



**BIG TIME  
GAME.  
BIG TIME  
IMPACT.**





# WHERE DO WE RANK?

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#1 OF ALL NON-CFP BOWL  
GAMES IN TERMS OF:

- HIGHEST RANKED TEAMS
- COMMUNITY OUTREACH
- COMPETITIVE GAMES



VS



AFTER CFP SELECTIONS

5 STRAIGHT  
**TOP 25**  
MATCH-UPS



# CAPACITY CROWDS

**2009: Michigan State vs. Texas Tech**  
**2010: #14 Oklahoma State vs. Arizona**  
**2011: Washington vs. #12 Baylor**  
**2012: #23 Texas vs. #13 Oregon State**  
**2013: #10 Oregon vs. Texas**  
**2014: #11 Kansas State vs. #14 UCLA**  
**2015: #15 Oregon vs. #11 TCU**  
**2016: #12 Oklahoma State vs. #10 Colorado**  
**2017: #13 Stanford vs. #15 TCU**  
**2018: #24 Iowa State vs. #13 Washington State**

**62,203**

AVERAGE ATTENDANCE

**96%**

CAPACITY SINCE 2009



# WHY THE BOWL?

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A SAN ANTONIO TRADITION



The Valero Alamo Bowl drives economic impact and visibility for San Antonio, while also serving as our city's holiday tradition.



Bowl partners can make a deep connection with passionate San Antonio area college football fans all season through flexible partnerships tailored to specific business goals.



#1 OF ALL NON-CFP  
BOWL GAMES

# COMMUNITY IMPACT

**\$52**  
**MILLION**

2018 ECONOMIC  
IMPACT

**\$1**  
**MILLION**

AWARDED ANNUALLY  
TO AREA STUDENTS



#1 OF ALL NON-CFP  
BOWL GAMES





# FANTASTIC FINISHES

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REMEMBER THE  
ALAMO BOWL

The outcome of 10 of the last 13 Valero Alamo Bowls has not been decided until the final minutes.

The unforgettable memories from these fantastic finishes appreciate in value and allow your brand to tie into the excitement of these thrilling games.



NO. 1 OF ALL  
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GAMES

# EVENTS

The Bowl's Community Calendar includes 20+ events throughout the year that range from local youth clinics, golf events, networking events and luncheons as well as the fan events during Bowl Week. This gives partners the ability to tailor their involvement to their specific needs and demographics.



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# EVENT MARKETING



# COMMUNITY

The Bowl's community programs are high profile and high impact. Partners can benefit from tying into the #1 local scholarship program among all 40 bowl games, our military appreciation efforts or popular children's programming such as our Youth Football Clinic, concussion testing and charity ticket donations.



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# COMMUNITY PROGRAMS



Utilize the Bowl's reach (9.8 million impressions in 2018) and best-in-class data management platform to deliver traffic, addressable leads and knowledge about current customers with unique and engaging digital promotions.

