



Inside the Lines

Official Newsletter of the Tampa Bay Bowl Association Fall 2025



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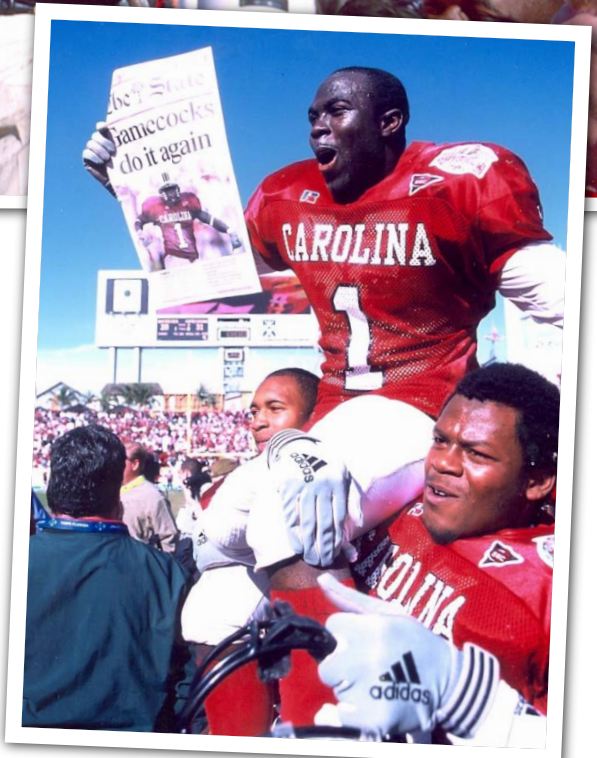
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Celebrating 40 Years In Tampa Bay



More than 1,100 players from this bowl have gone on to the NFL. Almost 200 players are currently on rosters this season. Also, 121 have been first round draft picks.

The Tampa Bay Bowl Association will be celebrating its 40th year of the bowl game on December 31st, when teams from the SEC and Big Ten Conference take the field in the ReliaQuest Bowl. A true Tampa Bay tradition and an economic engine for the region, the bowl has played host to some of college football's best players and most respected coaches throughout its history.





The ReliaQuest Bowl is considered one of the most popular postseason games. It has become a marquee postseason matchup featuring teams from two of the most accomplished conferences in college football.

Longtime fans of the bowl have seen many amazing games, including the first-ever matchup of Michigan vs. Alabama in 1988; five overtime thrillers, including Michigan State's triple-overtime win against Georgia in 2012; the crazy Auburn win against Northwestern that set an NCAA record with over 200 combined offensive plays; and the famous "Hit" by Jadeveon Clowney that won an ESPY Award in the 2013 game. Half of the bowl games have also been decided by just one score.



These games, and others, have provided lifelong memories to more than 7,800 players, 110,000 halftime show performers, and two million college football fans.

Over our history, one of the most notable successes of the ReliaQuest Bowl has been its contribution to universities. Including this year's game, the nonprofit bowl will have contributed over \$189 million to participating teams and their conference partners.

In addition, the ReliaQuest Bowl creates a tremendous economic impact for the Tampa Bay region each year, generating an estimated \$1.2 billion impact since its beginning. It has also produced tens of millions of dollars each year in national and international exposure for the Tampa Bay region. Through its Charitable Giving Initiative, established in 2016, the bowl has contributed \$4.5 million to more than 220 local charities throughout the community.

Finally, the ReliaQuest Bowl is more than a football game for the fans and teams. They enjoy the many activities and amenities during bowl week throughout the dynamic Tampa, St. Petersburg, and Clearwater area. Whether it's a pep rally on the beaches of Clearwater, a day with the teams at Busch Gardens theme park, or our parade in the historic Ybor City district, hundreds of volunteers join the bowl's full-time staff in providing a truly memorable experience.

We are proud to have acted as the host of this true Tampa Bay Treasure and the best of college football! We hope you will join us in Tampa Bay for the special 40th anniversary game, and for memories that will last a lifetime!

