



TICKET GUIDE



ECONOMIC IMPACT

The Greater Birmingham Convention and Visitors Bureau estimates that the teams, bands, and fans attending the Birmingham Bowl since 2006 have generated over \$173 million in economic impact for the Birmingham area.

GIVING BACK

Quarterbacking Children's Health

Since 2006, the Birmingham Bowl has donated over \$430,000 to the Monday Morning Quarterback Club in support of its charitable foundation, Quarterbacking Children's Health Foundation, which provides direct financial support to organizations providing vital medical services to area children.

Extra Yard for Teachers

Since 2021, ESPN and the Birmingham Bowl have partnered with the College Football Playoff's Extra Yard for Teachers Foundation to award cash gift cards to the elementary and secondary Teachers of the Year in the Birmingham City School System.

Honoring our Armed Forces and First Responders

Since 2006, the Birmingham Bowl has distributed thousands of complimentary tickets to local non-profit organizations, First Responders and their families and members of the Armed Forces, military veterans and their families through the generous donations of our conference partners and sponsors.

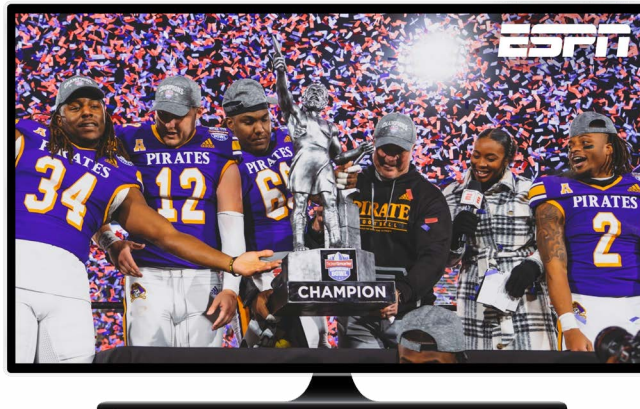
RIGHT: The Birmingham Bowl is honored to give back to the community that supports us.



ABOVE: The Birmingham Bowl is proud to participate in the Extra Yard for Teachers program that provides much needed funds to local teachers.



BELOW: The Birmingham Bowl supports our Armed Forces and First Responders by providing complimentary tickets on game day.



TELEVISION:

Bowl Season is, annually, the most watched two weeks on ESPN. 2022 was no different with 2,620,000 viewers tuning in to watch the Birmingham Bowl, a 3.5-hour nationally televised game highlighting the City of Birmingham to the entire nation. This was the Birmingham Bowl's highest viewership since 2017 and the ninth most watched non-NYG bowl on ESPN platforms.

COMMUNITY IMPACT







Protective Stadium

On December 28, 2021, 41,871 fans filled Protective Stadium for the 15th Birmingham Bowl. This was the first sell-out in the history of the bowl game and the first sell-out for Protective Stadium.

BOWL TICKET PRICING

(IF PURCHASED THROUGH BOWL OFFICE - ONLINE PURCHASES SUBJECT TO FEES)

Seat Section	Price
 Reserved Club Seating*	\$204
 Reserved Chair-Back Seating*	\$104
 Reserved Bench-Back Seating	\$79
 Reserved Bench Seating	\$54
 Reserved End Zone Seating	\$34

*AVAILABLE ONLINE DECEMBER 3RD / ONLINE PRICING SUBJECT TO CHANGE

To purchase tickets online go to:
www.BirminghamBowl.com



PROTECTIVE STADIUM SEATING CHART



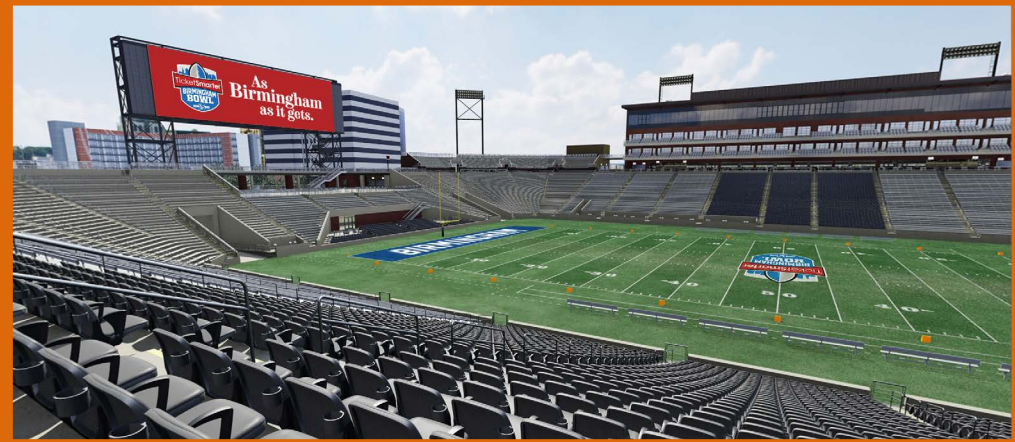
Club Seating: \$204 Each

Admissions to the Stadium Club include complimentary food and beverages (water, soft drinks, beer and wine) in a climate-controlled area with multiple flat screen TV's and club level restrooms. A cash liquor bar is also available. Includes reserved, outdoor, chair-back club seating at midfield (Sections 101-103) on the west side of the stadium. Opens 90 minutes prior to kickoff.



