



18th Birmingham Bowl Set for December 27th at Protective Stadium

June 6, 2024

BIRMINGHAM, Ala. — The 18th Birmingham Bowl is set for Friday, December 27, 2024 . The game will be played at Protective Stadium in Birmingham, Ala., and will feature teams from the Southeastern Conference, the American Athletic Conference or Atlantic Coast Conference. Kickoff is set for either 11 am or 2:30 pm CT and will air on ESPN. Participating teams and kickoff times will be announced on Sunday, December 8th.

“As we prepare for the 18th Birmingham Bowl, and our 4th game at Protective Stadium, we look forward to hosting the participating teams, marching bands and fans in town for the holidays and to experience the unique southern hospitality that only Birmingham can offer,” said Mark Meadows, Birmingham Bowl Executive Director. “I am also excited about showcasing our community to a national television audience on ESPN.”

Tickets will go on sale to the public December 8th at www.birminghambowl.com. All seating is reserved with on-line pricing starting at \$30. For information on Premium Seating, hospitality and branding opportunities, contact Mark Meadows at mark.r.meadows@espn.com.

Since the game’s inception in 2006, the Birmingham Bowl has generated over \$181 million in economic impact for the Birmingham community according to figures provided by the Greater Birmingham Convention & Visitors Bureau. In addition, the Birmingham Bowl has donated over \$460,000 to the Monday Morning Quarterback Club in support of its charitable arm, Quarterbacking Children’s Health Foundation.

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

ESPN Events

[ESPN Events](#), a division of ESPN, owns and operates a portfolio of collegiate sporting events nationwide. In 2024, the 34-event schedule includes four early-season college football kickoff games, 17 college bowl games, 10 college basketball events, the premiere regular season college softball and gymnastics events, as well as the Band of the Year National Championship. Collectively, these events account for over 400 hours of live programming on ESPN platforms, reaching 60 million viewers and attracting more than 650,000 annual attendees. Each year, the portfolio of events features more than 20 Division I conference 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,

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schools and local communities, as well as providing unique experiences for teams and fans.

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