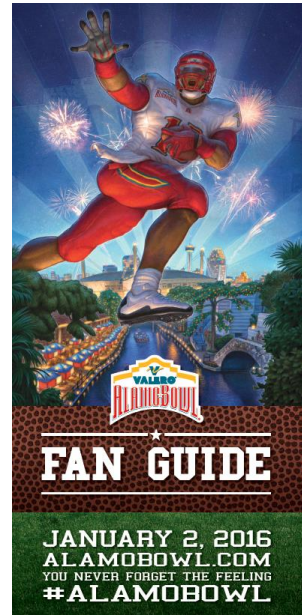
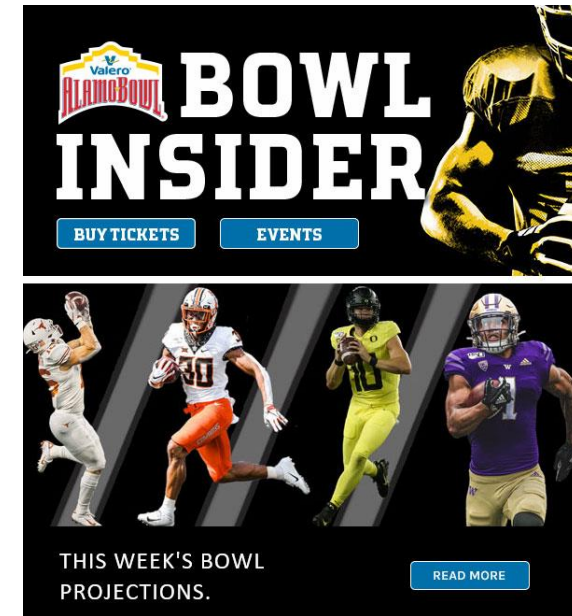
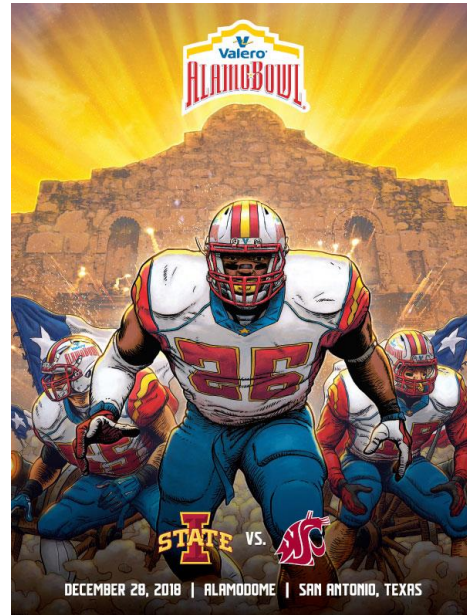
# DIGITAL OUTREACH



#1 OF ALL NON-CFP  
BOWL GAMES

# ADVERTISING & BRANDING

# AD PLACEMENTS



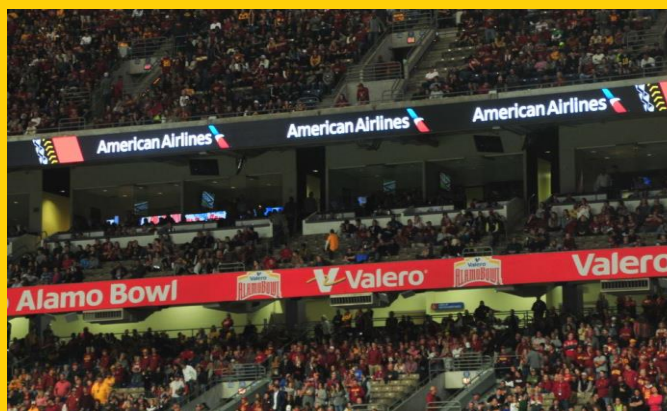
Both the Game Program and Fan Guide are distributed in print and online, while the Bowl Insider newsletter is emailed to 60,000+ subscribers 20 times a year. Local print, TV and radio ads are also available for Bowl partners.



NO. 1 OF ALL  
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# ADVERTISING & BRANDING





# IN-GAME EXPOSURE

The Alamodome's new HD videowalls and 360-degree LED ribbon boards offer Bowl partners exposure through memorable moments, branded promotions and fan interaction elements.



#1 OF ALL NON-CFP  
BOWL GAMES

# ADVERTISING & BRANDING

# VIP EXPERIENCES

Meet and greets, premium hospitality and VIP access to the field provide opportunities for partners to brand a memorable experience.



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GAMES

## ADVERTISING & BRANDING



# HALL OF FAME CLUB

The Alamodome's Hall of Fame Club is a popular hospitality space on the suite level overlooking downtown San Antonio.

Bowl partners have the opportunity to sample product and brand this room that fits up to 400 and includes two private spaces for 50.



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# ADVERTISING & BRANDING

# DOWNTOWN PARTNERS

# REACH 60,000+ FANS


Downtown businesses can join this program to reach the 60,000+ fans attending the Bowl Week activities. Benefits can be customized to include website and social media mentions, ads on hotel key cards, game tickets and collateral items for staff to promote your association with the Bowl.



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# ADVERTISING & BRANDING





**FOR TARGETED,  
RESULTS-DRIVEN  
PARTNERSHIPS,  
REMEMBER THE  
ALAMO BOWL.**



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