



## How the Las Vegas Bowl Fuels Community, Economy, and College Football Tradition

By KEVIN McNAMARA

**D**on't listen to anyone who whispers that college football's bowl system is at all fragile. John Saccenti certainly doesn't.

Saccenti is the executive director of the **SRS Distribution Las Vegas Bowl** and knows the bowl business as well as anyone. He was part of the team that helped grow ESPN Events into a major player in the sports world and nowhere bigger than college football. ESPN currently sponsors three early-season kickoff games and 17 bowl games, plus college basketball showcases and tournaments.

As the leader of the Las Vegas Bowl since 2014, Saccenti has certainly followed the many twists

and turns of the bowl business and college football but adapted along the way. Like all of the other 44 bowls, Saccenti has enjoyed seeing the impact of his

game on the Las Vegas community, the local economy and, of course, the players, coaches and fans of the two participating teams.

"The Las Vegas Bowl touches almost every part of our community," Saccenti said. "We stage events in multiple areas of the Las Vegas valley and many of these are free which makes it accessible for both local fans and fans from the visiting teams. Our



**"The Las Vegas Bowl touches almost every part of our community."**

— JOHN SACCENTI

SRS Distribution Las Vegas Bowl Executive Director

local schools also benefit from the philanthropic elements of the game. Many of our participating teams rarely make appearances in Las Vegas, so it



makes the trip for their fans, players, coaches and supporters even more special as we showcase all that the sports and entertainment capital of the world has to offer.”

Bowl games continue to shape the narrative of college football, blending competition with rich historical context and giving fans another chance to enjoy the thrills of competitive football. The impact in the cities that host bowl games is both deep and memorable, with generations of fans being able to say they saw a Tom Brady, Saquon Barkley or Myles Garrett back when they were just college stars.

“Bowl games are more than just a celebration of college football — they’re a celebration of the host communities themselves,” said Bowl Season executive director Nick Carparelli. “From the moment a bowl matchup is announced, cities across the country roll out the red carpet to welcome teams and fans, showcasing everything that makes their region unique. The impact goes well beyond game day, with local businesses, tourism, and civic pride all benefiting from the experience.”

Bowl games significantly impact local economies, generating over \$1 billion annually across all 45

contests. This economic boost highlights local identities, not only on television (95 million viewers across the 36 non-CFP games) but in the local community. Think involving area youth, player visits

to schools and hospitals and, of course, a good old fashioned parade!

Each bowl game has its own unique characteristics, often shaped by its community impact. Few in the country can match the sports and entertainment options available in Las Vegas, and Saccenti and his staff work to engage the community on as many fronts as possible. One such effort is the Las Vegas Huddle, a group of 40 local women dedicated to elevating the bowl's presence in the busy Vegas holiday season through community activities, school programs, youth football, and VIP bowl week experiences. Through its partnership with the College Football Playoff Foundation's Extra Yard for Teachers program the Huddle helps bring vital resources to local educators. The Extra Yard for Teachers Grant Program funds innovative sports and

leadership projects, inspiring and empowering teachers, while the Huddle's Youth Football Ambassadors Program fosters leadership and passion among young athletes.



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**– NICK CARPARELLI**  
Bowl Season Executive Director







The Huddle has awarded more than \$100,000 to teachers in southern Nevada in support of projects promoting physical fitness, leadership, and the arts. The Huddle's Ambassador program rewards local youth football players with the opportunity to own an instrumental role in scheduled activities once the bowl teams hit The Strip. Players are nominated by their coaches or team Moms based on sportsmanship, community service, classroom achievement, attendance and attitude.

"Now in its eighth year, the Huddle represents the bowl on a year-round basis," Saccenti said. "From organizing youth clinics, facilitating community events and raising funds for teachers in the Clark County School District, this volunteer board has become the heartbeat of the bowl on a daily basis. Our teams leave Las Vegas feeling like they've never been treated better and that's in large part to this group of women. We were the first bowl to have a committee like this and believe we're still the only one."

Bowl Season's Carparelli sees similar community outreach across the entire bowl system.

