



**BIG TIME
EVENT.
BIG TIME
IMPACT.**





WHERE DO WE RANK?



VS



AFTER CFP SELECTIONS

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

- HIGHEST RANKED TEAMS
- COMMUNITY OUTREACH
- COMPETITIVE GAMES



MUST-SEE MATCHUPS

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

2019: #11 Utah vs. Texas

2020: #20 Texas vs. Colorado

62,203

AVERAGE ATTENDANCE
2011-2019

96%

CAPACITY

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.



#1 OF ALL NON-CFP
BOWL GAMES

COMMUNITY IMPACT

\$35+
MILLION

AVERAGE TOTAL
IMPACT ON SAN
ANTONIO ECONOMY

\$1
MILLION

IN SCHOLARSHIPS
AWARDED ANNUALLY
TO AREA STUDENTS



#1 OF ALL NON-CFP
BOWL GAMES



PIGSKIN PREVIEW LUNCHEON

The Bowl's annual events calendar kicks off the start of football season with this popular luncheon on the Alamodome football field. Over 650 local football fans and business leaders come to network, hear insights from an ESPN talent and enjoy Rudy's Bar-B-Q.

Host a table or become an associate sponsor at this September 8 event to receive priority seating and display opportunities as well as logo rotations on the LED ribbon boards and videowalls.



EVENT MARKETING



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

Sponsors can be involved in these events as an associate or title sponsor as well as provide giveaway items.

NETWORKING EVENTS

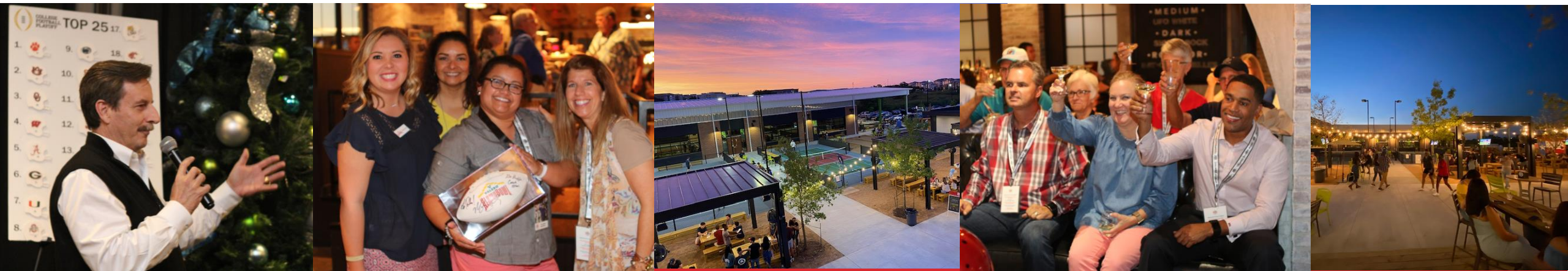


EVENT MARKETING

BOWL INSIDER RECEPTION

Don't miss your chance to attend our most anticipated networking opportunity of the year. The week before Selection Sunday, Bowl partners join Committee and Board members to get the inside scoop on the CFP bowl matchups including which Top 25 teams will play in the Valero Alamo Bowl.

This year, guests will also enjoy food, drink and competition at Chicken N Pickle's expansive entertainment complex.



NO. 1 OF ALL
NON-CFP BOWL
GAMES

EVENT MARKETING

GOLF CLASSIC

The Security Service Insurance Golf Classic is an annual favorite that provides a day of fun, prizes and networking for 200 community leaders and business executives on at The Club at Sonterra.

Headlined by the head coaches of the two participating universities, partners can sign up for twosomes or foursomes as well as become an associate or hole sponsor for additional benefits.



EVENT MARKETING

PEP RALLY AND TEAM FIESTA

The coaches, football teams, cheerleaders and pep bands of the participating universities show their colors as they face off in a spirited pep rally and battle of the bands at the Arneson River Theatre on the San Antonio River Walk. Following this fan and media favorite, both teams enjoy a private meal together in Villita Assembly Hall where they compete in hilarious contests.