ReliaQuest Bowl Charitable Giving Initiative Surpasses 220 Organizations Supported

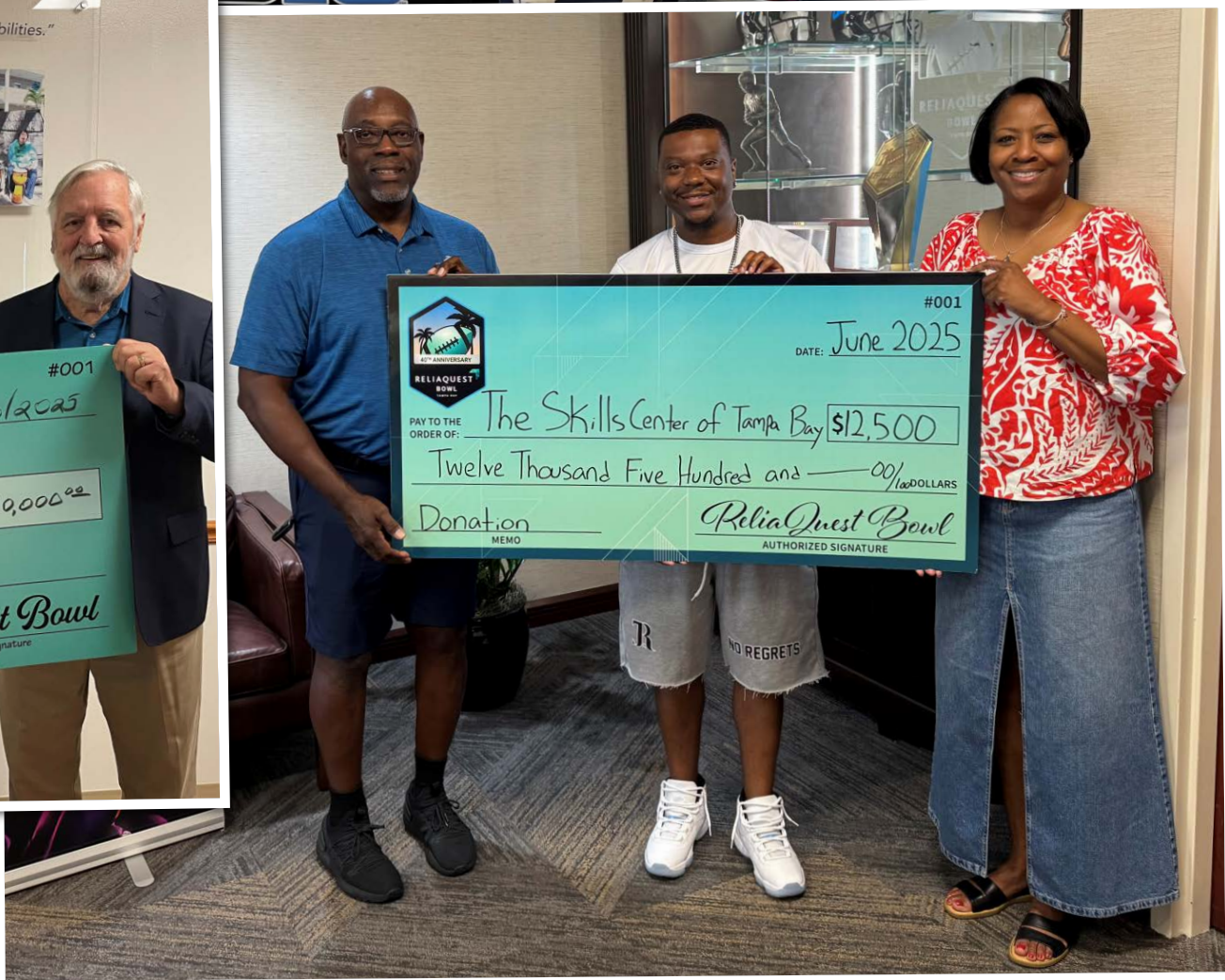
The Tampa Bay Bowl Association Charitable Giving Initiative has become an important part of the ReliaQuest Bowl's efforts to impact the Tampa Bay region, along with generating economic resources and both national and international exposure. This year, the initiative surpassed 220 non-profit organizations supported, with more than \$4.5 million in funding distributed through the program since it began in 2016.

