



# 2026 TICKET GUIDE



*The 20th* JLAB BIRMINGHAM BOWL



## ECONOMIC IMPACT

The Greater Birmingham Convention and Visitors Bureau estimates that the fans, teams and marching bands from App State and Georgia Southern attending the 2025 JLab Birmingham Bowl generated \$4.5 million in economic impact for the Birmingham area. This brings the total economic impact for the first 19 years of the Bowl to over \$195 million.

## GIVING BACK

### QUARTERBACKING CHILDREN'S HEALTH

Since 2006, the JLab Birmingham Bowl has donated over \$520,000 to the Monday Morning Quarterback Club in support of its charitable arm, Quarterbacking Children's Health Foundation. Quarterbacking Children's Health Foundation provides funds to fulfill medical needs for children, whose needs would otherwise be unmet. We wish to make a difference in the medical care and medical opportunities for our children and young adults.

### YOUTH FOOTBALL

The JLab Birmingham Bowl supports youth football in the state of Alabama by annually recognizing Youth Football Championship Teams (all age groups) during our game. Championship players and coaches are presented with JLab Birmingham Bowl jersey patches to wear on their uniforms while being honored on the field during pregame festivities and later featured on the Protective Stadium videoboard during the game. The JLab Birmingham Bowl also provides complimentary tickets to players and coaches of each participating championship team. Family and supporters can purchase discounted tickets and be seated with their team.

### EXTRA YARD FOR TEACHERS

Since 2021, ESPN and the JLab Birmingham Bowl have partnered with the College Football Playoff's Extra Yard for Teachers Foundation to award 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 JLab Birmingham Bowl has distributed thousands of complimentary tickets to local 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.



QUARTERBACKING CHILDREN'S HEALTH



EXTRA YARD FOR TEACHERS



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YOUTH FOOTBALL INITIATIVE



### TELEVISION

Bowl Season continues to be the most watched two-week period on ESPN annually. Since 2021 over 12 million viewers have tuned in to ESPN and ABC for the JLab Birmingham Bowl, a 3.5-hour game highlighting the City of Birmingham to the entire nation. The game has averaged over 2.5 million viewers per year during that time!

# COMMUNITY IMPACT

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# 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 TIERS

(ONLINE PURCHASES SUBJECT TO FEES)

To purchase tickets online go to:

[www.BirminghamBowl.com](http://www.BirminghamBowl.com)

- Reserved Club Seating\*
- Reserved Chair-Back Seating\*
- Reserved Bench-Back Seating
- Reserved Bench Seating
- Reserved End Zone Seating

\*AVAILABLE ONLINE DECEMBER 6TH  
ONLINE PRICING SUBJECT TO CHANGE



# PROTECTIVE STADIUM SEATING CHART

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## STADIUM CLUB SEATING: \$254 EACH

Admissions to the Stadium Club includes reserved, outdoor, chair-back club seating at midfield. Includes complimentary food and beverages (water, soft drinks, beer & wine) in a climate-controlled area with multiple flat screen TV's and club level restrooms. Cash liquor and craft beer bar is also available. Club 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 both the east and west side of the stadium (Sections 104-106, 121-123, 127-129 and 144-146), this comfortable reserved seating option provides a great view of the action.



# AMENITY DESCRIPTIONS AND PRICING

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## LOWER LEVEL BENCH SEATING: \$54 EACH

Located in sections 119-120, this reserved bench seating offers an opportunity to be close to the action on the field.



## NORTH END ZONE SEATING: \$24 EACH

Located in sections 135-138, this reserved bench seating option offers an affordable option for your friends, family and co-workers.



# AMENITY DESCRIPTIONS AND PRICING

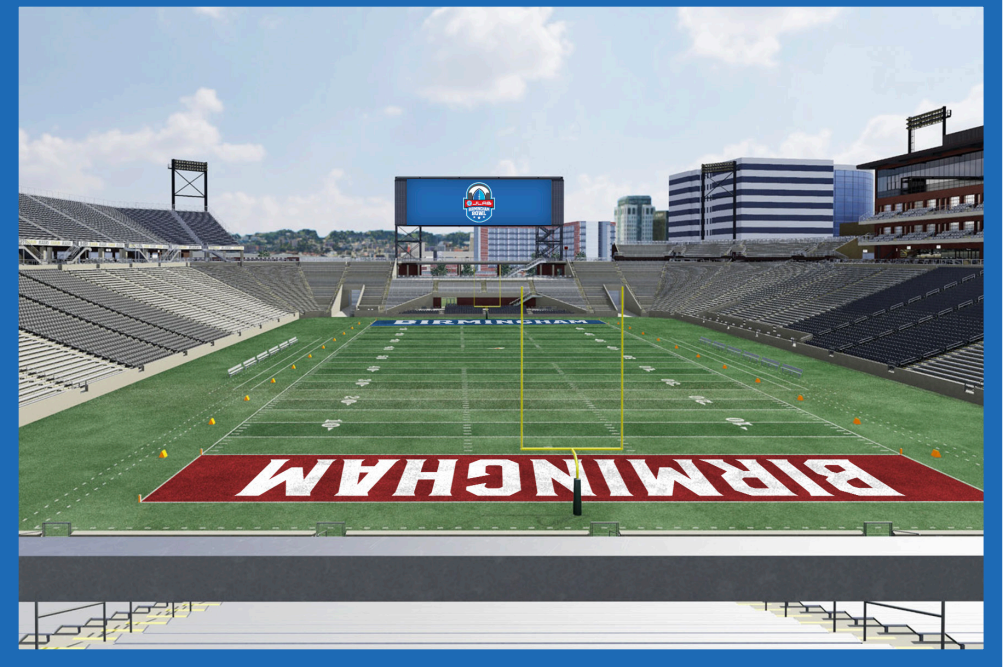
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## PRIVATE CABANA: \$4,850 EACH\*

Located at the top of the north end zone (Sections 134-139), these seven private cabanas offer a unique game-day experience for entertaining and enjoying the game. Each 20' x 15' space includes tent, 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 and beverages (beer, wine, soft drinks and water) in a climate controlled area with courtyard and convenient restrooms. Opens 3 hours prior to kickoff.



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## RESERVED TICKET PACKAGES AVAILABLE THROUGH DECEMBER 4TH

### FRIENDS & FAMILY PACKAGE: \$1,000

Forty (40) Reserved Bench Tickets in the North End Zone.

### CHAMPIONS PACKAGE: \$1,080

Twenty (20) Reserved Lower-Level Bench Tickets

### ARMED FORCES DONATION PACKAGE: \$1,400

One hundred (100) South End Zone Reserved Bench 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.

### ALL AMERICAN PACKAGE: \$1,040

Ten (10) Reserved Chair Back Tickets at Midfield.

### MVP PACKAGE: \$1,580

Twenty (20) Reserved Bench-Back Tickets

### FIRST RESPONDERS DONATION PACKAGE: \$1,400

One hundred (100) South End Zone Reserved Bench Tickets donated to First Responders and their families.

Includes sponsor donation recognition in souvenir game program, website and stadium video board.

## PREMIUM TICKET PACKAGES AVAILABLE THROUGH DECEMBER 4TH

### CHAIR-BACK HOSPITALITY PACKAGE: \$1,295

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

### STADIUM CLUB PACKAGE: \$1,585

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

### PRIVATE CABANA: \$4,850\*

Twenty (20) Stadium 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 STADIUM CLUB PACKAGE: \$3,170

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

# RESERVED AND PREMIUM TICKET PACKAGES

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