



**JUNE 2024**

## AIN'T NO CURE FOR THE SUMMERTIME NEWS

The temperatures are rising and all is sunny in Vegas – the perfect time to talk college football!

With the much-anticipated Vegas Kickoff Classic between USC and LSU fast approaching, our business begins even earlier this year with a whopper of a game on Labor Day Weekend at Allegiant Stadium. When that big event concludes, attention turns to our 2024 Vegas Showdown – a tasty men's hoops offering during Thanksgiving week when the doubleheader includes perennial powers Duke vs. Kansas at T-Mobile Arena. And, of course, next up will be the SRS Las Vegas Bowl that we just announced as kicking off at 7:30 pm local time on Friday, December 27 back inside Allegiant. That is a jam-packed four months that contribute mightily to our city keeping the designation of Sports & Entertainment Capital of the World!

Of course, first we had to have a little fun on the course – and I want to say thanks to everyone who attended our annual VIP Golf Outing and Summer Social at Southern Highlands. It was a great day on the links (and in the rubber duckie kiddie pool for me!) as The Huddle raised a lot of money for our Extra Yard for Teachers initiative.

Next up? The first signs of 2024 college football are on the horizon as the traditional conference media days take over – and this time around our community is home to three of them! The Big 12 Conference will take over Allegiant on July 9-10 before the Mountain West is downtown and the remaining Pac-12 schools also come to town. Just another first for our – or any other – city!

Here's wishing you a fantastic summer season.

John Saccenti  
Executive Director

### 2024 Football Media Days

July 9-10	Big 12 (Allegiant Stadium - Las Vegas)
July 10	Pac-12 (TBD - Las Vegas)*
July 10-11	Mountain West (Circa Resort & Casino - Las Vegas)
July 15-18	SEC (Omni Hotel - Dallas)
July 19	Mid-American (Pro Football Hall of Fame - Canton, OH)
July 22-23	American (Loews Arlington Hotel - Arlington, TX)
July 22-25	ACC (Hilton Uptown - Charlotte, N.C.)
July 23	Conference USA (PGA of America - Frisco, TX)
July 23-24	Sun Belt (Marriott Warehouse Arts District - New Orleans)
July 23-25	Big Ten (Lucas Oil Stadium - Indianapolis)
* - Tentative	



**LVBOWL.COM**



## USC, LSU OPEN 2024 SEASON IN VEGAS KICKOFF CLASSIC

**USC Trojans Make Big Ten Conference Debut Against SEC Powerhouse LSU Tigers on September 1.**

The storied Trojans will play their first game as members of the Big Ten Conference against the SEC powerhouse Tigers at Allegiant Stadium on Sunday, Sept. 1, 2024, at 4:30 p.m. PT (7:30 p.m. ET) on ABC.

Tickets, which start at \$120, are available now by visiting the website [www.lvbowl.com](http://www.lvbowl.com).

"Fans who have been waiting for this historic matchup since we first announced it three years ago can now get their tickets to what we expect will be a full house at Allegiant Stadium," said John Saccenti, executive director of the Vegas Kickoff Classic and SRS Distribution Las Vegas Bowl. "The nation will be watching on Labor Day Weekend as the Trojans and Tigers kick off their 2024 seasons in the Entertainment and Sports Capital of the World."

USC and LSU have met only two times previously when the Trojans defeated the Tigers in Baton Rouge, Louisiana, in 1979, before LSU won the 1984 rematch in Los Angeles. LSU has never played a game in the Silver State, while USC appeared in two Las Vegas Bowls (2001 and 2013) played at Sam Boyd Stadium and the 2022 Pac-12 Conference Football Championship at Allegiant Stadium.

Both teams are receiving preseason praise, coming in at No. 14 (LSU) and No. 25 (USC) on ESPN's post-spring preseason Top 25.



## SACCENTI TAKES OVER AS BOWL SEASON CHAIR

Longtime SRS Distribution Las Vegas Bowl executive director John Saccenti has been elevated to chair of the Bowl Season executive committee as part of his ongoing leadership roles with the organization formerly known as the Football Bowl Association.

Saccenti, who is in his third decade with the Las Vegas Bowl and 11th year as executive director, was Bowl Season vice chair last year after serving as treasurer in 2022. He was the committee's secretary in 2021 and headed the group's public relations committee in the past.

Bowl Season serves as the collective association of every college football bowl game. The organization serves its membership by focusing on communication and advocacy with the stakeholders in college football; creating operational efficiencies by expanding business relationships; forming strategic partnerships and enhancing professional development opportunities; and revenue generation through corporate partnerships and the creation and development of new assets.



