







## ReliaQuest Bowl Overview

The ReliaQuest Bowl has celebrated 37 years as one of the most respected college football bowls in the country. The game typically matches the **two most popular conferences in college football**, the Big Ten and Southeastern Conference along with the potential of either an ACC team or Notre Dame in select years. Fans from more than 40 states typically buy tickets to the Bowl each year and generate an annual economic impact of \$30-\$40 million for the Tampa Bay region. The bowl also creates tremendous national and international exposure while providing an exciting major sporting event for college football fans throughout the community. And as a 501(c) (3) tax-exempt organization the ReliaQuest Bowl has contributed more than \$170 million to universities over its history. Finally, the ReliaQuest Bowl Charitable Giving Initiative distributes at least \$500,000 each year to area charities currently totaling \$3 million to more than 160 non-profits since 2016.

More than 200 businesses in the Tampa Bay region are involved as annual supporters of the ReliaQuest Bowl, as sponsors or through our VIP Club Member corporate ticket program, and some of the top business leaders in the region are among the hundreds of volunteers who serve on bowl committees.

### *Quick Facts*

<i>Date:</i>	<b>January 1, 2024</b>
<i>Location:</i>	<b>Raymond James Stadium - Tampa, FL</b>
<i>Stadium Capacity:</i>	<b>65,657</b>
<i>Game Time:</i>	<b>TBD</b>
<i>Network:</i>	<b>ESPN2 TV</b>
<i>Teams:</i>	<b>SEC vs Big Ten/ACC</b>
<i>Web Site:</i>	<b><a href="http://www.ReliaQuestbowl.com">www.ReliaQuestbowl.com</a></b>



## WHO ARE THESE RELIAQUEST BOWL FANS?

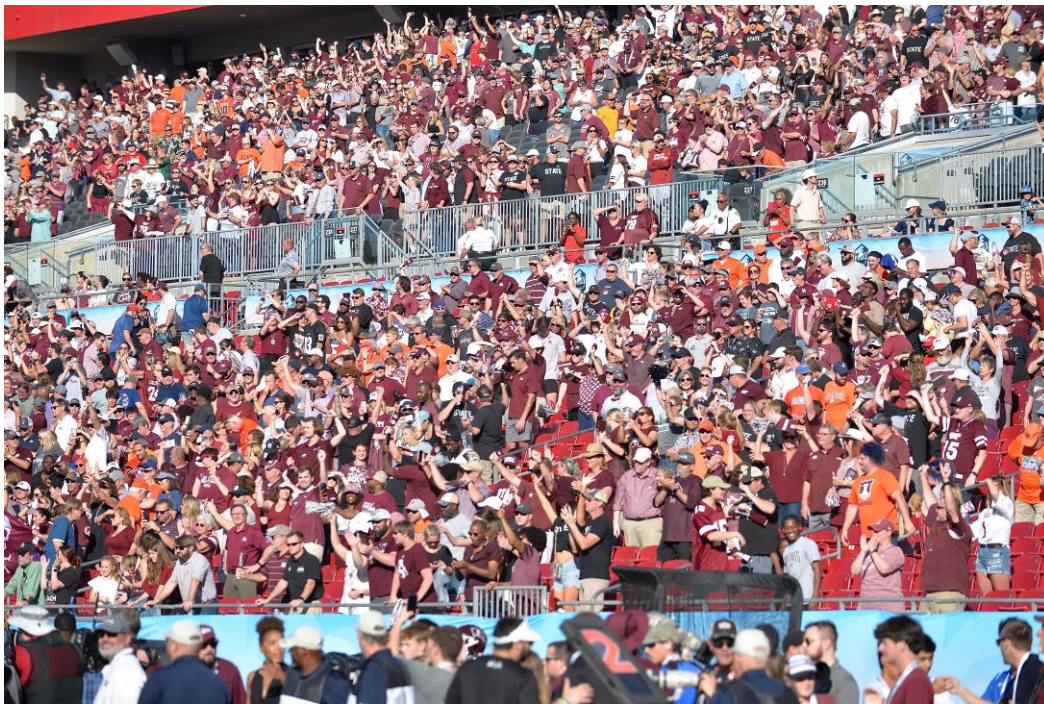
Following are some of the findings regarding “*Fans*” who typically attend the ReliaQuest Bowl:

- 90% have at least some college, 66% are college graduates and 19% have a post-graduate degree
- Average age 40
- Average household income \$88,000. And 35% have household income above \$100,000
- 68% are married
- 50.5% men, 49.5% women
- 82% have visited the Bowl website
- 56.2% of sports fans are fans of college football\*

**\* Source: ESPN Sports Poll**







## **RELIAQUEST BOWL HIGHLIGHTS**

- A 37-year tradition
- Matching the Big Ten and SEC -- The Two Most Popular Conferences in College Football along with potentially an ACC team or Notre Dame in select years.
- The Bowl has made more than \$170 million in contributions to universities.
- Estimated Annual Economic Impact of \$30-\$40 million (excluding exposure) for Tampa Bay Economy. \$1.1 billion over history of bowl
- Has contributed more than \$3,000,000 to 160+ local charities just since 2016. And has committed to at least \$500,000 per year in additional donations.
- National & International Telecast showcasing the region.
- Bringing an average of 35,000 out-of-market visitors from 40+ states to Tampa Bay market every year. No Other Annual Event/Conference brings more visitors and generates more hotel room nights for the Tampa Bay Area than the ReliaQuest Bowl.
- Average of 500 Media Credentialed from 100+ outlets annually.
- Broadcast typically on 200+ Radio Affiliates Nationwide
- Generating millions of impressions on social media each year and the web site typically generates more than 500,000 page-views annually.



