



**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.



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# COMMUNITY IMPACT

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

2018 ECONOMIC  
IMPACT

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

AWARDED ANNUALLY  
TO AREA STUDENTS



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# YOUTH CLINIC

Each July, the Valero Alamo Bowl hosts a free Youth Football Clinic for youth ages 7-14. Coaches from area colleges including Incarnate Word, Trinity and UTSA will join forces with local high school coaches at the Alamodome to teach over 500 of San Antonio's youth about sportsmanship and football.

Attendees will participate in offensive and defensive drills, while Bowl partners can tie into the event and promote their association to the event to campers and their parents.



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# COMMUNITY PROGRAMS





Valero Alamo Bowl scholarship programs annually gives over \$1 million to local high school and college students. Winners are recognized at luncheons and at the game. Bowl partners can help us grow our impact while benefitting from tying into the #1 program among all 40 bowl games.

# SCHOLARSHIP PROGRAMS



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# EVENT MARKETING

# CHARITY TICKETS

The Bowl also has ticket matching program for youth groups and military programs and will match any donation used to bring these organizations to this year's game. Partners receive recognition for their support through the Bowl's social channels and at the game.



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# COMMUNITY PROGRAMS





Volunteers serve as the backbone for the 20+ events the Bowl produces each year. Their efforts are recognized at a party late each January with casino games and awards.


Sponsors can receive recognition at this party as well as on the annual volunteer merchandise they wear at events.

# VOLUNTEER PARTY



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# EVENT MARKETING



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



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