



**MARCH 2025**

## WHAT A WEEK!

I wanted to take a moment to reflect on the outstanding 2024 SRS Distribution Las Vegas Bowl, which featured a thrilling matchup between USC and Texas A&M. It was an unforgettable week for all involved, with both teams bringing their best to the field and providing fans with an exciting game.

A special thank you goes out to both USC and Texas A&M for their dedication and effort. The energy from both teams and their fans created an electric atmosphere that made this year's bowl truly special. We also saw impressive television ratings, especially considering the late time slot, which speaks to the growing interest and excitement surrounding the game.

I'd also be remiss if I didn't acknowledge the great work put in by our Committee and Huddle members to make it a memorable week. Especially the Huddle, who were responsible for distributing \$40,000 for Clark County educators thru the Extra Yard for Teachers Program.

Looking ahead, we are already anticipating the 2025 SRS Distribution Las Vegas Bowl. The date for next year's game is expected to be announced in early June, and we can't wait to build upon the success of this year.

Additionally, we are excited to host the 2025 Bowl Season Meetings in Las Vegas at Resorts World from April 14-17. This will be another fantastic opportunity to gather, plan, and continue to grow the bowl season together here in the Sports & Entertainment Capital of the World!

Thank you again for being part of the incredible experience that was the 2024 SRS Distribution Las Vegas Bowl. We look forward to what the future holds and to hosting another memorable event next December.

John Saccenti  
Executive Director



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# TROJANS COMPLETE LAS VEGAS BOWL-RECORD COMEBACK TO DOWN AGGIES

**LAS VEGAS** – USC (7-6) finished 2024 with a winning record thanks to a 35-31 comeback victory over the Texas A&M Aggies (8-5) in the 33rd SRS Distribution Las Vegas Bowl on Friday night before 26,671 at Allegiant Stadium. USC’s 17-point comeback marked the largest in the event’s history.

Things were relatively even in the first half of play as the Aggies struck first on a seven-yard pass from Marcel Reed to Noah Thomas while the defense held the Trojans to zero points in the first quarter. USC quarterback Jayden Maiava threw a 30-yard scoring strike to wideout Ja’Kobi Lane to tie the game at halftime.

The momentum was on the Aggies’ side out of the break, as they scored 17 points to build a 24-7 lead with just over five minutes left in the third quarter. Lane then caught his second TD of the night from 17 yards out to draw his team to within 10, kicking off a 21-0 spurt by the visiting team. Lane found the end zone again from 15 yards out to give the Trojans their first lead of the evening, 28-24.

The Aggies responded by going 75 yards on seven plays, capped by Reed keeping the ball himself from 19 yards out to put his team up 31-28 with just under two minutes left. The Trojans would answer with a 10-play march over 75 yards, ending with Maiava’s bowl-tying fourth touchdown pass of the night, this time from seven yards to wideout Kyle Ford for what proved to be the winning score.

Lane was named the Rich Abajian Most Valuable Player, catching seven passes for 127 yards and the record trio of TDs through the air.



*Ja’Kobi Lane, USC: Rich Abajian Most Valuable Player Award Winner*



## MOST VIEWED BOWL GAME

The SRS Distribution Las Vegas Bowl had the largest live television audience of any non-CFP ESPN/ABC bowl game that kicked off after 8pm ET with 2.7m viewers:

1. **SRS Distribution Las Vegas Bowl – USC vs. Texas A&M ..... 2.7M (Fri., Dec. 27, 10:30pm ET/7:30pm PT, ESPN)**
2. Hawaii – USF vs. San Jose State ..... 1.9M (Tues., Dec. 24, 8pm ET/5pm PT, ESPN)
3. Mobile Bowl – Arkansas State vs. Bowling Green..... 1.7M (Thurs., Dec. 26, 9pm ET/6pm PT, ESPN)
4. LA Bowl – California vs. UNLV..... 1.5M (Wed., Dec. 18, 9pm ET/6pm PT, ESPN)
5. Frisco Bowl – Memphis vs. West Virginia..... 1.2M (Fri., Dec. 17, 9pm ET/6pm PT, ESPN)

The 33 non-College Football Playoff bowls averaged 2.7 million viewers, marking a 14 percent year-over-year increase and the largest audience since the 2019-20 season. Gains were particularly notable among viewers aged 18-49, with a 21 percent rise in that demographic.



## LVBOWL CONTINUES TO PROVIDE HUGE ECONOMIC IMPACT FOR LAS VEGAS

In 2024, ESPN Events provided a significant economic impact for the city of Las Vegas with nearly **\$200 million**. That breaks down to \$160 million for the Modelo Kickoff Classic between USC and LSU, approximately \$7.5 million for the Vegas Showdown basketball event featuring Duke vs. Kansas, and \$31.1 million for the SRS Distribution Las Vegas Bowl.

Over its 33-year history, the Las Vegas Bowl has generated an economic impact of approximately \$750 million for Las Vegas.



## A LOOK BACK AT THE SRS DISTRIBUTION LAS VEGAS BOWL WEEK OF EVENTS

Here's a look back at an unforgettable bowl week experience for USC and Texas A&M players, coaches, families and fans. As has been tradition, bowl week kicked off with a true Las Vegas welcome when the teams were greeted upon arrival by Elvis and the Showgirls. Activities during the week included the Coaches VIP Night Reception, The Just One Project food distribution, Fremont Street Welcome Reception, Ladies Day/Kids Day, Show Night at Sphere, the Las Vegas Bowl Kickoff Luncheon, and Pep Rally at Fremont Street.