"Hosting a bowl game gives communities like Las Vegas a national spotlight to share their culture, hospitality, and energy with fans from across the country," Carparelli said. "Each year, two programs arrive from different parts of the nation — and for a few days, that city becomes the intersection of college football passion and local pride. It's a tradition that continues to drive lasting economic impact and community engagement long after the final whistle."

The economic benefits of success with bowl games flows before and after kickoff. The games certainly help the two programs grow as over 10,000 players 'opted-in' to compete with their teammates last year. Fans attending the games (over 1.5 million a year) help the host cities on the strength of increased tourism and spending dollars.

And don't forget about the juice programs can get with success in their bowl contests. That comes not only in launching the following season's game plans but also in valued alumni and booster donations that can surge after big bowl efforts. That's just another example of the impact a successful visit to Bowl Season can inject into college football programs across the country.

## Partnership Spotlight



### WHY E360 SPORT?

We offer a digital advertising solution for rights-holders that want to increase effective visibility for their valued partners, at the sideline/field-level, with a robust on-screen presence that allows each to specifically own-the-sideline with their brand messaging for a contracted number of minutes. During this in-game commercial, each partner is able to display multiple brand messages or simply decide to run one. Ultimately, e360 works in concert with rights holders to increase overall revenue while providing a clean and modern look.

### THE INS AND OUTS

e360's LED technology allows our staff to quickly and easily implement and dismantle the (temporary) LED system while providing an independent e360 system operator to execute your sponsor-playlist. The playlist is always tailor-made, to the client's specification, and our operators are additionally able to make quick adjustments for any special situations (i.e., touchdown, interception, redzone play, etc.) that occur during the game and then resume the scheduled playlist.

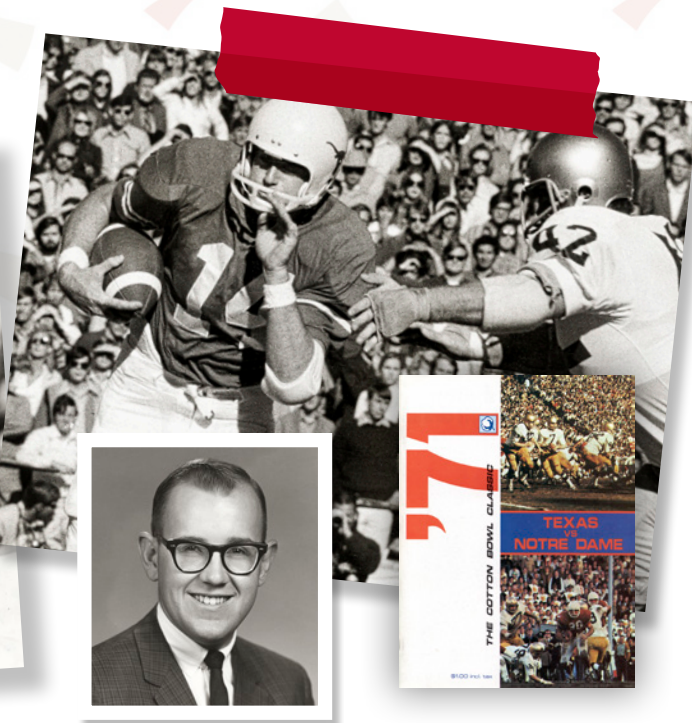
### "IMPROVE PARTNER EXPERIENCE"

Field level LED signage provides a clean, easy-to-read platform with sole-exclusive messaging that is capable of dominating the sideline (wrinkle-free). Another benefit is that at-home viewers often have higher retention levels when watching exclusive advertising versus the often used A-Frame signage.

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# BOWL SEASON

## ← ← REWIND



**T**here are certain bowl games that live on for a unique play or star performance. Then there is the 1971 Cotton Bowl Classic.

Only a year before, the undefeated Texas Longhorns had beaten Notre Dame, 21-17, in the Cotton Bowl Classic to capture the national championship. The bowl was the Irish's first in 45 years, since the Four Horsemen rambled to a win in the 1925 Rose Bowl Game. Texas was the country's glamour team, complete with a fan in the White House (President Richard Nixon) and a star at quarterback in James Street.

