



SEPTEMBER 2024

WOW!

What a crowd. What an atmosphere. What a game!

The 2024 Modelo Vegas Kickoff Classic, which rang in the month of September, was a spectacular success on every level – including a giant TV rating on Labor Day Sunday Night as USC upset LSU in thrilling fashion.

Thank you to our ESPN and Position Sports staffs as well as members of The Huddle for making the Trojans and Tigers and their fans feel so at home in our city. With 63,969 on hand, I am so proud that our group put on the event that drew the biggest crowd in the history of Allegiant Stadium – even passing Garth Brooks himself.

The time for celebrating the VKC, however, is now over as we move our attention to the 2024 SRS Distribution Las Vegas Bowl – just three short months from now. Time to refocus and get ready for our best bowl week yet.

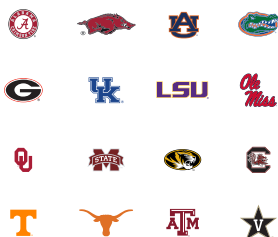
Speaking of The Huddle, they continue to drive much of our efforts in the community and have a big engagement initiative with CCSD coming up for Extra Yard for Teachers Week, so we are looking forward to that annual celebration.

Here's to another month of great college football ahead!

John Saccenti
Executive Director



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TROJANS TAKE THRILLER IN FRONT OF RECORD CROWD

Special to the VKC by W.G. Ramirez

LAS VEGAS -- The largest crowd in Allegiant Stadium history was treated to one of the most exciting games in the building's history as well, kicking off the 2024 college football campaign on Labor Day Sunday in the Modelo Vegas Kickoff Classic.

USC's Woody Marks rumbled 13 yards with 8 seconds left in the game to lift the 23rd-ranked Trojans to a 27-20 upset win over No. 13 LSU in front of 63,969 frenzied fans.

"It was just one of those calls that (USC) coach (Lincoln) Riley called and trusted me with the ball," said Marks, who finished with 68 yards and two touchdowns. "The O-line took me to the promised land, we got in the end zone and sealed the game."

Miller Moss, named the Trojans' starter less than one month before the season-opener, showed poise as the new leader of USC's offense as he passed for 378 yards and a touchdown.



Moss - who took over for Caleb Williams, the No. 1 overall pick by the Chicago Bears in the 2024 NFL Draft - completed 27-of-36 passes against the SEC Tigers.

Moss' 20-yard completion to Kyron Hudson and a subsequent targeting penalty on LSU with 18 seconds to play put Marks in position for the winning score.

"The thing that is most concerning for me is the personal fouls - the penalties that were selfish," LSU head coach Brian Kelly said. "They're undisciplined penalties. They fall back on me. We take pride in running a disciplined program, but we clearly have not done a good enough job there."

LSU quarterback Garrett Nussmeier completed 29 of 38 passes for 304 yards with two touchdowns and an interception on the final drive.

Marks said it was a goal of the Trojans to make a statement in the season opener of their inaugural year as a member of the Big Ten Conference.





"Nobody has seen us, the way we worked in the summer and the spring, nobody has seen the work we put in," Marks said. "We were in the dark, now we're coming into the light. And it's gonna be coming every week."

Equally impressive was USC's defense, facing an opponent that ranked No. 1 in the nation with 45.5 points per game last season.

"Defense played phenomenal, great stops when we needed it," Marks added. "Offense, we didn't come up on drives and defense came out and got stops and we tip our hat to them. We had to come back and score, so, I salute the defense for that."

LSU scored 34 or more points in 11 of its 13 games last season, and tallied in 24 and 28 the other two. The 20 points scored by the Tigers was their lowest output since Jan. 4, 2022, in a 42-20 loss to Kansas State in the Texas Bowl.

"You get inside the 15-yard line three times and come away with six points, it's going to come back and bite you," Kelly said. "We left a lot of points out there. Our offense needed to be better because we needed to score in those situations."

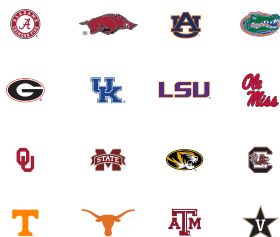
After a relatively quiet first half dominated by both defensive units and saw the teams head into the locker room tied at 10, the Trojans and Tigers jockeyed back and forth to the tune of three lead changes and another tie before Marks' game-winning score.

The game marked the second Vegas Kickoff Classic, following Arizona and BYU meeting here in 2021.

TV RATINGS SOAR FOR VEGAS KICKOFF CLASSIC, PEAKS AT 11.1 MILLION ON ABC

- **Peak Viewership: 11.1M Viewers**
- **ABC's Most-Streamed College Football Game on Record**
- **Top 10 Regular Season Game on ESPN Platforms Over Five Seasons**
- **8.0M Average Viewers Across ABC's 4 Games, ABC's Second Best Week 1 on Record and Best Since 2016.**





LVBOWL WILL CONTINUE TO FEATURE A CURRENT/FORMER PAC-12 TEAM IN 2024 AND 2025 GAMES

The SRS Distribution Las Vegas Bowl will continue to feature the SEC (2024) and Big Ten (2025) against current and former Pac-12 teams.