#1 OF ALL NON-CFP
BOWL GAMES

EVENT MARKETING

KICKOFF LUNCHEON

The Kickoff Luncheon held the day before the Valero Alamo Bowl annually draws over 800 fans and local business leaders to experience all the pageantry surrounding the big game.

Event sponsors have access to VIP meet-and greets in the green room as well as the ability to sit at the head table with the head coaches, team captains and ESPN talent.



EVENT MARKETING

TAILGATE TOWN

Everything is bigger in Texas, especially tailgating. For the Valero Alamo Bowl, Lot B of the Alamodome is transformed into Tailgate Town. Each year the festivities start earlier, and the set-ups get bigger so reserve your space or become a Bowl partner for unique marketing opportunities.



EVENT MARKETING

FAN ZONE

Over 10,000 fans will enjoy pregame games, appearances by the university bands and other live entertainment as well as the food and drink options available on a consumption basis.

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.



EVENT MARKETING

The Pregame Party is the place to be before kickoff, Bowl partners enjoy food and drink options at Sunset Station for three hours prior to kickoff.

Tickets are included in Bowl partnerships and our associate sponsors will receive on-site recognition.

PREGAME PARTY



EVENT MARKETING

TAILGATE TOWN

Located in the shadows of the Alamodome, Lot B transforms into Tailgate Town for the Valero Alamo Bowl and becomes the gathering place for extreme tailgaters.

Reserve your space and fire up the grill for the tailgating event of the year.



EVENT MARKETING

CHAIRMAN'S CLUB

Get game day started right with the all-inclusive Chairman's Club inside at Sunset Station, steps from the Alamodome. Fans can buy tickets to enjoy an open bar and delicious food stations, while Bowl partners can partner with this popular event as an associate or title sponsor.



EVENT MARKETING

HOSPITALITY

The Valero Alamo Bowl offers one-of-a-kind opportunities to entertain guests as well as brand these unique offerings. Meet and greets, pre-game entertainment, field seats and VIP access to the post-game celebrations are a few of the ways to deliver Texas-sized hospitality.



HOSPITALITY & NETWORKING

SUITES

Take in the excitement of another memorable game in style. Bowl suites are perfect for entertaining clients, treating your staff or hosting family.

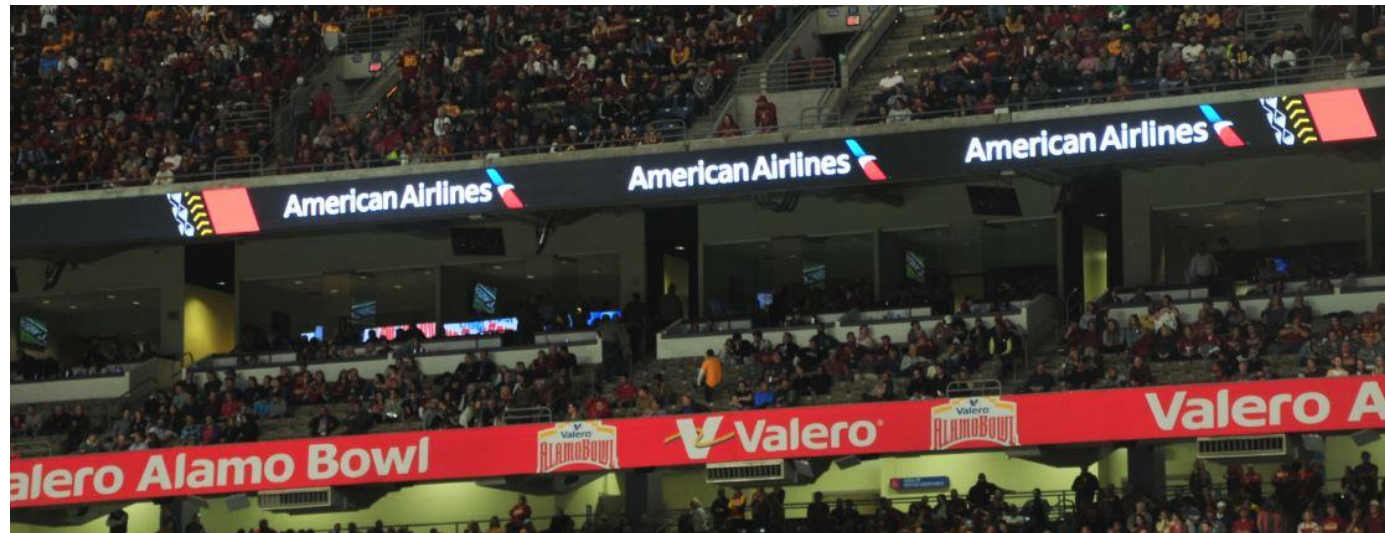
Pricing is based on location and size and includes in-game recognition on the videowalls and onsite parking passes.