The Longhorns (10-0) kept winning and rolled into a rematch with the Irish (9-1) on a remarkable 30-game winning streak. Favorites by a touchdown, head coach Darrell Royal's team rode a dominant Wishbone offense to an amazing 374 rushing yards per game on the legs of running backs Steve Worster and Jim Bertelsen and quarterback Eddie Phillips.

But Notre Dame had Joe Theismann and a hard-hitting defense. Head coach Ara Parseghian's team forced nine Texas fumbles, and those turnovers helped his team to a 24-11 halftime lead. Theismann

accounted for all 18 points by rushing for two TD's and passing for another. Forced to throw to get back in the game, the Longhorns came up empty and kept turning the ball over. Phillips would be voted one of the game's most valuable players (164 yards rushing/199 passing) but Theismann grabbed the revenge he craved.

Texas' loss opened the door for Nebraska (11-0-1) to rise in the polls and be crowned national champion.

"I guess a defeat is good for you now and then," Royal said, "but I don't really recommend it."





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THE OFFICIAL BOWL SEASON PODCAST

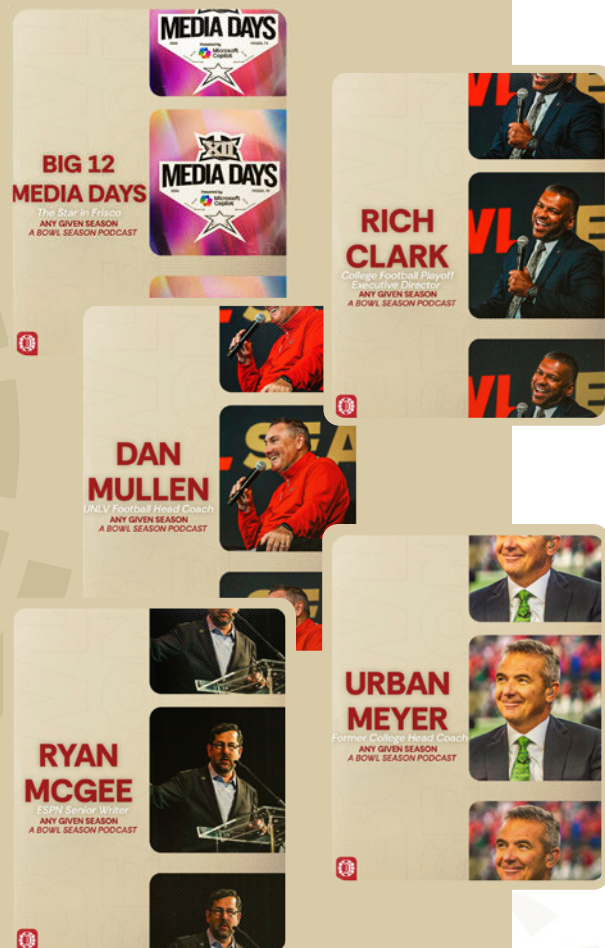
Get exclusive access to the stories, strategy, and personalities that make Bowl Season one of the most unique traditions in sports. Hosted by Bowl Season Executive Director Nick Carparelli, **Any Given Season** brings you in-depth interviews with bowl executives, coaches, athletes, media insiders, and key stakeholders shaping the future of college football's postseason.

New episodes drop regularly — including our latest, **recorded LIVE at the 2025 Big 12 Media Days!**

Whether you're in the industry or just a die-hard fan, this is your front-row seat to all things Bowl Season.

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**WATCH OR LISTEN NOW**



▷ **EVERY DAY IS GAME DAY FOR TEACHERS** ◁

★ — *Celebrating* **EXTRA YARD FOR TEACHERS WEEK** — ★

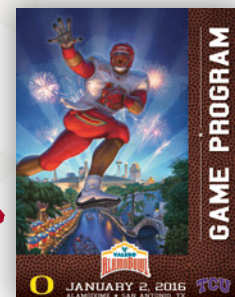
▷ **#ExtraYardWeek**  **@CFPEXtraYard** ◁

**SEPTEMBER 13 - 20**

Join us for **Extra Yard for Teachers Week** — a nationwide fundraising effort powered by the **College Football Playoff Foundation**. This week celebrates the educators who make game-changing impacts every day, while raising funds to provide the tools and resources they need to thrive. Be part of the movement to give back to those who give so much. **Together, we can go the extra yard for teachers.**

