passes

MVP PACKAGE: \$1,600*

- ★ Ten (10) corporate reserved tickets
- ★ Ten (10) pregame hospitality tent passes
- ★ Four (4) reserved parking passes

CHAMPIONS PACKAGE: \$2,500*

- ★ Eight (8) Club Level OR ESPN Lounge Tickets (your choice)
- ★ Four (4) reserved parking passes

ADD-ON OR STAND ALONE OPTIONS:

OFFICIAL SOUVENIR GAME PROGRAM* (Deadline 11/23/16)

- ★ One (1) half-page, color ad: \$1,000.00*
- ★ One (1) full-page, color ad: \$1,800.00*

FAN GUIDE: \$1,000* (Deadline 11/11/16)

- ★ One (1) preferred business listing by category (lodging, transportation, restaurants, entertainment, attractions) with link on the Birmingham Bowl website visitors page Fan Guide (www.birminghambowl.com).
- ★ One (1) 1" x 3 1/2" preferred business listing by category (lodging, transportation, restaurants, entertainment, attractions) on 10,000 printed Fan Guides distributed to all ticket buyers including both participating teams.

FAN GUIDE WITH COUPON: \$2,000* (Deadline 11/11/16)

- ★ One (1) preferred business listing by category (lodging, transportation, restaurants, entertainment, attractions) with link on the Birmingham Bowl website visitors page Fan Guide (www.birminghambowl.com).
- ★ One (1) 1" x 3 1/2" preferred business listing by category (lodging, transportation, restaurants, entertainment, attractions) on 10,000 printed Fan Guides distributed to all ticket buyers including both participating teams.
- ★ One (1) 2" H x 3 1/2" W coupon (printed on both sides) in the Birmingham Bowl printed Fan Guide distributed to all ticket buyers including both participating teams.

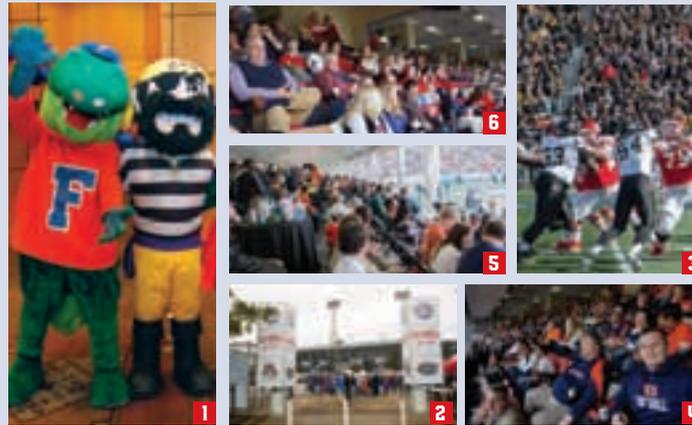
*Includes recognition with link on bowl website sponsor page, game program sponsor page, and Legion Field video board.

FOR INFORMATION ON ADDITIONAL BRANDING OPPORTUNITIES OR TO PLACE AN ORDER, PLEASE CONTACT US AT:

Birmingham Bowl
ESPN Events

2 Riverchase Office Plaza, Suite 110, Birmingham, AL 35244
(205) 733-3776 (Ext 102) · Email: mark.r.meadows@espn.com

AMENITY DESCRIPTIONS



1 TEAM LUNCHEON TICKETS: \$75 EACH

The Team Luncheon will be held at the Sheraton Birmingham Ballroom at noon on Wednesday, December 28th. The Luncheon is attended by both participating teams and includes appearances by cheerleaders, mascots, and pep bands. The fast paced program features a nationally known Keynote Speaker and includes a Q&A with both head coaches. The bowl will also honor the Golden Flake Legend of Birmingham.

2 PREGAME VIP HOSPITALITY TENT PASSES: \$100 EACH

Located adjacent to the Fan Zone tailgate area, the Pregame VIP Hospitality Tent puts you in the middle of the action by providing easy access to interactive games, corporate displays, and live music. Open from 9:00 AM-12:45 PM, the Hospitality Tent includes a complimentary buffet lunch (provided by Dreamland BBQ) and beverages (beer, wine, soft drinks and water) in a climate controlled environment with private restrooms.

3 CORPORATE RESERVED GAME TICKETS: \$50 EACH

Located at midfield in East Stand, Sections 33, 34, 35 & 36.

4 CLUB LEVEL PREMIUM TICKETS: \$300 EACH

Located at midfield on the West side of the stadium, the Club Level opens two hours prior to kickoff and includes game admission, complimentary food and beverages (beer, wine, soft drinks and water) and a cash bar all in a climate controlled environment featuring flat screen TV's and private restrooms.

5 ESPN LOUNGE PREMIUM TICKETS: \$300 EACH

Located at field level in the North end zone, the ESPN Lounge gets you close to the action! The Lounge opens two hours prior to kickoff and includes game admission, complimentary food and beverages (beer, wine, soft drinks and water) and a cash bar all in a climate controlled environment featuring flat screen TV's and private restrooms.

6 PRIVATE SUITE (SEATS 28): \$8,500 EACH**

Located on the West side of the stadium, the Private Suites open two hours prior to kickoff and includes game admission in a climate controlled environment featuring flat screen TV's and private restrooms.

**Catering (food & beverage) not included in this price.

THE CORPORATE HOSPITALITY VILLAGE



The Birmingham Bowl Corporate Hospitality Village opens 4 hours prior to kickoff and is located on the East side of the Legion Field parking lot adjacent to the Fan Zone area. The perfect setting for corporations to entertain guests prior to a college football post-season game, the village features entryways, entertainment, security, registration tables for guests and picket fencing to enclose the village area.

Orders must be placed on or before November 30, 2016.

CORPORATE VILLAGE PACKAGES

40 PERSON HOSPITALITY TENT: \$6,150 NET*

One (1) 20' x 30' tent with tables and chairs to accommodate 40 patrons to include the following:

- ★ Forty (40) Corporate Reserved Birmingham Bowl Tickets
- ★ Forty (40) Corporate Village Passes
- ★ Ten (10) Legion Field Reserved Parking Passes
- ★ Five (5) Round tables with 40 white wood chairs
- ★ Plant and centerpiece décor
- ★ Umbrella Tables in courtyard
- ★ Two (2) Buffet tables
- ★ Corporate logo on Tent
- ★ One (1) HD Television with satellite feed
- ★ Heating for tent

*Catering (food & beverage) is not included in this price

100 PERSON HOSPITALITY TENT: \$11,500 NET*

One (1) 30' x 50' tent with tables and chairs to accommodate 100 patrons to include the following:

- ★ One-hundred (100) Corporate Reserved Birmingham Bowl Tickets
- ★ One-hundred (100) Corporate Village Passes
- ★ Twenty-five (25) Legion Field Reserved Parking Passes
- ★ Thirteen (13) Round tables with white wood chairs
- ★ Plant and centerpiece décor
- ★ Umbrella tables in a courtyard style common area
- ★ Three (3) Buffet tables
- ★ Corporate logo on Tent
- ★ Three (3) HD Televisions with satellite feed
- ★ Heating for tent

*Catering (food & beverage) is not included in this price