HOSPITALITY

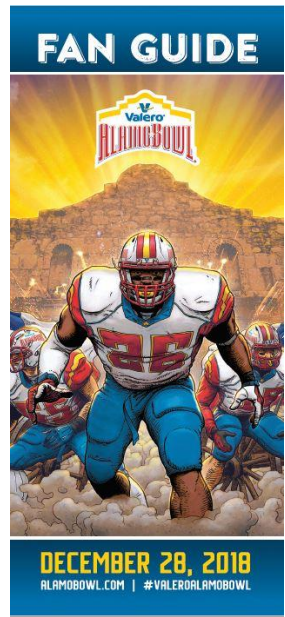
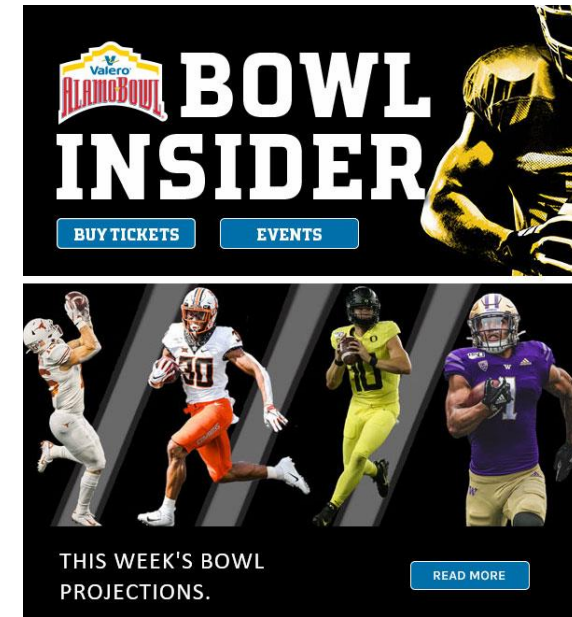
IN-GAME EXPOSURE

The Alamodome's HD videowalls and 360-degree LED ribbon boards offer Bowl partners exposure through memorable moments, branded promotions and fan interaction elements. Title sponsors of Bowl events also receive expanded in-game recognition.



IN-GAME RECOGNITION

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.



ADVERTISING & BRANDING

DIGITAL OUTREACH

Utilize the Bowl's reach (10.1 million impressions in 2019) and best-in-class data management platform to deliver traffic, leads and knowledge about current customers with unique and engaging digital promotions and contests.



ADVERTISING & BRANDING

EDUCATION

Bowl partners can benefit from tying into the #1 local scholarship program among all 40 bowl games. With every high school and university in San Antonio sharing in over \$1 million in awards, the Bowl's programs are high profile and high impact.

The Bowl also offers a matching program underwrite school supplies for teachers.



COMMUNITY PROGRAMS

MILITARY PROGRAMS

Sponsors can partner with the Bowl on our appreciation programs to salute the sacrifice military families make for our country. This includes underwriting tickets for active duty and veterans, hosting in-game hospitality, raising awareness of support services and funding sports military programs.



COMMUNITY OUTREACH

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

CONTACT:

RICK HILL

210-704-6388

RICKH@ALAMOBOWL.COM