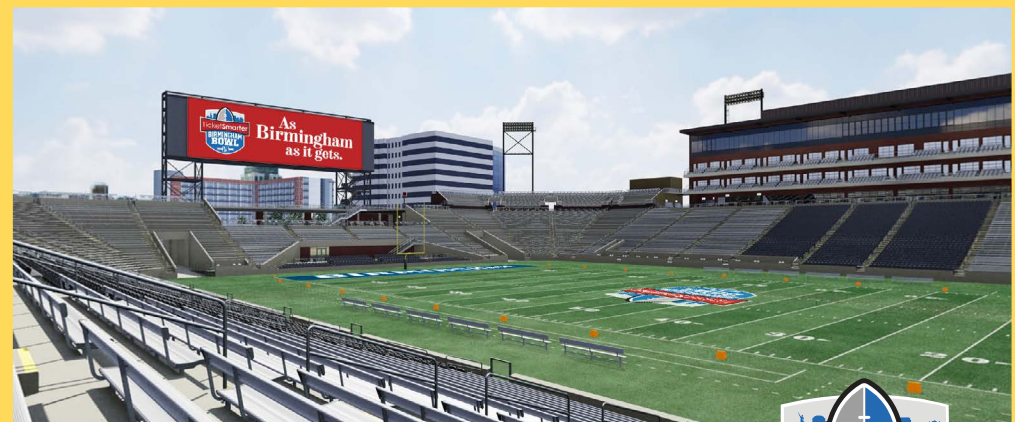
Chair Back Seating: \$104 Each

Located at midfield on the east side of the stadium (Sections 124-126) this premium seating option features reserved chair-back seating with cup holders and arm rests.



Bench Back Seating: \$79 Each

Located on the east side of the stadium, this comfortable reserved seating option provides a great view of the action.



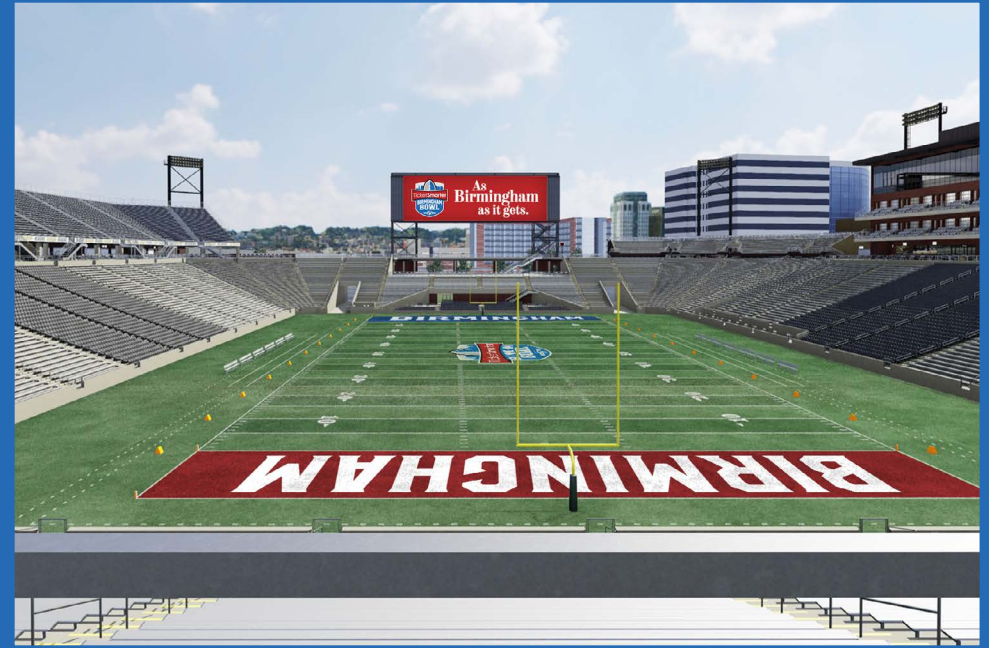
AMENITY DESCRIPTIONS & PRICING



Private Cabana: \$4,750 Each*

Located at the top of the north end zone (Sections 134-139), these eight private cabanas offer a unique game-day experience for entertaining and enjoying the game. Each 20' x 15' tent includes tables, chairs and a small patio area with seating for twenty (20) and a perfect view of the giant Protective Stadium video board and the Birmingham downtown skyline. Opens 90 minutes prior to kickoff.