**LVBOWL.COM**





## 2024 SRS DISTRIBUTION LAS VEGAS BOWL TO BE PLAYED DECEMBER 27

The SRS Distribution Las Vegas Bowl will be played Friday, Dec. 27, 2024, at 7:30 p.m. PT (10:30 p.m. ET) at Allegiant Stadium and televised by ESPN.

"Friday night on ESPN is a fitting spot for what will surely be another great matchup," said John Saccenti, executive director of the Las Vegas Bowl. "Because of conference realignment we are working with multiple parties to ensure a game featuring teams that are in-line with our historical selections. The date itself allows fans plenty of time to travel to Las Vegas for our famous bowl week in the Sports and Entertainment Capital of the World."

Conference matchup information and on-sale timing for tickets will be announced at a later date. This will be the 32nd edition of the Las Vegas Bowl but only the second that takes place post-Christmas.

The SRS Distribution Las Vegas Bowl is one of 17 bowl games owned and operated by ESPN.

## 2024 VEGAS SHOWDOWN TEAMS ANNOUNCED

ESPN Events announced the matchups for the 2024 Vegas Showdown, a men's college basketball event which will be played on Tuesday, Nov. 26 at T-Mobile Arena in Las Vegas. The doubleheader will feature Top 10 powers Duke vs. Kansas, along with Furman vs. Seattle.

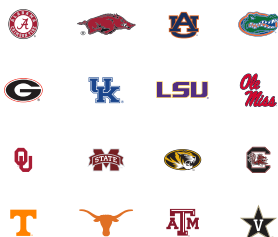
As part of the Vegas Showdown, on the weekend following the doubleheader in Las Vegas, Seattle will play Duke in Durham, N.C. and Furman will play Kansas in Lawrence, Kan. Ticket information, start times and television network details will be announced this summer.

"Thanksgiving week continues to be an incredible showcase for college basketball," said Clint Overby, vice president of ESPN Events. "We are proud to bring these four teams and their fan bases to Las Vegas to experience great basketball and world class entertainment and hospitality. ESPN Events is proud of its 25+ year relationship in doing events in Las Vegas and look forward to future opportunities."

Kansas is ranked No. 1 in ESPN's Way-Too-Early Top 25, while Duke is ranked No. 8. Both teams made the NCAA Tournament in 2023-24, with the Blue Devils reaching the Elite Eight and the Jayhawks advancing to the second round. Furman finished 17-16 last season and reached the Southern Conference semifinals. Seattle went 23-14 and won the College Basketball Invitational.







## LVBOWL HOSTS SPONSORS FOR A DAY OF GOLF AND A FESTIVE SUMMER SOCIAL EVENT

The Las Vegas Bowl recently enjoyed a fantastic day of golf and social activities as a gesture of appreciation for our valued sponsors. Following golf, we kicked off the summer with themed drinks and a BBQ, setting the perfect atmosphere for camaraderie and celebration.

A highlight of the day was the Lucky Duck Pluck, a fun initiative spearheaded by the Las Vegas Bowl Huddle, aimed at raising funds for Extra Yard for Teachers. In all, the Huddle raised \$13,460, which becomes \$22,000 when matched by the CFP Foundation that all goes to Extra Yard for Teachers. Our Executive Director, John Saccenti, fully embraced the spirit of the event by donning a duck suit and diving into the pool to pull out the winning duck. Several lucky recipients walked away with a total of \$2500 in winnings, adding an extra layer of excitement to the day's festivities.

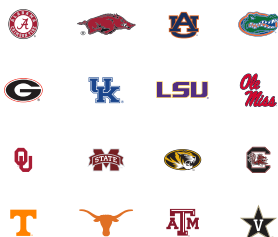
It was truly a memorable occasion filled with laughter, good company, and a shared commitment to supporting our community.



The winning foursome display their championship belts!







## LVBOWL HUDDLE IS IN FULL SWING

The Las Vegas Bowl Huddle has been going full throttle lately! We recently joined forces with Make-A-Wish during their Walk for Wishes fundraiser, contributing to the Las Vegas chapter's incredible achievement of raising over \$500,000. Additionally, our Lucky Duck Pluck was a hit, raising \$13,460, which becomes \$22,000 when matched by the CFP Foundation that all goes to Extra Yard for Teachers.

Speaking of Extra Yard for Teachers, mark your calendars for September 14-21, as it's Extra Yard for Teachers Week, with the big day set for Tuesday, September 17. It's a fantastic opportunity to show our appreciation for educators and support their invaluable work.