The ReliaQuest Bowl has been recognized three times as a **One Tampa Bay Honoree for Corporate Philanthropy** by the *Tampa Bay Business Journal*. The award recognizes businesses and nonprofit organizations that go above and beyond in giving back to the Tampa Bay community.

This giving is in addition to the \$183 million contributed to universities throughout the bowl's history, as well as more than \$1.2 billion in estimated economic impact for the region and millions of dollars in annual exposure.

"You're talking about tens of millions of dollars in economic impact every year, but then you're also talking about the exposure – it's seen in so many places, so many countries," notes Santiago Corrada, President/CEO of Visit Tampa Bay.

The bowl selects recipient organizations that assist people in need through a wide variety of causes, including disadvantaged youth, the disabled, the homeless, military veterans, and more, as well as through numerous initiatives such as medical research, food banks, mental health, youth enrichment and others.



“When you think of the ReliaQuest Bowl being a treasure to our community, I think of the faithfulness and dependability of what the bowl does each and every year,” notes Metropolitan Ministries former President/CEO, Tim Marks. “The funding from the ReliaQuest Bowl has been an



absolute game-changer for our organization,” adds Freddy Williams, President/CEO of the Boys & Girls Club of Tampa Bay. Learn more about the ReliaQuest Bowl’s Charitable Giving Initiative and the organizations it has supported online at www.reliaquestbowl.com/giving-back.



Bowl Supporters Celebrate College Football Season at Johnson Pope Huddle

Last September, hundreds of ReliaQuest Bowl supporters celebrated being back in college football season at the **Happy Hour Huddle at Splitsville presented by Johnson Pope**. Guests gathered to network and play games at the entertainment concept located in the Sparkman Wharf complex on Tampa's downtown waterfront. It was the perfect way to kick off the bowl's fall VIP event calendar. Bowl sponsors, Club Members, local media and other VIP guests enjoyed a variety of food as well. Attendees also took part in a variety of games, including bowling, darts, ping pong, and

billiards. There was also a special photo area where they could take photos in a football-themed setting with different fun props to post on social media. The Huddle is just one of many VIP events that ReliaQuest Bowl VIP Club Members and Sponsors get to attend leading up to the big game. For more information on the ReliaQuest Bowl's VIP Club Membership program, and how you can get the best seats to the game along with invitations to our other VIP events, contact Blake Guthrie at blake@reliaquestbowl.com or 813-874-2695.



Welcome New Supporters New Sponsors

GEICO

Charles Woodson
CHARLES WOODSON'S
INTERCEPT

Tito's
HANDMADE VODKA

New VIP Club Members (As of October 29th)

- | | |
|-----------------------------|-------------------------|
| Aloft/Element Midtown | Enterprise Mobility |
| ABM | Fidelis Capital |
| AC Hotel Clearwater Beach | Fifth Third |
| Accelerated Momentum | First Horizon |
| Capital Investment Advisors | 1Source |
| CED Raybro | Opal Business Solutions |
| Electric Supplies | True Value America |
| CB+R Route Logistics | Uniti |
| Clearview Imaging | Watts Group |
| ECS Florida, LLC | Whitecap Sports |
| | YMCA of the Suncoast |

#1 for protecting your pocket.

In football and finances, it's important to protect the pocket — and where you put your trust makes or breaks the play. LMCU is rated the **#1 credit union in the nation** for member value,* helping Floridians earn more when they save and pay less when they borrow.



Become a member today. Visit LMCU.org or stop by one of our Tampa Bay or Southwest Florida branches.



Proud Official Credit Union
of The ReliaQuest Bowl.

Federally insured by NCUA. *Return of the Member for credit unions above \$10 billion in assets. Callahan & Associates, June 2025.



2025-2026

Calendar of Events

MARCH 13 RELIAQUEST BOWL CELEBRATION RECEPTION PRESENTED BY HOME SAFETY SOLUTIONS

A reception for bowl sponsors and Club Members to celebrate the success of the 2024 ReliaQuest Bowl.