**BOWL SEASON**  
← ← **REWIND**

**2016**  
**VALERO**  
**ALAMO**  
**BOWL**



**T** here are comebacks and then there's what unfolded one night in San Antonio back on Jan. 2, 2016.

The Oregon Ducks jumped all over the Horned Frogs of TCU in the Valero Alamo Bowl, flying out to leads of 21-0 after one quarter and a dominant 31-0 by halftime. But late in the half, Oregon quarterback Vernon Adams, Jr., took a hard hit to the head on a running play and struggled to regain his feet. He was taken to the locker room and done for the night.

Without their sparkplug quarterback, the Ducks' offense stalled. TCU Head Coach Gary Patterson opted to switch shirts at halftime, but not his quarterback. Pressed into the only start in his college career because of Trevone Boykin's suspension, Bram Kohlhausen lit the fuse for the Horned Frogs who scored on every possession in the second half, including two fourth down scoring plays.

"Nobody had any doubt we'd come back from 31 points," Kohlhausen said. "Their quarterback being out, get a couple of scores, nobody had any doubt."

A 22-yard field goal with just 19 seconds left tied

the game and forced overtime. From there the two teams traded knockout punches, first with touchdowns and then with clutch field goals in the second overtime. In the third O.T., TCU scored first with Kohlhausen running it in from 8 yards. The game finally ended when Oregon backup quarterback Jeff Lockie's fourth down pass fell incomplete near the goal line.

TCU's comeback tied the record for the largest deficit overcome to win a bowl game, matching Texas Tech's win over Minnesota in the 2006 Insight Bowl. The also inspired an aptly named book "Remember the Alamo Bowl."





## Partnership Spotlight

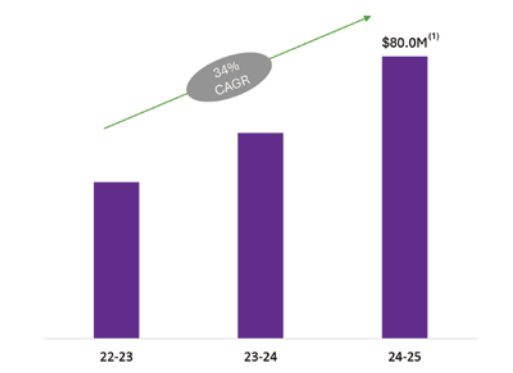
**StubHub**

### THE GLOBAL TICKET MARKETPLACE FOR BOWL SEASON

StubHub is the world's leading ticket marketplace, connecting fans to more than 100M live events annually, including all the biggest moments in college football. Our CFB presence spans 6.6M buyers across over 130 countries and territories, with more than 29M total tickets sold.

#### YoY Bowl Season Sales Growth

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Only Semifinals + Championship



To get more data about your specific Bowl or to explore a formal ticketing partnership with StubHub, please reach out to:

**Josh Page**

NORAM Sports Partnerships Director

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## Partnership Spotlight



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# BOWL SEASON IN EVERY SEASON

**W**hile Bowl Season is best known for the thrilling matchups and unforgettable moments on the field, the impact of our bowls extends far beyond game day. Across the country, bowl staffs work year-round to organize events and initiatives that support their communities, celebrate athletics, and grow the sport of college football. From youth clinics and school visits to golf tournaments, community service projects, and fundraising galas, these efforts showcase the heart behind every bowl organization. These events not only deepen local connections but also strengthen the legacy and reach of Bowl Season as a whole. As we kick off another year, we're proud to highlight some of the incredible work being done behind the scenes to make Bowl Season matter 365 days a year.



The Polynesian Bowl benefiting Shriners Children's is a premier high school football all-star game featuring the nation's top senior players of Polynesian heritage, along with other elite athletes from across the country. Hosted in partnership with the East-West Shrine Bowl, it serves as a natural extension of Shriners Children's expansive sports portfolio. This portfolio spans premier, amateur, and professional events, all aimed at raising awareness and support for the organization's international healthcare mission.