Looking ahead, the Huddle is gearing up for another exciting event. We're organizing a team to participate in the Great Santa Run on Sunday, December 8, in support of our community partner, Opportunity Village. It's going to be a blast, and we'd love to have you join us for some festive fun for a great cause. Join our [Las Vegas Bowl Santa Run Team](#) now!



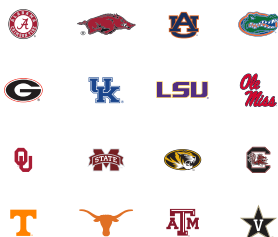
**Libby Kamen**  
**MVP**

The Las Vegas Bowl Huddle recently honored two remarkable individuals for their exceptional contributions and unwavering support towards the success of the bowl. These individuals played pivotal roles in various aspects, from leveraging social media to amplify event awareness, and tirelessly raising community awareness to support the bowl's charitable initiatives. Their dedication and efforts have not only elevated the stature of the Las Vegas Bowl but have also positively impacted the community it serves.








**Leslie Forman**  
**Rookie of the Year**



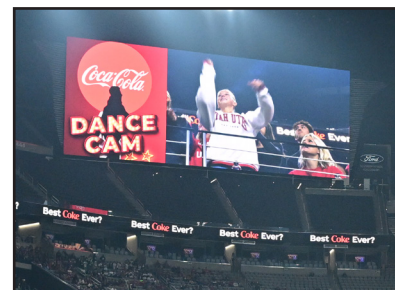
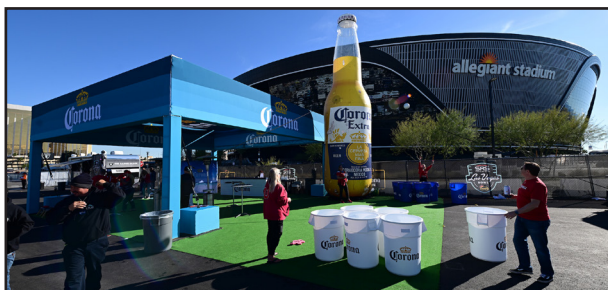


## SPONSORSHIP OPPORTUNITIES

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)



