



15th TicketSmarter Birmingham Bowl Set for December 28 at Protective Stadium

BIRMINGHAM, Ala. — The 15th TicketSmarter Birmingham Bowl is set for Tuesday, December 28. The game will be played at the new Protective Stadium in Birmingham, Ala., and will feature teams from the Southeastern Conference and the American Athletic Conference. Kickoff is set for Noon ET/11 a.m. CT and will air on ESPN.

“We are very excited to be celebrating the 15th TicketSmarter Birmingham Bowl at our brand-new venue,” said Mark Meadows, TicketSmarter Birmingham Bowl executive director. “We know that everyone attending the game will enjoy the premium seating options and other amenities that are available at Protective Stadium. We look forward to hosting our two teams and their fans in yet another competitive postseason football game in Birmingham.”

Tickets for the 15th TicketSmarter Birmingham Bowl will go on sale to the public on September 1, 2021, but fans can sign up to become eligible for a pre-sale ticket discount that begins on August 1, 2021, at <https://ticketsmarterbirminghambowl.com/tickets/>.

Tickets available online will range in price from \$75 Reserved Bench-Back Seating to \$30 Reserved End Zone Bench Seating. A limited number of reserved seats will also be available online in the new Family Zone area with ticket packages available for \$40 for a family of four to \$60 for a family of six. For information on Club Seating, Chair-Back Seating, hospitality and branding opportunities, contact Mark Meadows at mark.r.meadows@espn.com.

The TicketSmarter Birmingham Bowl will celebrate its 15th game in 2021. In commemoration of the milestone, a new logo will be used for this upcoming Bowl season. Click here to download the new logo for usage. You can also find a link to the commemorative logo on the TicketSmarter Birmingham Bowl [website](#).

Following the 2019 season, Cincinnati defeated Boston College in the TicketSmarter Birmingham Bowl 38-6, setting bowl records with most yards rushing (343), most rushing touchdowns (4), most rushing attempts (60), most first downs (33), and tied for the fewest points allowed. Last season’s TicketSmarter Birmingham Bowl was cancelled due to the COVID-19 pandemic.

TicketSmarter Birmingham Bowl
ESPN Events
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TicketSmarter Birmingham Bowl
Protective Stadium
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Since the game's inception in 2006, the TicketSmarter Birmingham Bowl has generated over \$156 million in economic impact for the Birmingham community, according to figures provided by the Greater Birmingham Convention & Visitors Bureau.

For more TicketSmarter Birmingham Bowl information please visit TicketSmarterBirminghamBowl.com. For up-to-the-minute information, please follow our social handles on [Facebook](#), [Twitter](#) and [Instagram](#).

About TicketSmarter

TicketSmarter helps customers from all walks of life experience the power and excitement of live events by giving back through children's charities and creating helpful partnerships. \$1 from every transaction will help our charitable partners, including St. Jude Children's Research Hospital, V Foundation and Quarterbacking Children's Health Foundation.

TicketSmarter is the title sponsor of the TicketSmarter Birmingham Bowl. Additionally, TicketSmarter is the official ticket resale partner of Rose Bowl Stadium, ESPN Events, over 35 collegiate conferences including Pac-12 Conference and over 125 universities nationwide.

ESPN Events

ESPN Events, a division of ESPN, owns and operates a portfolio of 34 collegiate sporting events nationwide. The roster includes five early-season college football games, 17 college bowl games, 11 college basketball events and a college softball event, which accounts for approximately 400 hours of live programming, reaches nearly 64 million viewers and attracts over 800,000 attendees each year. With satellite offices in more than 10 markets across the country, 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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