



GONE CAMPING!

Happy August.

The annual round of conference media days is over and training camps have opened across the country, signaling that real-life college football games are just around the corner (and not just the video game kind).

In fact, let's all take a moment to celebrate that we will have college football THIS MONTH!

Our game, of course, will actually hit the first day of September and I can report that the anticipation for the Modelo Vegas Kickoff Classic is already building. Allegiant Stadium is going to be rocking for the marquee matchup of LSU against USC on Labor Day Weekend and we are excited to be the Sunday capper for the nation to enjoy.

Planning and producing two major games this year – and being involved in the beginning of the college campaign and not just bowl season – is both an honor and a thrill for our staff -- and hopefully for all of you as well as we continue to prove that Las Vegas is the Sports & Entertainment Capital of the World!

John Saccenti

Executive Director



LVBOWL.COM



MODELO® ANNOUNCED AS TITLE SPONSOR OF 2024 VEGAS KICKOFF CLASSIC FEATURING USC AGAINST LSU

ESPN Events announced that beer brand Modelo is the title sponsor of the 2024 Modelo Vegas Kickoff Classic football game pitting USC against LSU at Allegiant Stadium.

Born in 1925 in the small town of Tacuba, Mexico, Modelo has been bringing distinctive high-quality beer to those with the Mark of a Fighter ever since. Modelo Especial is a golden, full-flavored pilsner-style lager with a clean crisp finish and is currently the number one beer in America.

The storied Trojans will play their first game as members of the Big Ten Conference against the SEC powerhouse Tigers on Sunday, Sept. 1, 2024, at 4:30 p.m. PT (7:30 p.m. ET). The game will be televised by ABC and simulcast on ESPN+. Limited tickets, which start at \$125, are still available by visiting the website www.lvbowl.com.

"We are pleased to welcome Modelo to the Vegas Kickoff Classic family," said John Saccenti, executive director of the Vegas Kickoff Classic and SRS Distribution Las Vegas Bowl. "It's an iconic brand that already has a major presence inside Allegiant Stadium with the Modelo Cantina Club and they are a perfect fit for this much-anticipated event in the Sports and Entertainment Capital of the World."

"Modelo is thrilled to be the title sponsor of this year's Vegas Kickoff Classic hosted at the stunning Allegiant Stadium," said Rene Ramos, senior vice president, brand activation at Constellation Brands. "College football is all about the mark of a fighter and now Modelo will be with fans from week one all the way through the end of the season during the College Football Playoff. It's a great partnership we feel proud to expand on."

ESPN FOOTBALL POWER INDEX

1. Georgia
2. Oregon
3. Texas
4. Ohio State
5. Alabama
6. Penn State
7. Notre Dame
8. Oklahoma
9. Tennessee
10. Missouri
11. Florida State
12. Michigan
- 13. LSU**
14. Texas A&M
15. Clemson
16. Ole Miss
17. Kansas
- 18. USC**
19. Auburn
20. Florida
21. Louisville
22. Kansas State
23. Miami
24. Arizona
25. SMU

AFCA COACHES PRESEASON POLL

1. Georgia
2. Ohio State
3. Oregon
4. Texas
5. Alabama
6. Ole Miss
7. Notre Dame
8. Michigan
9. Penn State
10. Florida State
11. Missouri
- 12. LSU**
13. Utah
14. Clemson
15. Tennessee
16. Oklahoma
17. Kansas State
18. Okla. State
19. Miami
20. Texas A&M
21. Arizona
22. NC State
- 23. USC**
24. Kansas
25. Iowa





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

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 PAC-12 MEMBERS

Oregon State • Washington State

FORMER PAC-12 MEMBERS

Arizona • Arizona State • California
Colorado • Oregon • Stanford
UCLA • USC • Utah • Washington

EARLY BOWL PROJECTIONS: While practices are just getting underway, multiple media outlets are already looking into their crystal ball for their 2024 bowl projections. Here's a look at several SRS Distribution Las Vegas Bowl projections:

247 Sports



Action Network



Athlon



College Football News



2024 PRESEASON MEDIA PREDICTIONS

SEC

1. Georgia
2. Texas
3. Alabama
4. Ole Miss
5. LSU
6. Missouri
7. Tennessee
8. Oklahoma
9. Texas A&M
10. Auburn
11. Kentucky
12. Florida
13. South Carolina
14. Arkansas
15. Mississippi State
16. Vanderbilt

