



16th TicketSmarter Birmingham Bowl Set for December 27 at Protective Stadium

BIRMINGHAM, Ala. — The 16th TicketSmarter Birmingham Bowl is set for Tuesday, December 27, 2022. The game will be played at Protective Stadium in Birmingham, Ala., and will feature teams from the Southeastern Conference and the American Athletic Conference. Kickoff will either be 2:15 or 5:45 PM CT and will air on ESPN. Participating teams and kickoff time will be announced on December 4th.

“As we prepare for the 16th TicketSmarter Birmingham Bowl, we look forward to building on the amazing atmosphere and success of last year’s first game at our new venue, Protective Stadium,” said Mark Meadows, TicketSmarter Birmingham Bowl executive director. “We anticipate another exciting match-up and know that the teams and their fans will enjoy the unique brand of southern hospitality that Birmingham offers while in town for the holidays.”

Tickets will go on sale to the public October 1st at www.ticketsmarterbirminghambowl.com. On-line tickets will range in price from \$30 for reserved, end zone seating to \$75 for reserved bench-back seating. For information on Premium Seating, hospitality and branding opportunities, contact Mark Meadows at mark.r.meadows@espn.com.

The TicketSmarter Birmingham Bowl celebrated its 15th game in 2021 with a victory by the 21st ranked Houston Cougars over the Auburn Tigers, 17-13. It was the first sell-out for the TicketSmarter Birmingham Bowl and the first sell-out for Protective Stadium since opening in October 2021.

Since the game’s inception in 2006, the TicketSmarter Birmingham Bowl has generated over \$166 million in economic impact for the Birmingham community according to figures provided by the Greater Birmingham Convention & Visitors Bureau. In addition, the TicketSmarter Birmingham Bowl has donated over \$400,000 to the Monday Morning Quarterback Club in support of its charitable arm, Quarterbacking Children’s Health Foundation.

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

TicketSmarter Birmingham Bowl
ESPN Events
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TicketSmarter Birmingham Bowl
Protective Stadium
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About TicketSmarter

TicketSmarter is a proud member of the Digital Ally Companies (NASDAQ: DGLY). With seats for over 125,000 live events and 48 million tickets for sale, TicketSmarter is a national ticket marketplace whose mission is to enable customers to experience the power and excitement of live events by creating valuable partnerships while giving back to children's charities. TicketSmarter is committed to contributing a portion from every transaction to help charitable partners, including St. Jude Children's Research Hospital, the V Foundation, Quarterbacking Children's Health Foundation and Coach To Cure MD.

TicketSmarter is the official ticket resale partner of Rose Bowl Stadium and the title sponsor of the [TicketSmarter Birmingham Bowl](#) with ESPN Events - for more information, follow [@Birmingham Bowl](#) on Twitter. Additionally, TicketSmarter is the official ticket resale partner of over 35 collegiate conferences, 300+ universities, and hundreds of events and venues nationally.

Stay updated with TicketSmarter at <https://TicketSmarter.com>, and follow @TicketSmarter on [Facebook](#), [Twitter](#), and [Instagram](#).

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ESPN Events

[ESPN Events](#), a division of ESPN, owns and operates a portfolio of collegiate sporting events nationwide. In 2022, the 32-event schedule includes three early-season college football kickoff games, 17 college bowl games, 11 college basketball events, and a college softball event, which account for approximately 400 hours of live programming, while reaching nearly 64 million viewers and attracting over 800,000 annual attendees. With satellite offices in more than 10 cities 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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