## RELIAQUEST BOWL SPONSORS

ReliaQuest Bowl sponsors can receive a variety of national and regional exposure and recognition, promotional and hospitality/networking opportunities such as title sponsorship of a bowl event, visibility in the stadium on game day and on the international telecast of the game, display opportunities at the stadium or bowl events, website exposure, ads in bowl publications, social media or even participation in the popular ReliaQuest Bowl New Year's Eve Parade.

All sponsorships are customized from the ground up to meet your objectives and budget in reaching your unique audience, whether consumers or businesses.







A sampling of elements that can be incorporated into a ReliaQuest Bowl sponsor package:

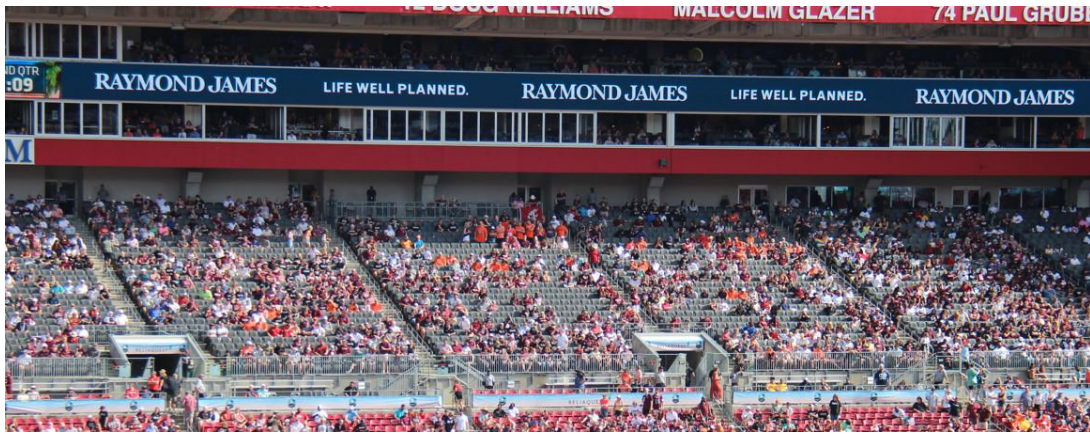
- Product / Service Category Exclusivity
- Title or Co-Sponsorship of an Official Bowl Event
- Co-branding with Bowl in Community Outreach Program
- Game Program Ads (full or half page only)
- Fan Guide Ad (full panel only - 4x9) – printed and digital version.
- Newsletter Ad or Editorial emailed to more than 40,000 supporters in our database
- Spots on National Radio Broadcast (over 100 affiliates)
- Spots on Regional Radio Broadcast (Tampa ADI)
- Banners on Bowl Web Site (w/links) (site generates about 500,000 page-views)
- 30-second spot on Stadium Video Boards
- Branding on Stadium Digital scoreboards and ribbon boards
- P.A. announcements at game
- In-stadium sideline banner signage at game (in view of network TV cameras for national/international telecast)
- Inflatable at game and/or bowl events
- Sampling opportunities at select bowl events (attendance up to 15,000)
- Promotion on ReliaQuest Bowl Social Media platforms
- Banner signage at select bowl events (attendance 600 - 15,000)
- Logo on Sponsor Recognition Banners (displayed at VIP events)
- Rights to use bowl logo in consumer promotions & advertising.
- Opportunity to distribute information and/or premium items at game or event
- Mentions in local/regional radio advertising
- Logos tagged in local newspaper advertising
- Opportunity to include your float or branded vehicle in ReliaQuest Bowl New Year's Eve Parade (attendance 15,000)
- VIP Club Seats to game
- Invitations to multiple exclusive Bowl VIP Events during year



The ReliaQuest Bowl has supported over 160 non-profit organizations in the Tampa Bay Region through our Charitable Giving Initiative which donates at least \$500,000 each year to charities and provides exposure for their causes. We can partner with sponsors to incorporate your brand into our community outreach programs.







**You're in Good Company in the Tampa Bay Bowl Sponsor Family**  
**Here is a sample of just a few of our Current Partners**



**ST. PETE  
CLEARWATER**

**TAMPA BAY**  
FLORIDA

**Buchanan**  
Ingersoll · Rooney

**RAYMOND JAMES®**

