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12.23.23 / 4:30PM PT

DECEMBER 2023

## #VEGASSTRONG #UNLVSTRONG

First and foremost, let me express my deepest sympathies for those lost and everyone affected by Wednesday's tragic events on the UNLV campus. Our city, unfortunately, has experience in grieving after such a senseless incident but we also continue to show how our community emerges closer and stronger moving forward. We are truly #VegasStrong and #UNLVStrong!

As the Sports & Entertainment Capital of the World, Las Vegas' job is to welcome the world to town and we will do so again later this month. Our matchup is set and features an old friend in the University of Utah returning for the first time since 2015 to take on first-timer Northwestern University from the Big Ten. The Utes and their fans know our game well and, along with the Wildcats from the Chicago market, we expect another great experience at Allegiant Stadium on Saturday the 23rd.

We are proud to offer arguably the best Bowl Week in the business and 2023 will be no different. See you soon at all the events and of course at the 31st SRS Distribution Las Vegas Bowl!

John Saccenti  
Executive Director



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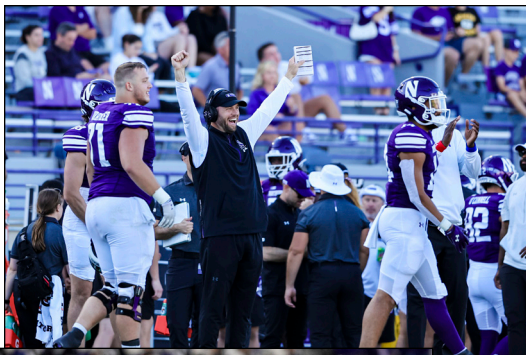
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**TIX ON SALE NOW!**

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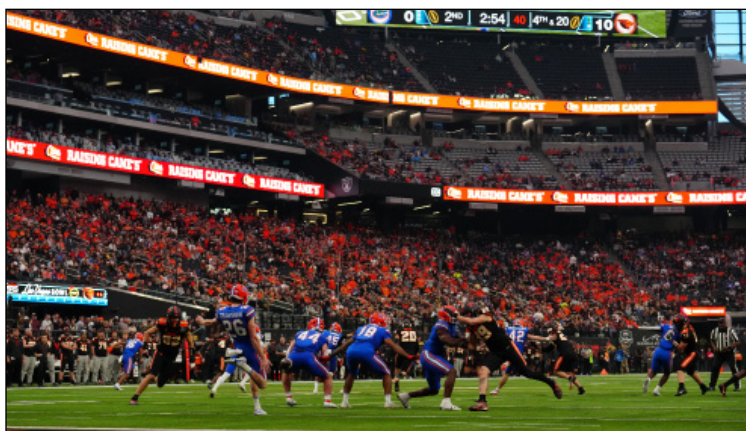
## SPONSORSHIP OPPORTUNITIES

There are plenty of great sponsorship opportunities available with the SRS Distribution Las Vegas Bowl that can be designed specifically for your company.

-  Enhance your brand visibility through Allegiant Stadium signage, website/social media, game program
-  Sponsor Bowl Week events
-  Tailgate opportunity
-  Game tickets and pre-game sideline passes
-  Help support local charitable organizations, military groups and youth partnerships

Become a Las Vegas Bowl sponsor today! For more information, contact John Saccenti ([John.Saccenti@espn.com](mailto:John.Saccenti@espn.com) | 702-732-3912)

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## 2023 SRS DISTRIBUTION LAS VEGAS BOWL MATCHUP



**Northwestern**

**Wildcats**

**Overall Record: 7-5**

**Big Ten West: 5-4 (T2nd)**

### 2023 Season Results

9/3	at Rutgers	L, 7-24
9/9	vs. UTEP	W, 38-7
9/16	at Duke	L, 38-14
9/23	vs. Minnesota	W, 37-34
9/30	vs. Penn State	L, 41-13
10/7	vs. Howard	W, 23-20
10/21	at Nebraska	L, 17-9
10/28	vs. Maryland	W, 33-27
11/4	vs. Iowa	L, 10-7
11/11	at Wisconsin	W, 24-10
11/18	vs. Purdue	W, 23-15
11/25	at Illinois	W, 45-43

Northwestern ended the season riding a three-game winning streak to finish the 2023 season with a 7-5 record. Its six-win improvement from 2022 to 2023 is the largest win improvement by any FBS team this season. Since 2000, the Wildcats are one of just five teams to win six or more games the year after finishing 1-11.

