



Immediate Release

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Birmingham Bowl Renews Southeastern Conference Agreement Through 2025

BIRMINGHAM, Ala. — The Southeastern Conference will participate in the Birmingham Bowl for the 2020 to 2025 seasons as the result of a new six-year agreement with ESPN Events.

“We are excited about extending our relationship with the Southeastern Conference through 2025,” said Mark Meadows, Birmingham Bowl executive director. “Birmingham is the geographic center of the SEC, which allows fans the opportunity to travel to our Bowl and experience the unique southern hospitality and college football frenzy that exists in Birmingham.”

The SEC will maintain its current bowl selection process in which the Citrus Bowl has the first selection of available SEC teams after any conference schools have qualified for the College Football Playoff, the Allstate Sugar Bowl or the Capital One Orange Bowl, after which the SEC assigns teams to a Pool of Six bowls.

“We are pleased to have an SEC bowl lineup that provides exciting destinations for our student-athletes and traveling fans,” said SEC Commissioner Greg Sankey. “We enjoy great relationships with some of the best bowl games in college football, and this lineup will continue to provide a wide array of rewarding bowl game experiences for our student-athletes and fans in celebration of a successful season.”

Birmingham Bowl

ESPN Events

2 Riverchase Office Plaza, Suite 110

Birmingham, AL 35244

Phone: (205) 733-3776



Birmingham Bowl

Historic Legion Field

www.birminghambowl.com

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The SEC Pool of Six consists of the Outback Bowl, Gator Bowl, Music City Bowl, Texas Bowl and Liberty Bowl, as well as the Las Vegas Bowl in 2020, 2022 and 2024, and the Belk Bowl in 2021, 2023 and 2025. In consultation with SEC member institutions, as well as these six bowls, the conference will make assignments for the bowl games in the pool system.

After the Pool of Six selection process is complete, the Birmingham Bowl and Bad Boy Mowers Gasparilla Bowl will collaborate on the selection of remaining eligible teams each year.

Since the game's inception in 2006, the Birmingham Bowl has generated over \$151 million in economic impact for the Birmingham community, according to figures provided by the Greater Birmingham Convention & Visitors Bureau.

Tickets for the 14th-annual Birmingham Bowl will go on sale to the public on Oct. 1, 2019. Ticket pricing will be \$50 for East and West reserved sideline seating and \$30 for general admission corner seats. Discounted Group Tickets are also available. For information on group tickets, corporate packages and branding opportunities, contact Mark Meadows at mark.r.meadows@espn.com or 205-733-3776, ext. 102.

For up-to-the-minute information, be sure to like the Birmingham Bowl on Facebook: [Facebook.com/birminghambowl](https://www.facebook.com/birminghambowl) and follow on Twitter @birminghambowl and Instagram.

To interview a representative from the Birmingham Bowl, contact Heather Jeffcoat at 205-515-1972 or by emailing hjeffcoat@burtonadvertising.com. For additional information, contact the Birmingham Bowl office at 205-733-3776 ext 103.

ESPN Events

[ESPN Events](#), a division of ESPN, owns and operates a large portfolio of 34 collegiate sporting events worldwide. The roster includes three Labor Day weekend college football games, the FCS opening-weekend game, 15 college bowl games, 11 college basketball events, a college softball event, an esports event and two college award shows, which accounts for approximately 375-plus hours of live programming, reaches almost 64 million viewers and attracts over 800,000 attendees each year. With satellite offices in Albuquerque, Birmingham, Boca Raton, Boise,

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Dallas-Fort Worth, Honolulu, Las Vegas, Montgomery and Tampa, ESPN Events builds relationships with conferences, schools and local communities, as well as providing unique experiences for teams and fans.

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

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