Home of the Free... Because of the Brave dinner, will take place this year on Thursday, Sept. 4. On the opening night of the NFL season, the Military Bowl Foundation buys out one of the region's most entertaining restaurants, Fogo de Chao, and welcomes recovering service members from local military hospitals to come as their invited guests.







The Goodyear Cotton Bowl Classic, Kinder's Texas Bowl, Lockheed Martin Armed Forces Bowl, Scooter's Coffee Frisco Bowl, SERVPRO First Responder Bowl, Tony the Tiger Sun Bowl and Valero Alamo Bowl are collaborating to extend a donation to help with recovery efforts from devastating floods that hit the Texas Hill Country region over the July 4th weekend. The seven bowl games played in the state of Texas are teaming up to be Texas Strong and provide much needed support for the affected communities.

The Security Service Insurance Golf Classic is one of San Antonio's most anticipated golf tournaments of the year. Held on November 18 and 19 at TPC San Antonio, the tournament features friendly competition, player gifts (including a custom Valero Alamo Bowl pullover and hat), on-course prizes, unlimited food and drink as well as networking opportunities.



The week before the two participating football teams arrive, four college basketball teams, including the hometown UTEP Miners, play in the WestStar Don Haskins Sun Bowl Invitational basketball tournament. For over 60 years, the oldest collegiate holiday basketball tournament in the country has excited fans and created unforgettable experiences for both athletes and their supporters.





### BOWL SEASON IN EVERY SEASON



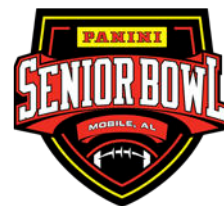
The Music City Bowl has proudly supported youth sports for over 20 years through its Youth Football Program sponsored by Delta Dental of Tennessee. This initiative has provided critical financial assistance to local youth leagues; helping cover costs such as new uniforms, facility maintenance, game officials, and equipment upgrades. In addition to financial support, participating leagues receive official bowl helmet stickers, high-quality mouthguards donated by Delta Dental, and free game tickets for championship-winning teams.



In partnership with SoFi Stadium, the LA Bowl hosted the Friday Night Lights series, with support from the Los Angeles Chargers and Los Angeles Rams. This series provided an extraordinary and once-in-a-lifetime opportunity for high school student-athletes to play in an NFL stadium. By hosting marquee matchups like the historic East L.A. Classic and prominent SoCal rivalry games, Friday Night Lights gave these young athletes a world-class stage to compete on while creating unforgettable memories with their teammates, families, and SoCal communities.



The Senior Bowl's annual NFL Draft Watch Party was held at Topgolf, in Mobile, Alabama, where fans and players celebrate the culmination of the season and the start of the NFL Draft. This year, the Senior Bowl's special guest, South Alabama WR Jamaal Pritchett, joined the Senior Bowl Staff, Committee members, Ambassador Club members, Quarterback Club members, Sponsors, and City and County Officials at Crown Hall for an NFL Draft Watch Party to celebrate all the names that got called during the three-day draft period. When each guest arrived, they were given a different colored wristband that represented players who were projected to go in the first round. Everyone who had wristbands, representing the Senior Bowl first rounders, won gift cards to Wintzell's, Taco Mama, Noble South, Topgolf, Chuck's, Callaghan's and Nixons!



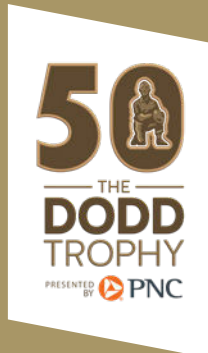




Aspiring soccer players in K5 through eighth grade from the greater Mobile, Alabama area participated in a free youth soccer clinic presented by the 68 Ventures Bowl with Spring Hill College Soccer. Held at the Mobile County Sports Complex, the half-day event featured a series of skill-building drills and training sessions designed to enhance athletic ability and foster a love for the game. Participants had the unique opportunity to engage with the men's and women's Spring Hill College soccer players and coaching staff, gaining insights into both the technical and personal aspects of the sport.



