



# SPONSORSHIP AGREEMENT

I agree to sponsor the 2026 JLab Birmingham Bowl Tailgate Challenge benefitting The Bell Center as follows (*Check appropriate box*):

- TAILGATE CHALLENGE PRESENTING SPONSOR:** \$12,500.00 NET
- TAILGATE CHALLENGE ALL AMERICAN SPONSOR:** \$5,000.00 NET
- TAILGATE CHALLENGE ALL CONFERENCE SPONSOR:** \$2,500.00 NET
- TAILGATE CHALLENGE CORPORATE SPONSOR:** \$1,500.00 NET
- TAILGATE CHALLENGE FAN TENT:** \$150.00 NET

My tent will be representing the \_\_\_\_\_ football team.

- I agree to provide my own tent for the event
- I will need to rent a tent for the event

## SPONSOR INFORMATION (PLEASE PRINT)

Business/Individual Name: \_\_\_\_\_

Shipping Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Day of Event Contact Name: \_\_\_\_\_

Event Contact Email: \_\_\_\_\_

Event Contact Cellphone: \_\_\_\_\_

Agreed: \_\_\_\_\_  
PRINT NAME SIGNATURE

Title: \_\_\_\_\_ Date: \_\_\_\_\_

## PAYMENT INFORMATION

- Check Enclosed Payable to ESPN

A member of our staff will contact you once we have received your agreement to coordinate set-up for the event.

## Mail completed form and payment to:

**Mark Meadows**

JLab Birmingham Bowl

2 Riverchase Office Plaza, Suite 110

Birmingham, AL 35244

205.873.5041 | [Mark.r.meadows@espn.com](mailto:Mark.r.meadows@espn.com)