The Wildcats will make their first bowl appearance since defeating Auburn, 35-19, in the 2021 Citrus Bowl. Northwestern enters the SRS Distribution Las Vegas Bowl on a four-game bowl winning streak (2016 Pinstripe Bowl, 2017 Music City Bowl, 2018 Holiday Bowl, 2021 Citrus Bowl), the second-longest bowl winning streak in the Big Ten behind Minnesota and tied for the fourth-longest in the nation.

The Wildcats are led by newly permanent head coach David Braun, who was named the consensus Big Ten Coach of the Year on November 28. Braun was named interim head coach for the 2023 season in July before ultimately being named the full-time Dan & Susan Jones Family Head Football Coach on November 15. Braun's seven wins are the most by a Northwestern head coach in their first season since 1903, while his five conference victories are the most by a first-year head coach in program history.



**Utah**

**Utes**

**Overall Record: 8-4**

**Pac-12: 5-4 (T4th)**

### 2023 Season Results

9/3	at Rutgers	L, 7-24
8/31	vs. Florida	W, 24-11
9/9	at Baylor	W, 20-13
9/16	vs. Weber State	W, 31-7
9/23	vs. UCLA	W, 14-7
9/29	at Oregon State	L, 21-7
10/14	vs. California	W, 34-14
10/21	at USC	W, 34-32
10/28	vs. Oregon	L, 35-6
11/4	vs. Arizona State	W, 55-3
11/11	at Washington	L, 35-28
11/18	at Arizona	L, 42-18
11/25	vs. Colorado	W, 23-17

Utah finished the season 8-4 overall and 5-4 in Pac-12 play, heading to a bowl game for the third straight year. It marks the 10th straight season that the Utes have posted a winning record, finishing with a winning season in 17 of head coach Kyle Whittingham's 19 seasons (including 2023).

For the 17th time under head coach Kyle Whittingham, the Utes became bowl eligible this year. Utah is 17-8 all-time in bowl games with Whittingham holding an 11-5 record (.688) with his 11 wins tying for third among active FBS coaches and in the top-10 all-time.

In a season plagued by injuries, the Utes showed grit and perseverance, ranking first in the Pac-12 in eight different statistical categories while also ranking in the top-10 in the FBS in third down, first down and rushing defense.

On both sides of the ball this season, the name of the game for the Utes has been ball security and game control, ranking first in the FBS in time of possession (34:03) while also sitting at No. 10 in turnovers lost and in a tie for No. 1 in fumbles lost (1). The Utes also rank second in the Pac-12 and in the top-30 in the FBS in rushing offense, averaging 199.8 yards in the last six games of the regular season.

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## LAS VEGAS BOWL WEEK ACTIVITIES

Tues., Dec. 19

**Coaches/Players Media Opportunity** - Head Coach and 2 players will be available to all bowl media for interviews and photos.

Tues., Dec. 19

**VIP Vegas Nights** - Coaches, their wives, and school dignitaries enjoy a hearty reception and unique culinary experience at a selected Las Vegas strip restaurant. The group will then be treated to an evening of entertainment at one of Las Vegas' popular shows.

Wed., Dec. 20

**Opportunity Village Player Visit** - Opportunity Village is a not-for-profit organization that serves adults in the southern Nevada community with intellectual and related disabilities to enhance their lives and the lives of the families who love them. Players from the participating teams volunteer their time and interact closely with the men and women of Opportunity Village to provide an exceptional experience for everyone.