*The first day started with team arrivals where the Aggies and Trojans were greeted by Elvis and the Showgirls, and then concluded with the Coaches VIP Reception at Spago overlooking the Bellagio Fountains.*





A busy second day started off with The Just One Project food distribution center sponsored by Aristocrat Gaming. The players and coaches from both USC and Texas A&M stepped outside the competitive world of sports and had an opportunity to make a direct, positive impact on people's lives. By working together, the spirits of nearly 400 families were uplifted ahead of the Christmas holiday by these acts of kindness.



The Las Vegas Bowl treated the ladies from the participating teams to a day out at Downtown Summerlin where they could relax and enjoy more of what Las Vegas has to offer. This includes a walk around town, shopping, various activities, as well as a delicious lunch courtesy of La Neta Cocina y Lounge. Meanwhile, the kids from the participating teams spent the day at Dave and Buster's trying their hand at the latest arcade games and had a visit from a special guest before that guest and his wife got to work on Christmas Day.



Bowl Week officially kicked off on the iconic Fremont Street Experience, where teams got a glimpse of the classic and legendary Las Vegas Atmosphere downtown. Under lights that span over three football fields in length, teams enjoyed an all-you-can-eat buffet provided by Buca di Beppo.





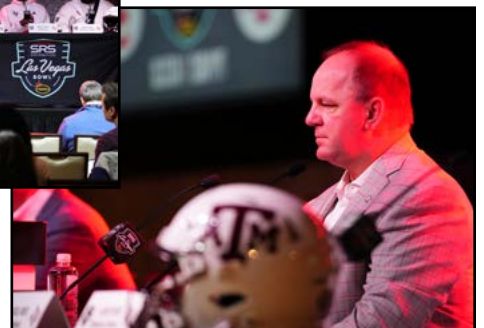
Since the players have an affinity for shoes, we decided to cater an event specific to their liking. As part of the gift suite, players were able to create their own unique signature shoe. Each student-athlete was provided a pair of white Air Jordan 1s to customize to their own specifications with Las Vegas customized applications, Las Vegas Bowl logo and message on the insole and tongue.



The Las Vegas Bowl provided a true STUDENT-ATHLETE experience for the teams during bowl week with a visit to The Sphere - an architectural wonder over 360 feet tall with a 580,000-square-foot fully programmable LED exterior. The teams were treated to Postcard from Earth, a highly immersive, multi-sensory film experience designed specifically for the venue's massive wraparound LED screen, where viewers are completely enveloped by a cinematic journey showcasing the beauty and fragility of planet Earth through stunning visuals, accompanied by sound effects and even subtle haptic feedback in the seats, creating a feeling of being fully immersed in the scenes from various ecosystems across the globe.



The media got their final chance to ask questions of the coach and players prior to the big game during the Kickoff Press Conference.





# TACKLE GAME DAY WITH GREAT TASTE

*Coca-Cola*  
ZERO SUGAR



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*Coaches, student-athletes, athletic staff and the official travel party joined the SRS Distribution Las Vegas Bowl committee, huddle, staff, sponsors, community leaders, and fans for the Kickoff Luncheon, presented by Toyota at the Virgin Hotel. The luncheon included performances by both bands, a guest speaker and interviews with the Head Coach and selected players from each team.*



*The annual tradition of the Pep Rally, presented by Coca-Cola was 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 Fremont Street was full of the excitement that defines college football fans all over the country.*



*There was no better way to get ready for the game than at the official tailgate party for the SRS Distribution Las Vegas Bowl. The Pregame Fan Fest outside Allegiant Stadium was the place to be for live music, food, games, and a battle of the bands from the two participating schools.*





## LAS VEGAS TO HOST ANNUAL BOWL SEASON MEETING AND TRADE SHOW

Resorts World will host nearly 400 college football bowl executives, administrators and vendors for the Bowl Season’s Annual Meeting and Trade Show, April 14-17.

Bowl Season is the advocating body for all 43 bowl games that serve as the postseason for all FBS college football teams. It is governed by an executive committee consisting of nine current executive bowl directors. SRS Distribution Las Vegas Bowl Executive Director John Saccenti is currently the chair of the Bowl Season Executive Committee.



Bowl Season is one of the greatest and longest running traditions in American sports, taking place in late December and running through New Year’s Day, and has been college football’s post-season for over 100 years. It promotes the grand tradition of the bowl system and its endearing value to student-athletes, highlighting the broader university and college communities, including spirit squads, marching bands, athletic staff and fans. Bowl Season spotlights the distinctiveness of each of the bowl games along with their histories and traditions and their proud communities - embracing and honoring the bowl experience for present and future generations.

Bowl Season serves as the collective association of every college football bowl game. This 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.
- Revenue generation through corporate partnerships and the creation & development of new assets.

Bowl Season is a time of year when American sports fans celebrate the game of college football. Beginning in mid-December and running through early January, we use this platform to:

- Communicate how meaningful bowl games are to everyone involved by acting as the leading voice for college football’s postseason.
- Market the games and sport to the millions of fans who love college football through strategic and creative initiatives.
- Promote the value that bowl games provide to the sport, its stakeholders, participants and host communities.



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