LVBOWL.COM



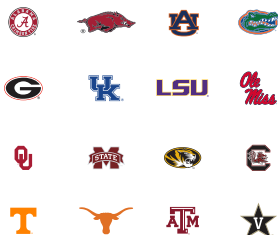


# BOWL SEASON™

## 2024 -25 SCHEDULE

DEC 14		<b>CRICKET CELEBRATION BOWL</b> ATLANTA, GA   12:00 PM   ABC	
DEC 14		<b>CAMELLIA BOWL</b> MONTGOMERY, AL   9:00 PM   ESPN	
DEC 17		<b>BOCA RATON BOWL</b> BOCA RATON, FL   5:30 PM   ESPN	
DEC 17		<b>SCOOTER'S COFFEE FRISCO BOWL</b> FRISCO, TX   9:00 PM   ESPN	
DEC 18		<b>LA BOWL HOSTED BY GRONK</b> INGLEWOOD, CA   9:00 PM   ESPN	
DEC 19		<b>R+L CARRIERS NEW ORLEANS BOWL</b> NEW ORLEANS, LA   7:00 PM   ESPN2	
DEC 20		<b>STAFFDNA CURE BOWL</b> ORLANDO, FL   12:00 PM   ESPN	
DEC 20		<b>UNION HOME MORTGAGE GASPARILLA BOWL</b> TAMPA, FL   3:30 PM   ESPN	
DEC 23		<b>MYRTLE BEACH BOWL</b> CONWAY, SC   11:00 AM   ESPN	
DEC 23		<b>FAMOUS IDAHO POTATO BOWL</b> BOISE, ID   2:30 PM   ESPN	
DEC 24		<b>HAWAII BOWL</b> HONOLULU, HI   8:00 PM   ESPN	
DEC 26		<b>DETROIT BOWL</b> DETROIT, MI   2:00 PM   ESPN	
DEC 26		<b>GUARANTEED RATE BOWL</b> PHOENIX, AZ   5:30 PM   ESPN	
DEC 26		<b>68 VENTURES BOWL</b> MOBILE, AL   9:00 PM   ESPN	
DEC 27		<b>LOCKHEED MARTIN ARMED FORCES BOWL</b> FORT WORTH, TX   12:00 or 3:30 PM   ESPN	
DEC 27		<b>BIRMINGHAM BOWL</b> BIRMINGHAM, AL   12:00 or 3:30 PM   ESPN	
DEC 27		<b>AUTOZONE LIBERTY BOWL</b> MEMPHIS, TN   7:00 PM   ESPN	
DEC 27		<b>SRS DISTRIBUTION LAS VEGAS BOWL</b> LAS VEGAS, NV   10:30 PM   ESPN	
DEC 28		<b>WASABI FENWAY BOWL</b> BOSTON, MA   11:00 AM   ESPN	
DEC 28		<b>BAD BOY MOWERS PINSTRIPE BOWL</b> BRONX, NY   12:00 PM   ABC	
DEC 28		<b>ISLETA NEW MEXICO BOWL</b> ALBUQUERQUE, NM   2:15 PM   ESPN	
DEC 28		<b>POP-TARTS BOWL</b> ORLANDO, FL   3:30 PM   ABC	
DEC 28		<b>SNOOP DOGG ARIZONA BOWL</b> PRESENTED BY GIN & JUICE BY DRE AND SNOOP TUCSON, AZ   4:30 PM   CW NETWORK	
DEC 28		<b>GO BOWLING MILITARY BOWL</b> ANNAPOLIS, MD   5:45 PM   ESPN	
DEC 28		<b>VALERO ALAMO BOWL</b> SAN ANTONIO, TX   7:30 PM   ABC	
DEC 28		<b>RADIANCE TECHNOLOGIES INDEPENDENCE BOWL</b> SHREVEPORT, LA   9:15 PM   ESPN	
DEC 30		<b>TRANSPERFECT MUSIC CITY BOWL</b> NASHVILLE, TN   2:30 PM   ESPN	
DEC 31		<b>RELIAQUEST BOWL</b> TAMPA, FL   12:00 PM   ESPN	
DEC 31		<b>TONY THE TIGER SUN BOWL</b> EL PASO, TX   2:00 PM   CBS	
DEC 31		<b>CHEEZ-IT CITRUS BOWL</b> ORLANDO, FL   3:00 PM   ABC	
DEC 31		<b>TEXAS BOWL</b> HOUSTON, TX   3:30 PM   ESPN	
DEC 31		<b>VRBO FIESTA BOWL</b> GLENDALE, AZ   7:30 PM   ESPN	
JAN 1		<b>CHICK-FIL-A PEACH BOWL</b> ATLANTA, GA   1:00 PM   ESPN	
JAN 1		<b>ROSE BOWL GAME</b> PRESENTED BY PRUDENTIAL PASADENA, CA   5:00 PM   ESPN	
JAN 1		<b>ALLSTATE SUGAR BOWL</b> NEW ORLEANS, LA   8:45 PM   ESPN	
JAN 2		<b>TAXSLAYER GATOR BOWL</b> JACKSONVILLE, FL   7:30 PM   ESPN	
JAN 3		<b>SERVPRO FIRST RESPONDER BOWL</b> DALLAS, TX   4:00 PM   ESPN	
JAN 3		<b>DUKE'S MAYO BOWL</b> CHARLOTTE, NC   7:30 PM   ESPN	
JAN 4		<b>BAHAMAS BOWL</b> NASSAU, BAHAMAS   11:00 AM   ESPN2	
TBD		<b>DIRECTV HOLIDAY BOWL</b> SAN DIEGO, CA   TBD   TBD	
JAN 9		<b>CAPITAL ONE ORANGE BOWL</b> MIAMI, FL   7:30 PM   ESPN	
JAN 10		<b>GOODYEAR COTTON BOWL CLASSIC</b> ARLINGTON, TX   7:30 PM   ESPN	
JAN 20		<b>COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP</b> ATLANTA, GA   7:30 PM   ESPN	
JAN 30		<b>EAST-WEST SHRINE BOWL</b> TBD   8:00 PM   NFL NETWORK	

\*All times ET and all Bowls subject to change.



**SEPTEMBER 1, 2024**  
4:30PM PT - ABC



**NOVEMBER 26, 2024**  
DUKE - KANSAS - FURMAN - SEATTLE



**DECEMBER 27, 2024**  
7:30PM PT - ESPN

## THANK YOU TO OUR PRESENTING SPONSORS



## LAS VEGAS BOWL STAFF

**JOHN SACCENTI** - EXECUTIVE DIRECTOR

**DAVID HIRSCH** - SENIOR MANAGER, EVENTS

**PAULETTE RUTLEDGE** - OFFICE MANAGER

**MARK WALLINGTON** - MEDIA COORDINATOR



FOLLOW US:



@lvbowl



@lvbowl



@LasVegasBowl



**LVBOWL.COM**