ACC

1. Florida State
2. Clemson
3. Miami
4. NC State
5. Louisville
6. Virginia Tech
7. SMU
8. North Carolina
9. Georgia Tech
10. **California***
11. Duke
12. Syracuse
13. Pitt
14. Boston College
15. Wake Forest
16. Virginia
17. **Stanford***

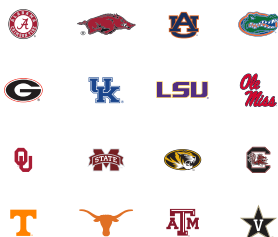
BIG TEN

1. Ohio State
2. **Oregon***
3. Penn State
4. Michigan
5. Iowa
6. **USC***
7. Wisconsin
8. Nebraska
9. Rutgers
10. **Washington***
11. Maryland
12. Minnesota
13. Illinois
14. Northwestern
15. **UCLA***
16. Michigan State
17. Indiana
18. Purdue

BIG XII

1. **Utah***
2. Kansas State
3. Oklahoma State
4. Kansas
5. **Arizona***
6. Iowa State
7. West Virginia
8. UCF
9. Texas Tech
10. TCU
11. **Colorado***
12. Baylor
13. BYU
14. Cincinnati
15. Houston
16. **Arizona State***

* Former Pac-12 teams



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...



LVBOWL HUDDLE PLANNING ACTIVE FALL SCHEDULE



**EXTRA YARD
FOR TEACHERS**

The Huddle expanded to an amazing crew of 40 members this year with the addition of five new rookies - **Andrea Dupper, Jenny Fay, Tia Odom, Richelle Rice** and **Kim Summer-Koehler**. Welcome ladies!

The Huddle is planning an active fall schedule starting with the Modelo Vegas Kickoff Classic on September 1. They'll lend efforts to welcome the teams upon arrival at their hotel, as well as prepare and host each team's hospitality suite.

In conjunction with the Modelo Vegas Kickoff Classic, the Huddle will launch its application process for local teachers to apply for an Extra Yard for Teachers Grant. Recipients will be identified in December and recognized on the field during the SRS Distribution Las Vegas Bowl on Friday, December 27.

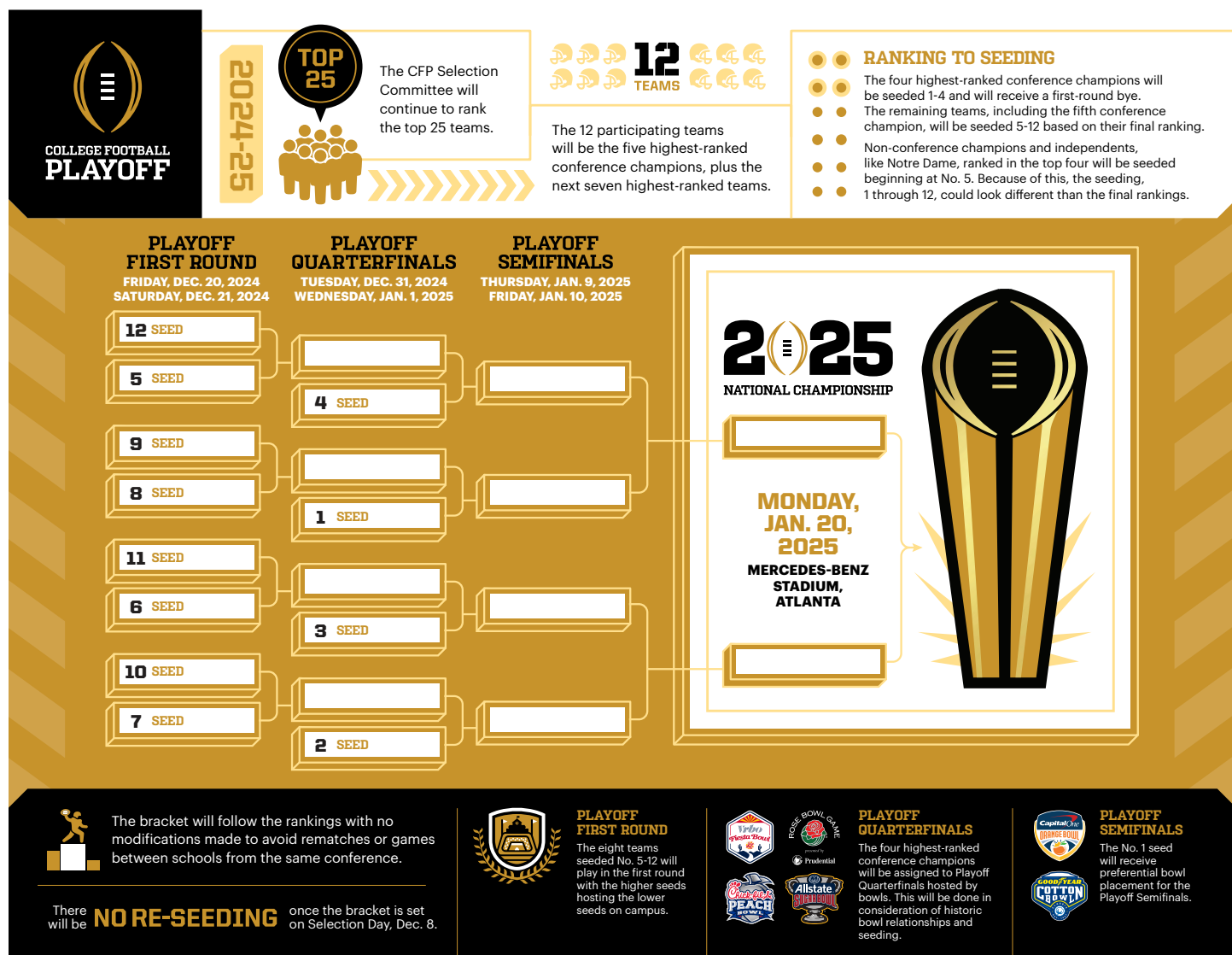
And speaking of Extra Yard for Teachers, the EYFT Teachers Week is September 14-21, with the EYFT Big Day set for Tuesday, September 17. The Huddle will plan three activations to recognize teachers at a Clark County elementary, middle and high school.

