



Immediate Release

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Benson Orcutt is Named Associate Manager, Events for the Birmingham Bowl

BIRMINGHAM, Ala. —Benson Orcutt has been hired by ESPN Events, a division of ESPN, as an [Associate Manager, Events](#), working with the Birmingham Bowl.

Orcutt comes from Samford University where he was the Director of Marketing. In his role, he will be overseeing various aspects of the Bowl, including social media, website, publications and group ticket sales. He will also assist with sales support and oversee a number of Bowl committees.

Orcutt is from Dallas, Texas, and earned a Bachelor's degree in Marketing from the University of Alabama in May of 2011. While at Alabama, Orcutt served as a women's basketball practice team player under then head coach Wendell Hudson in 2009. Orcutt and his wife Anna Kathryn reside in Homewood and have one child.

"I am very excited about this great opportunity to join the talented team at ESPN Events and the Birmingham Bowl. I look forward to building relationships in our city and to raise attendance and excitement around the bowl game. I hope to help our team at ESPN Events continue to make a positive impact on the local economy through the Birmingham Bowl, as well as to help families create long-lasting memories by attending our event," said Orcutt.

To interview a representative from the Birmingham Bowl, contact Heather Jeffcoat at 205-515-1972 or by emailing hjeffcoat@burtonadvertising.com.

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 Albuquerque, Birmingham, Boca Raton, Boise, Dallas-Fort Worth, Honolulu, Las Vegas, Montgomery and St. Petersburg, 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.

Birmingham Bowl

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Birmingham Bowl

Historic Legion Field
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Collegiate Football

[AdvoCare Texas Kickoff](#) (Houston); [AdvoCare V100 Texas Bowl](#) (Houston); [Air Force Reserve Celebration Bowl](#) (Atlanta); [Birmingham Bowl](#) (Alabama); [Boca Raton Bowl](#) (Florida); [Camping World Kickoff](#) (Orlando, Fla.); [Famous Idaho Potato Bowl](#) (Boise); [Gildan New Mexico Bowl](#) (Albuquerque); [Hawai'i Bowl](#) (Honolulu); [Las Vegas Bowl](#) (Nevada); [Lockheed Martin Armed Forces Bowl](#) (Dallas-Fort Worth); [MEAC/SWAC Challenge](#) (Orlando, Fla.); [Popeyes Bahamas Bowl](#) (Nassau); [Raycom Media Camellia Bowl](#) (Montgomery, Ala.); [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](#) (Joint Base Pearl Harbor-Hickam, Honolulu); [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](#) (Uncasville, Conn.); [NIT Season Tip-Off](#) (Brooklyn, N.Y.); [State Farm Champions Classic](#) (New York City) and [Tire Pros Puerto Rico Tip-Off](#) (San Juan)

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

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