Peach Bowl Inc. is partnering with the Bobby Dodd Coach of the Year Foundation to celebrate the 50th anniversary of The Dodd Trophy with various initiatives throughout the season, including a temporary exhibit at the College Football Hall of Fame that will be on display to showcase the award and Coach Dodd's legacy. Schools of former winners are also planning to play a 50th anniversary video during a TV timeout of a home game and active head coaches who have won the award will wear commemorative 50th anniversary patches while on the sidelines of a designated game.



The signature program, Wishes for Teachers, is donating \$2,500 grants to more than 500 teachers in Arizona for a record total of \$1.5 million in 2025-26.

In the first nine years of the program, Wishes for Teachers granted \$8.2 million to more than 2,600 Arizona teachers, impacting more than one million students across the state in Arizona's most robust teacher financial support program.





### BOWL SEASON IN EVERY SEASON

The Allstate Sugar Bowl sponsors and coordinates the New Orleans Sports Awards, a year-round celebration of excellence for young athletes in the New Orleans region capped by the Allstate Sugar Bowl Sports Awards Banquet in late summer. Thirty individuals and two teams were honored at the 2025 Allstate Sugar Bowl Sports Awards Banquet presented by LCMC Health on Saturday, August 2, at the Caesars Superdome. In addition to welcoming four inductees to its New Orleans Sports Hall of Fame, the Sugar Bowl recognized its annual James J. Corbett Award winners, the top coaches, athletes, and teams from New Orleans and the Sugar Bowl Athletes of the Month for 2024-25.

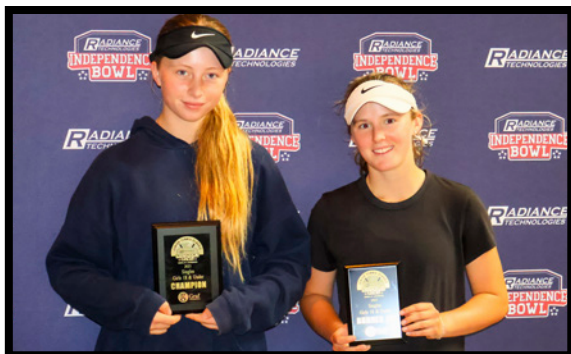


The StaffDNA Cure Bowl is a yearlong matchup of Orlando vs. cancer. The Orlando Sports Foundation puts on 14 events year round to raise money for cancer research. Our high school all-star series (football, baseball, basketball, softball, flag football), two golf tournaments, Race 2 Cure 5K, and Strike Out Cancer bowling tournament all help bring teams together to support our mission of finding a cancer cure.





The TaxSlayer Gator Bowl is proud to work with the local Pop Warner league to annually host their city championship games, an event fondly named the Little Gator Bowl. This all-day event is host to seven (7) championship games ranging from 6U to 14U — all games are played on the main playing surface at EverBank Stadium. These youth football players leave it all on the field as they compete for the best in the city title, a shot to move on to regionals and a Little Gator Bowl championship ring!



The Radiance Technologies Independence Bowl hosts its Junior Tennis Classic each April. The USTA Level 5 Open tournament brings boys and girls ages 10-18 to Shreveport-Bossier for the two-day tournament. Over 200 players from 15 states across the country flocked to Shreveport-Bossier in 2025, with matches being played at Pierremont Oaks Tennis Club, Bossier Tennis Center and Querbes Tennis Center.



