



### Immediate Release

## **TicketSmarter Named Title Sponsor of Birmingham Bowl**

BIRMINGHAM, Ala. —ESPN Events has named TicketSmarter as the new title sponsor for the Birmingham Bowl. The multiyear agreement begins with this season's bowl game.

Played at historic Legion Field, the 2020 TicketSmarter Birmingham Bowl will kick off at 2 p.m. CST on Thursday, Jan. 2, 2020, and will air live on ESPN.

"We are honored and excited to partner with ESPN Events to be both the title sponsor of the TicketSmarter Birmingham Bowl and the official secondary ticket provider of ESPN Events," said TicketSmarter CEO Jeff Goodman. "At TicketSmarter, we want everyone to experience the power and excitement of live events."

"We look forward to working with TicketSmarter to grow the bowl and provide a first-class experience for participating teams, fans, and the entire local community," said Mark Meadows, executive director of the TicketSmarter Birmingham Bowl. "Birmingham is well known for its passion for college football, and we are excited to have TicketSmarter as our partner as we welcome football fans to visit our great city to experience the unique southern hospitality and college football frenzy that exists in Birmingham."

Tickets for the TicketSmarter Birmingham Bowl are on sale now. Ticket pricing will be \$50 for East and West reserved sideline seating and \$30 for general admission corner seats. Discounted Group Tickets are also available. For information on group tickets, corporate packages and branding opportunities, contact Mark Meadows at [mark.r.meadows@espn.com](mailto:mark.r.meadows@espn.com) or 205-733-3776, ext. 102.

For up-to-the-minute information, be sure to like the TicketSmarter Birmingham Bowl on Facebook: [Facebook.com/ticketSMARTERbirminghamBowl](https://www.facebook.com/ticketSMARTERbirminghamBowl), and follow on Twitter [@birmingham\\_bowl](https://twitter.com/birmingham_bowl) and Instagram [@ticketSMARTERbirminghamBowl](https://www.instagram.com/ticketSMARTERbirminghamBowl).

### **About TicketSmarter**

With seats for over 100,000 live events and 48 million tickets for sale, [TicketSmarter®](#) helps customers from all walks of life experience the power and excitement of live events by creating helpful partnerships and giving back. TicketSmarter® is committed to partnering with [St. Jude Children's Research Hospital](#) by contributing \$1 from every transaction to help treat and eliminate childhood cancer.

In addition to partnering with St. Jude Children's Research Hospital, TicketSmarter® is proud to be the official ticket resale partner of Rose Bowl Stadium.

As the journey continues, TicketSmarter® is growing partnerships with ESPN Events, Entercom Broadcasting, Royal Farms Arena in Baltimore, IMG, and Crown Marketing.

Venue and event marketing teams can explore smart creative partnerships with [TicketSmarter®](#) and contact [info@TicketSmarter.com](mailto:info@TicketSmarter.com)™ today.

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**TicketSmarter Birmingham Bowl**  
Historic Legion Field  
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## **ESPN Events**

[ESPN Events](#), a division of ESPN, owns and operates a large portfolio of 34 collegiate sporting events worldwide. The roster includes three Labor Day weekend college football games, the FCS opening-weekend game, 16 college bowl games, 11 college basketball events, a college softball event, an esports event and two college award shows, which accounts for approximately 375-plus hours of live programming, reaches almost 64 million viewers and attracts over 800,000 attendees each year. With satellite offices in Albuquerque, Birmingham, Boca Raton, Boise, Dallas-Fort Worth, Honolulu, Las Vegas, Montgomery and Tampa, ESPN Events builds relationships with conferences, schools and local communities, as well as providing unique experiences for teams and fans.

For more information, visit the official [website](#), [Facebook](#), [Twitter](#) or [YouTube](#) pages.

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