



IT'S ALWAYS BEEN
MORE THAN A
GAME

**THE VALERO ALAMO BOWL
IS SAN ANTONIO'S HOLIDAY
TRADITION. WE LOOK FORWARD
TO CONTINUING A LEGACY THAT:**

- Brings quality teams, players, events, and attention to our community.
- Delivers unforgettable memories to San Antonians and visitors while creating positive economic impact, experiences and national attention for the community and participating universities.
- Grows San Antonio's national recognition, tourism, economic vibrancy and community outreach.

Visit alamobowl.com or follow us on social media (@valeroalamobowl) to stay up to date on all of the latest Valero Alamo Bowl news and events.



SAN ANTONIO - THANKS TO YOU,
WE HAVE GROWN TO BECOME ONE
OF THE PREMIER COLLEGE FOOTBALL
BOWL GAMES IN THE NATION.

4 STRAIGHT **TOP 15**
MATCH-UPS

MORE THAN ANY OTHER NON-CFP BOWL

7 SELLOUTS IN THE LAST



VS



12 YEARS

62,705 (95% capacity)

AVERAGE ATTENDANCE

6 OF THE **TOP 25** MOST-WATCHED
NON-CFP **BOWL GAMES**

ONLY BOWL TO HAVE
CONFERENCE, TITLE AND TV
AGREEMENTS THROUGH 2025

WITH YOUR SUPPORT,
THE VALERO ALAMO BOWL
CONTINUES TO PROVIDE A POSITIVE
AND LASTING IMPACT ON OUR CITY.

HIGHER EDUCATION IMPACT

\$105+ MILLION CONTRIBUTED
TO CONFERENCES & PARTICIPATING UNIVERSITIES

\$4+ MILLION AWARDED TO
SAN ANTONIO AREA STUDENTS

ECONOMIC IMPACT

1.5 MILLION ATTENDEES

\$863+ MILLION IN TOTAL
ECONOMIC IMPACT

136 MILLION TV VIEWERS