Wed., Dec. 20

**Fremont Street Experience Welcome Reception, presented by Buca di Beppo** - The Official Travel Party and their guests will be officially welcomed to our great city, Vegas Style! Under the lights of the historical Fremont Street Experience, the teams will be welcomed by showgirls and official dignitaries, enjoy entertainment, and feast at the buffet. Teams' season highlights will be featured on the light canopy during the event.



Thurs., Dec. 21

**Downtown Summerlin Ladies' Day & Kids' Day** - The Las Vegas Bowl thanks all of the ladies for spending their week here in Las Vegas and would like to treat them to an afternoon dining experience and shopping. While the ladies are spending the afternoon at Downtown Summerlin, the kids are invited to participate in lunch and activities at Dave & Busters, Corks & Crafts, and Build-A-Bear.



Thurs., Dec. 21

**NFL College Outreach Program** - The College Football Outreach Program provides student-athletes with the tools they need to succeed on and off the field. Current and former NFL executives and players will speak with student-athletes about what to expect at the next level, character and leadership development and the values learned from the game.

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**Thurs., Dec. 21**

**Player Show Night, Mat Franco** - The Official Travel Party is invited to watch America's Got Talent Season 9 winner, Mat Franco. Mat Franco is an American magician known for his personality driven, skill-based sleight-of-hand magic.

**Fri., Dec. 22**

**The Just One Project, presented by Aristocrat Gaming, Allegiant Stadium** - All players will assist with distribution of food items for families in need prior to the Christmas holiday, benefitting over 500 families in Las Vegas.

**Fri., Dec. 22**

**Kickoff Media Conference, Allegiant Stadium** - The Head Football Coach and two players will speak briefly, followed by a Q&A session with the media prior to the big game.



**Fri., Dec. 22**

**Dignity Health Hospital Visit, St. Rose Dominican-Siena Campus** - Cheer and team mascots from both teams visit Dignity Health-St. Rose Dominican Hospital to interact and take pictures with youth patients.

**Fri., Dec. 22**

**Las Vegas Bowl Pep Rally, presented by Coca-Cola, Toshiba Plaza (4pm-5:30pm)** - The annual tradition of the Pep Rally is a great opportunity for fans of both teams to truly get excited about the Las Vegas Bowl. Featuring the bands, cheerleaders, mascots and more, the Pep Rally at Toshiba Plaza is full of the excitement that defines college football fans all over the country.

**Fri., Dec. 22**

**ONE VEGAS, presented by Toyota, Allegiant Stadium** - The Las Vegas Bowl invites special guests to ONEVEGAS presented by Toyota, an event that brings the sports and entertainment community together at Allegiant Stadium to celebrate our collective year in sports while showing support for the Southern Nevada Sports Hall of Fame and the Las Vegas Bowl philanthropic community partners.

**Sat., Dec. 23**

**Corona Extra Fan Fest, Allegiant Stadium Lot B (12noon-4:00pm)** - There is no better way to get ready for a college football game than at the official tailgate party for the SRS Distribution Las Vegas Bowl. The Corona Extra Pre-Game Fan Fest outside Allegiant Stadium (Lot B) is the place to be for live music, food, games, and a battle of the bands from the two participating schools. Don't miss out on the chance to be at the best pre-game party in the business.



**Sat., Dec. 23**

**Las Vegas Bowl XXXII (4:30pm PT, ABC)**

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COMING SEPTEMBER 1, 2024!



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John Saccenti  
Executive Director

### LAS VEGAS BOWL STAFF

JOHN SACCENTI - EXECUTIVE DIRECTOR

DAVID HIRSCH - SENIOR MANAGER, EVENTS

PAULETTE RUTLEDGE - OFFICE MANAGER

MARK WALLINGTON - MEDIA COORDINATOR



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