



September 1, 2021

## 15<sup>th</sup> TicketSmarter Birmingham Bowl Tickets On Sale Now

BIRMINGHAM, Ala. — Tickets to the 2021 TicketSmarter Birmingham Bowl are now on sale.

The 15<sup>th</sup> TicketSmarter Birmingham Bowl will be played on Tuesday, December 28, at 11 a.m. CT at the 40,939-seat Protective Stadium and will feature teams from the Southeastern Conference and the American Athletic Conference.

“We are very excited to be celebrating the 15th TicketSmarter Birmingham Bowl at our brand-new venue,” said Mark Meadows, TicketSmarter Birmingham Bowl executive director. “We know that everyone attending the game will enjoy the premium seating options and other amenities that are available, and our fans can guarantee their seating locations for future years by purchasing tickets to our inaugural game at Protective Stadium.”

Tickets can be purchased [here](#). All seating is reserved, with ticket pricing starting at \$30. Fans will receive a 15% discount on all tickets purchased before midnight on September 15 by using promo code BOWL21. All tickets will be delivered digitally for 2021.

In commemoration of the 15<sup>th</sup> anniversary of the TicketSmarter Birmingham Bowl, a new logo will be used for this Bowl season. Click [here](#) to download the new logo for media usage.

For more TicketSmarter Birmingham Bowl information, please visit [TicketSmarterBirminghamBowl.com](https://www.TicketSmarterBirminghamBowl.com). For up-to-the-minute information, please follow our social handles on [Facebook](#), [Twitter](#) and [Instagram](#).

### **TicketSmarter**

[TicketSmarter](#) provides customers the opportunity to experience the power and excitement of live events by establishing meaningful partnerships while giving back to children’s charities. TicketSmarter is committed to contributing \$1 from every transaction to help charitable partners, including St. Jude Children’s Research Hospital, The V Foundation and Quarterbacking Children’s Health Foundation.

With seats for over 125,000 live events and 48 million tickets for sale, TicketSmarter is a national ticket marketplace offering tickets for live events featuring sports, concerts, and theatre. TicketSmarter is the official ticket resale partner of the Rose Bowl Stadium and the title sponsor of the [TicketSmarter](#) Birmingham Bowl with ESPN Events - to stay updated, follow [@Birmingham\\_Bowl](#) on Twitter. Additionally, TicketSmarter is the official ticket resale partner of Bowl Season, more than half of the Bowl Games, over 45+ collegiate conferences including the PAC-12 and B1G, 250+ universities, and hundreds of events and venues nationally. Keep up with TicketSmarter at <https://www.TicketSmarter.com>, and follow [@TicketSmarter](#)

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**TicketSmarter Birmingham Bowl**  
Protective Stadium  
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### **ESPN Events**

ESPN Events, a division of ESPN, owns and operates a portfolio of 34 collegiate sporting events nationwide. The roster includes five early-season college football games, 17 college bowl games, 11 college basketball events and a college softball event, which accounts for approximately 400 hours of live programming, reaches nearly 64 million viewers and attracts over 800,000 attendees each year. With satellite offices in more than 10 markets across the country, ESPN Events builds relationships with conferences, schools and local communities, as well as providing unique experiences for teams and fans.

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