SEPTEMBER 18 RELIAQUEST BOWL HUDDLE AT SPLITSVILLE PRESENTED BY JOHNSON POPE

The ReliaQuest Bowl kicks off its fall event calendar with a festive evening at Splitsville, in the Sparkman Wharf entertainment complex in downtown Tampa, sponsored by Johnson Pope. (Invitation only)



DECEMBER 10 LMCU CONTRACT SIGNING PARTY

Bowl supporters will celebrate the announcement of our teams and welcome the participating college head coaches to the Tampa Bay area. The party will be held in the West Club Lounge of Raymond James Stadium. (By invitation only)

DECEMBER 26 TEAM WELCOMES

Bowl officials and media will greet the participating teams as they arrive at the team hotels.

DECEMBER 27 SPOUSES WELCOME

Spouses of both teams' coaching staff will enjoy a special luncheon at Casa Cami. (Private event)

PLAYERS HOSPITAL VISIT

Players from both teams will brighten the day for children at Tampa General Hospital (no fans please).

DECEMBER 28 BUSCH GARDENS TEAM OUTING**

Both teams and their fans will enjoy the unique blend of thrilling rides, live shows and animal exhibits. Admission tickets are available at BuschGardens.com or at the front gate.

** (indicates event open to general public
all others are invitation-only)

Note: All events, locations,
dates and times are subject to change.



DECEMBER 29 CLEARWATER BEACH DAY PRESENTED BY VISIT ST PETE - CLEARWATER**

Join the school marching bands and cheerleaders as they enjoy the sunny beaches at the Hilton Clearwater Beach Resort & Spa. Enjoy this fun day, which will also feature music, a cheerleader tug-of-war and fan competitions from 12:00 to 4:00 p.m. Sponsored by Visit St. Pete-Clearwater, the Hilton, the City of Clearwater, Allegiant, St. Pete-Clearwater International Airport, 93.3FLZ, RUMBA 95.7 and 106.5 The Beat Radio. (Arrive early to avoid traffic)



DECEMBER 29 TAMPALAW GRIDIRON GALA

This is a prestigious evening event for bowl sponsors, VIPs and college administrators at the Marriott Water Street (by invitation only).

DECEMBER 30 BATTLE OF THE BANDS AT BUSCH GARDENS**

Join the two college marching bands at Busch Gardens as they square off for a special "Battle of the Bands" performance. Admission to the park is required. Time TBD.



DECEMBER 30 RELIAQUEST BOWL PARADE & PEP RALLY**

Eclectic Ybor City is the site of this festive celebration featuring the ReliaQuest Bowl Parade and a pep rally with the college marching bands and cheerleaders. The parade will also include floats, high school marching bands from around the country, along with the two college bands! This free family event is sponsored by the City of Tampa, Ybor City, Mix 100.7, US 103.5 and 98Rock Radio. Be there early - the parade starts at 5:30 p.m. and runs along 7th Avenue.



DECEMBER 31 PREGAME BOWL BASH SPONSORED BY TITO'S HANDMADE VODKA**

Bowl fans can warm up for the big game with live music, displays and a pep rally. Food and refreshments will be available for purchase. The fun begins at 9:00 a.m. on the south plaza outside the stadium, between the 5/3 Bank Gate and Gate D, so come out early. Sponsored by Tito's Handmade Vodka, News Radio WFLA and 95.3 WDAE.

TAMPA GENERAL HOSPITAL PREGAME SHOW**

Enjoy a colorful pregame show featuring the pageantry of high school and college bands, along with numerous special activities, including a flyover. The show is a popular ReliaQuest Bowl tradition you won't want to miss, which begins at 11:20 a.m.

RELIAQUEST BOWL 2025**

The ReliaQuest Bowl features a matchup between two of college football's best teams from the SEC and Big Ten Conference. Kickoff is scheduled for 12:00 p.m. (Gates open at 10:30 a.m.).

RELIAQUEST HALFTIME SHOW

Wait until you see this colorful show featuring more than 2,000 performers!

Official Game Sponsors