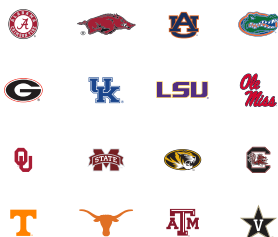
Additional fundraising events are being planned for the fall, including a EYFT Fundraiser in November and the Las Vegas Great Santa Run in December. More details to come!



COLLEGE FOOTBALL PLAYOFF SET FOR NEW 12-TEAM PLAYOFF FORMAT






New for the 2024-25 college football season will be the 12-team College Football Playoff bracket. The 12 participating teams are the five conference champions ranked highest by the CFP selection committee, plus the next seven highest-ranked teams. The four highest-ranked conference champions will be seeded 1-4 and will receive a first-round bye. The remaining teams, including the fifth conference champion, will be seeded 5-12 based on their final ranking. Here's more information on the new format:



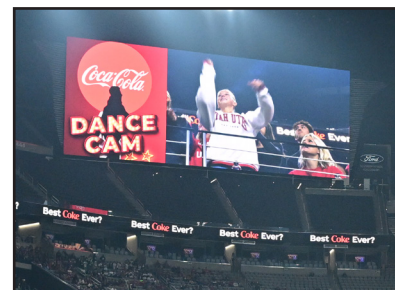
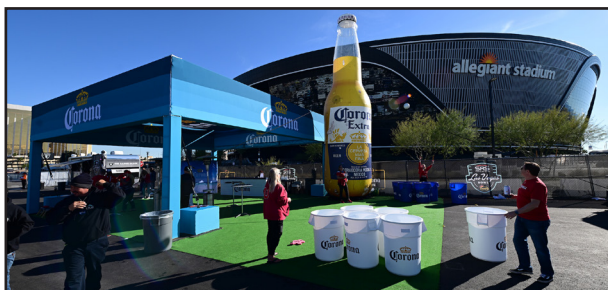


SPONSORSHIP OPPORTUNITIES

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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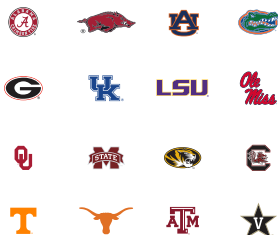


BOWL SEASON™

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.



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 LVBOWL PRESENTING SPONSORS



LAS VEGAS BOWL STAFF

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DAVID HIRSCH - SENIOR MANAGER, EVENTS

PAULETTE RUTLEDGE - OFFICE MANAGER

MARK WALLINGTON - MEDIA COORDINATOR



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