



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





WHERE DO WE RANK?

#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?

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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BOWL GAMES

COMMUNITY IMPACT

\$52
MILLION

2018 ECONOMIC
IMPACT

\$1
MILLION

AWARDED ANNUALLY
TO AREA STUDENTS



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FANTASTIC FINISHES

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.



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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

GOLF CLASSIC

Headlined by the two head coaches, the Golf Classic is an annual favorite that provides a day of fun, prizes and networking for 250 community leaders and business executives.

Held the Thursday after team announcement (December 12), interest in this event and the participating coaches provides impactful opportunities for partners.



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EVENT MARKETING

OVER 3,000 PARTNERS enjoy all-you-can eat buffets and open bars throughout Sunset Station before kickoff.

Our Pregame Party title sponsor receives on-site recognition, private space, display opportunities as well as name and logo recognition on all collateral and in-game on the Alamodome's LEDs and videowalls.

PREGAME PARTY



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EVENT MARKETING

HOSPITALITY

The Valero Alamo Bowl offers opportunities throughout the season to entertain guests. Meet and greets, pre-game entertainment, suites and VIP access to the field are a few of the ways to show your guests Texas-sized hospitality.



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HOSPITALITY & NETWORKING



Bowl events during the college football season such as the Bowl Insider Reception, our Partner Happy Hour, Team Announcement Party and other networking functions are focused on San Antonio.

Sponsors can activate around events that deliver the demographics they seek.

NETWORKING EVENTS



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EVENT MARKETING

FAN ZONE

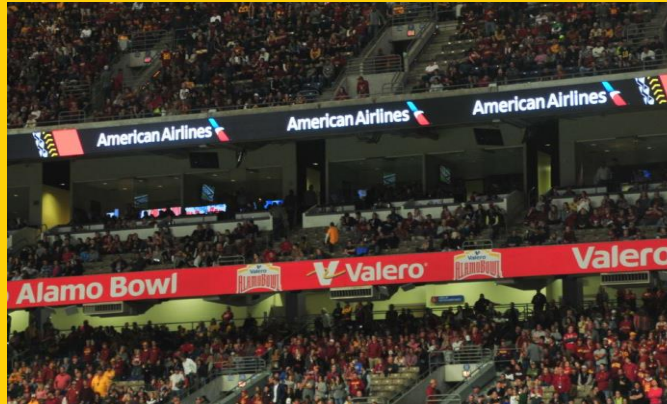
Over 25,000 fans will enjoy pregame games, appearances by the university bands and other live entertainment as well as food and drink.

Bowl partners can sponsor the event or a single stage as well as set up an interactive exhibit space to feature their products and generate leads.



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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.



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ADVERTISING & BRANDING

POSTGAME PARTY

New Year's Eve 2019 in San Antonio will be epic. When the Valero Alamo Bowl ends around 10 p.m. Bowl partners will celebrate on the field with the winning team then enjoy a postgame party before watching one of the largest fireworks displays in Texas.

Bowl partners can tie into this this unforgettable evening in ways that are meaningful to their brand.



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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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