"We are pleased that our scheduled matchups over the next two years officially will continue while everyone works through the changing landscape of college football conferences," said John Saccenti, executive director of the SRS Distribution Las Vegas Bowl. "We look forward to hosting the SEC this year and the Big Ten next year to face either current or former Pac-12 Conference opponents."

Current members of the Pac-12 include Oregon State and Washington State. Former members include Arizona (Big 12), Arizona State (Big 12), California (ACC), Colorado (Big 12), Oregon (Big Ten), Stanford (ACC), UCLA (Big Ten), USC (Big Ten), Utah (Big 12) and Washington (Big Ten).

2024 LVBOWL PROJECTIONS





EXTRA YARD FOR TEACHERS WEEK AND BIG DAY FAST APPROACHING



The Huddle launched its application process for local teachers to apply for an Extra Yard for Teachers Grant. The purpose of the Las Vegas Bowl's Extra Yard for Teachers Grant Program is to provide grants for funding innovative sports and leadership projects and to elevating the teaching profession by inspiring and empowering teachers. With the growing student population, there is a need for enhanced learning opportunities. The Las Vegas Bowl Huddle will offer a solution to funding these innovative and unique learning opportunities presented by Clark County teachers. Teachers can apply for a grant up to \$5,000 by clicking on the link below or scan the QR code.

[EYFT Grant Application](#)

Applications close November 1, 5:00pm PT.



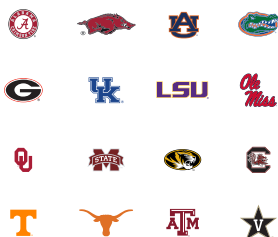
The EYFT Teachers Week is September 14-21, with the EYFT Big Day set for Tuesday, September 17. The Huddle will plan three activations to recognize teachers at a Clark County elementary, middle and high school.

Additional fundraising events are being planned for the fall, including a EYFT Fundraiser in November and the Las Vegas Great Santa Run in December.



**EYFT GRANT
SCAN HERE**





BATTLE OF THE "U" SET FOR 2027 VEGAS KICKOFF CLASSIC

The University of Utah will meet the University of Miami (FL) on the football field for the first time in the 2027 Vegas Kickoff Classic at Allegiant Stadium.

The historic, interregional matchup between the Big 12 Conference and ACC powers is set for Labor Day Weekend, 2027. Final game date/time/network will be announced at a later time. It will be the third Vegas Kickoff Classic. Arizona and BYU played in the first matchup in 2021 while USC and LSU will make up the second edition on Sunday, Sept. 1 at 4:30 p.m. PT (7:30 p.m. ET) on ABC.

"One of the great things about college football is that there are still first-time matchups like this one to capture the attention of fans across the nation," said John Saccenti, executive director of the Vegas Kickoff Classic and SRS Distribution Las Vegas Bowl. "We have a frequent visitor to our city in Utah playing a national brand like Miami for the first time ever at one of the world's greatest football venues. The Battle of the 'U' -- the 'U' of the West against the 'U' of the South facing each other in the Sports and Entertainment Capital of the World -- and we cannot wait."

COMING 2027...



CELEBRATING 70 YEARS OF AMAZING SERVICE

Opportunity Village, a long-time partner of the Las Vegas Bowl is celebrating 70 years of serving the southern Nevada community.

Since 1954, Opportunity Village has been dedicated to helping people with disabilities find the very best version of themselves. Through workforce development, community employment, day services, inclusive housing, arts and social recreation, they are able to find new friends, realize future career paths, seek independence and community integration, and unleash creative passions. Opportunity Village thrives with the funding from our social enterprises, signature events and the generous philanthropy of our donors and community partners. Together, we are successfully empowering, employing, and serving people with disabilities – positively impacting lives.

During bowl week, players from the participating teams, along with mascots and cheerleaders, volunteer their time to visit the men and women of Opportunity Village to provide an exceptional experience for everyone.








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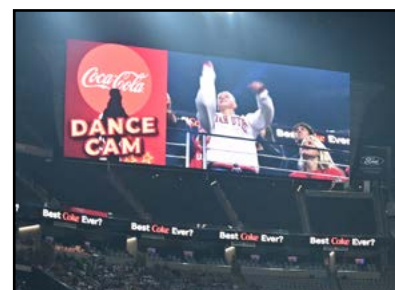


SPONSORSHIP OPPORTUNITIES

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 | 702-732-3912)



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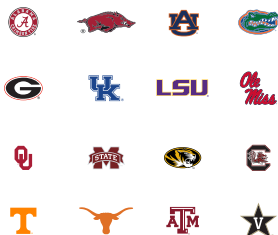


BOWL SEASON™

2024 -25 SCHEDULE

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

*All times ET and all Bowls subject to change.



NOVEMBER 26, 2024
DUKE • KANSAS • FURMAN • SEATTLE



DECEMBER 27, 2024
7:30PM PT • ESPN

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