*Food and beverage is not included in this price but can be purchased, separately, from stadium caterer.



Pre-Game Fan Fest Hospitality Tent: \$75 Each

Located in the Fan Fest adjacent to Protective Stadium, the Pre-Game Fan Fest Hospitality Tent puts you in the middle of the action by providing easy access to interactive games, corporate displays, and live music. Admission to the Hospitality Tent includes a complimentary buffet (provided by Dreamland BBQ) and beverages (beer, wine, soft drinks and water) in a climate controlled area with courtyard and convenient restrooms and handwashing stations. Opens 3 hours prior to kickoff.



AMENITY DESCRIPTIONS & PRICING





RESERVED TICKET PACKAGES

All American Package: \$1,040

Ten (10) Reserved Chair Back Tickets

MVP Package: \$1,580

Twenty (20) Reserved Bench-Back Tickets

Armed Forces Donation Package: \$1,050

Seventy-five (75) tickets donated to members of the Armed Forces, veterans, retirees and their families.

Includes sponsor donation recognition in souvenir game program, website and stadium video board. PACKAGE AVAILABLE THROUGH NOVEMBER 30TH.

Champions Package: \$1,080

Twenty (20) Reserved Bench Tickets

First Responders Donation Package: \$1,050

Seventy-five (75) tickets donated to First Responders and their families.

Includes sponsor donation recognition in souvenir game program, website and stadium video board. PACKAGE AVAILABLE THROUGH NOVEMBER 30TH.

PREMIUM TICKET PACKAGES

Chair-Back Hospitality Package: \$1,300

Eight (8) Reserved Chair Back Tickets at Midfield
Eight (8) Pre-game Hospitality Tent Admissions
Two (2) Reserved Parking Passes

Tailgate Package: \$1,380

Ten (10) Reserved Bench-Back Tickets
Ten (10) Pre-game Hospitality Tent Admissions
Three (3) Reserved Parking Passes

Club Package: \$1,285

Six (6) Reserved Club Level Tickets
Two (2) Reserved Parking Passes

Private Cabana: \$4,750*

Twenty (20) Admissions
Five (5) Reserved Parking Passes

*Food and beverage are not included in this price but can be purchased, separately, from stadium caterer.

Deluxe Chair-Back Hospitality Package: \$1,970

Twelve (12) Reserved Chair Back Tickets at Midfield
Twelve (12) Pre-game Hospitality Tent Admissions
Four (4) Reserved Parking Passes

Deluxe Tailgate Package: \$2,730

Twenty (20) Reserved Bench-Back Tickets
Twenty (20) Pre-game Hospitality Tent Admissions
Five (5) Reserved Parking Passes

Deluxe Club Package: \$2,570

Twelve (12) Reserved Club Tickets
Four (4) Reserved Parking Passes

RESERVED AND PREMIUM TICKET PACKAGES



TICKET PACKAGE ORDER FORM



TICKET PACKAGES:

Please indicate how many of each ticket package that you are ordering:

- _____ All American Package: \$1,040
- _____ Champions Package: \$1,080
- _____ MVP Package: \$1,580
- _____ Armed Forces Donation Package: \$1,050
- _____ First Responders Donation Package: \$1,050
- _____ Chair-Back Hospitality Package: \$1,300
- _____ Deluxe Chair-Back Hospitality Package: \$1,970
- _____ Tailgate Package: \$1,380
- _____ Deluxe Tailgate Package: \$2,730
- _____ Club Package: \$1,285
- _____ Deluxe Club Package: \$2,570
- _____ Private Cabana Package: \$4,750*

**Food and beverage is not included in this price but can be purchased, separately, from stadium caterer.*

PACKAGE ADD ONS:

Please indicate number of additional items you want to add to your package (minimum of one package must be selected):

- _____ Reserved Club Tickets @ \$204 each
- _____ Reserved Chair-Back Tickets @ \$104 each
- _____ Reserved Bench-Back Tickets @ \$79 each
- _____ Reserved Bench Tickets @ \$54 each
- _____ Reserved End Zone Tickets @ \$34 each
- _____ Pre-game Hospitality Tent Admissions @ \$75 each
- _____ Reserved Parking Passes @ \$30 each**

***Some restrictions apply*

\$ _____ ORDER TOTAL

CUSTOMER INFORMATION:

Business/Individual Name: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Billing Contact: _____ Email: _____

Email for Digital Ticket Delivery: _____
Required

BILLING INFORMATION:

Agreed: _____
Print Name *Signature*

Title: _____ Date: _____ Phone: _____

____ Check enclosed Payable to ESPN

Mail To:
Birmingham Bowl
Attn: Mark Meadows
2 Riverchase Office Plaza, Suite 110
Birmingham, AL 35244
205-733-3776 x302
mark.r.meadows@espn.com

