



76® Named New Title Sponsor of Birmingham Bowl

December 1, 2023

BIRMINGHAM, Ala. — ESPN Events has announced a new agreement with Motiva that makes 76® the title sponsor of the 2023 Birmingham Bowl college football game.

The 76® Birmingham Bowl will be played Saturday, December 23rd at Protective Stadium in Birmingham, Ala. Kickoff is set for noon ET/11 AM CT and the game will be broadcast on ABC. Participating teams will be announced on Sunday, December 3rd.

“76® is excited by the opportunity to fuel the excitement of college football fans across the country by sponsoring the 2023 Birmingham Bowl,” said Todd Jackson, operations director for Motiva’s 76® brand. “76® has a long history of supporting collegiate and professional sports, and as one of America’s most iconic fuel brands, we’re thrilled to help drive passion for college football fans while contributing to the growth and development of the 76® brand in Birmingham and surrounding areas.”

“We’re delighted about this new relationship with Motiva and we can’t wait to welcome fans to the 76® Birmingham Bowl in the Magic City in December,” said Mark Meadows, 76® Birmingham Bowl executive director. “With 76® joining us on this ride, we’re ready to provide college football fans who travel to our great city with an enjoyable bowl experience filled with unique southern hospitality.”

All seating at Protective Stadium is reserved and will go on sale to the public on Sunday, December 3rd at birminghambowl.com. For information on Premium Seating, hospitality and branding opportunities, contact Mark Meadows at mark.r.meadows@espn.com.

According to figures provided by the Greater Birmingham Convention & Visitors Bureau, since the game’s inception in 2006, the 76® Birmingham Bowl has generated over \$173 million in economic impact for the Birmingham community. Additionally, through its partnership with the Monday Morning Quarterback Club, the 76® Birmingham Bowl has donated over \$460,000 to the Quarterbacking Children’s Health Foundation to provide healthcare for Birmingham area youth.

76® Birmingham Bowl
ESPN Events
2 Riverchase Office Plaza, suite 110
Birmingham, AL 35244



76® Birmingham Bowl
Protective Stadium
www.birminghambowl.com
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For more 76® Birmingham Bowl information, please visit birminghambowl.com. For up-to-the-minute information, please follow our social handles on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

The 76® Birmingham Bowl logo is attached and can be found here: <https://birminghambowl.com/about-us/birmingham-bowl-logo/>

About Motiva

Headquartered in Houston, Texas, Motiva refines, distributes, and markets petroleum products throughout the Americas. The company's Port Arthur Manufacturing Complex is comprised of North America's largest refinery with a crude capacity of 640,000 barrels a day, the country's largest base oil plant, and an adjacent chemical plant. Under exclusive, long-term brand licenses with Shell and Phillips 66 (for the 76® brand), Motiva's marketing operations support more than 5,000 retail gasoline stations. Motiva is wholly owned by Aramco.

About the 76® Brand

76® is a registered trademark owned by Phillips 66 Company and licensed for exclusive use by Motiva Enterprises LLC in 26 gulf and east coast states. The 76® brand has been on the driver's side for over 80 years and sells TOP TIER® gas that benefits vehicles and the environment, as it helps clean engines, burns less fuel, and reduces emissions.

ESPN Events

[ESPN Events](#), a division of ESPN, owns and operates a portfolio of collegiate sporting events nationwide. In 2023, the 33-event schedule includes four early-season college football kickoff games, 17 college bowl games, nine college basketball events, a college softball event and the inaugural Band of the Year National Championship, in addition to a new college gymnastics event coming in 2024. Collectively, these events account for over 400 hours of live programming on ESPN platforms, while reaching 60 million viewers and attracting more than 650,000 annual attendees. Each year, the portfolio of events features more than 20 Division I conferences and hosts over 4,000 participating student-athletes. 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](#), [X/Twitter](#) or [YouTube](#) pages.

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