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# BOWL SEASON™

## A CELEBRATION OF COLLEGE FOOTBALL



**DEC. 13**  
Mercedes-Benz Stadium  
Atlanta, GA

12 PM | ABC



**DEC. 13**  
SoFi Stadium  
Inglewood, CA

9 PM | ESPN



**DEC. 16**  
Cramton Bowl  
Montgomery, AL

9 PM | ESPN



**DEC. 17**  
Camping World Stadium  
Orlando, FL

5:00 PM | ESPN



**DEC. 17**  
Hancock Whitney Stadium  
Mobile, AL

8:30 PM | ESPN



**DEC. 19**  
Brooks Stadium  
Conway, SC

12 PM | ESPN



**DEC. 19**  
Raymond James Stadium  
Tampa, FL

3:30 PM | ESPN



**DEC. 22**  
Albertsons Stadium  
Boise, ID

2:00 PM | ESPN



**DEC. 23**  
Flagler Credit Union Stadium  
Boca Raton, FL

2:00 PM | ESPN



**DEC. 23**  
Caesars Superdome  
New Orleans, LA

5:30 PM | ESPN



**DEC. 23**  
Ford Center at The Star  
Frisco, TX

9 PM | ESPN



**DEC. 24**  
Clarence T.C. Ching Athletics  
Complex - Honolulu, HI

8 PM | ESPN



**DEC. 26**  
Ford Field  
Detroit, MI

1:00 PM | ESPN



**DEC. 26**  
Chase Field  
Phoenix, AZ

4:30 PM | ESPN



**DEC. 26**  
Gerald J. Ford Stadium  
Dallas, TX

8:00 PM | ESPN



**DEC. 27**  
Navy-Marine Corps Memorial  
Stadium - Annapolis, MD

11:00 AM | ESPN



**DEC. 27**  
Yankee Stadium  
Bronx, NY

12:00 PM | ABC



**DEC. 27**  
Fenway Park  
Boston, MA

2:15 PM | ESPN



**DEC. 27**  
Camping World Stadium  
Orlando, FL

3:30 PM | ABC



**DEC. 27**  
Arizona Stadium  
Tucson, AZ

4:30 PM | CW Network





**DEC. 27**

Branch Field at University  
Stadium - Albuquerque, NM

5:45 PM | ESPN



**DEC. 27**

EverBank Stadium  
Jacksonville, FL

7:30 PM | ABC



**DEC. 27**

NRG Stadium  
Houston, TX

9:15 PM | ESPN



**DEC. 29**

Protective Stadium  
Birmingham, AL

2:00 PM | ESPN



**DEC. 30**

Independence Stadium  
Shreveport, LA

2:00 PM | ESPN



**DEC. 30**

Nissan Stadium  
Nashville, TN

5:30 PM | ESPN



**DEC. 30**

Alamodome  
San Antonio, TX

9:00 PM | ESPN



**DEC. 31**

Raymond James Stadium  
Tampa, FL

12:00 PM | ESPN



**DEC. 31**

Sun Bowl Stadium  
El Paso, TX

2:00 PM | CBS



**DEC. 31**

Camping World Stadium  
Orlando, FL

3:00 PM | ABC



**DEC. 31**

Allegiant Stadium  
Las Vegas, NV

3:30 PM | ESPN



**DEC. 31**

AT&T Stadium  
Arlington, TX

7:30 PM | ESPN  
CFP Quarterfinal



**JAN. 1**

Hard Rock Stadium  
Miami Gardens, FL

12:00 PM | ESPN  
CFP Quarterfinal



**JAN. 1**

Rose Bowl Stadium  
Pasadena, CA

4:00 PM | ESPN  
CFP Quarterfinal



**JAN. 1**

Caesars Superdome  
New Orleans, LA

8:00 PM | ESPN  
CFP Quarterfinal



**BOWL FOR THE BRAVE**

**JAN. 2**

Amon G. Carter Stadium  
Fort Worth, TX

1:00 PM | ESPN



**JAN. 2**

Simmons Bank Liberty Stadium  
Memphis, TN

4:30 PM | ESPN



**JAN. 2**

Bank of America Stadium  
Charlotte, NC

8:00 PM | ESPN



**JAN. 2**

Snapdragon Stadium  
San Diego, CA

8:00 PM | FOX



**JAN. 8**

State Farm Stadium  
Glendale, AZ

7:30 PM | ESPN  
CFP Semifinal



**JAN. 9**

Mercedes-Benz Stadium  
Atlanta, GA

7:30 PM | ESPN  
CFP Semifinal



**JAN. 19**

Hard Rock Stadium  
Miami Gardens, FL

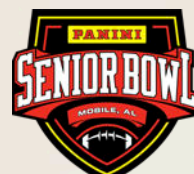
7:30 PM | ESPN  
CFP Championship



**JAN. 27**

Ford Center at The Star  
Frisco, TX

7:00 PM | TBD



**JAN. 31**

Hancock Whitney Stadium  
Mobile, AL

2:30 PM | NFL Network



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