

#5 **39** — FINAL SCORE DOUBLE OVERTIME — **31** #4

CONSENSUS MEDIA SELECTION AS
BEST CFP GAME OF THE YEAR

MOST WATCHED MIDDAY
BOWL GAME OF ALL TIME

"TOP FIVE COLLEGE FOOTBALL PLAYOFF GAME OF ALL TIME"
BY CBS SPORTS

As part of the newly expanded 12-team College Football Playoff, the first-ever CFP Quarterfinal at the **Chick-fil-A Peach Bowl featured a double-overtime thriller** where No. 5 seed Texas defeated No. 4 seed Arizona State 39-31 to capture the Longhorns' first-ever Chick-fil-A Peach Bowl victory.

"I'd like to thank the Chick-fil-A Peach Bowl. Our guys are having the time of their life right now. **They're having a moment that they'll remember for the rest of their lives,** which was the purpose of these bowl games, to make memories that people carry on forever."

KENNY DILLINGHAM, ARIZONA STATE HEAD COACH



"The Chick-fil-A Peach Bowl has been first class all the way through. They've done a fantastic job of making this experience one that our players really have enjoyed. **The hospitality, facilities, everything has been tremendous."**

STEVE SARKISIAN, TEXAS HEAD COACH

17.3M
2025 VIEWERSHIP
5th most-viewed game

257.1M
ALL-TIME VIEWERS
on ESPN

2025 ECONOMIC IMPACT
$44.4M

$934.2M
ALL-TIME STATE ECONOMIC IMPACT

2025 ATTENDANCE
71,105
3rd-highest-attended bowl game

ALL-TIME ATTENDANCE
3.38M

25 SELLOUTS IN 28 YEARS

Chick-fil-APeachBowl.com
@CFAPeachBowl



#1 — **34** — FINAL SCORE — **3** — #14

KICKOFF FOR A CAUSE

Aflac and Peach Bowl, Inc. teamed up through the Aflac Kickoff Game to raise and donate $402,855 for their "Kickoff for a Cause" initiative, giving back to the communities they serve. This initiative aligned with September's National Childhood Cancer and Sickle Cell Awareness Month, reflecting their shared commitment to supporting patients and families through all stages of treatment.

Corporate Donations from Peach Bowl, Inc. & Aflac
$200,000

Endowed Scholarship Contributions
$100,000

50/50 Raffle Donation to Peach Bowl LegACy Fund
$43,245

Mascot Challenge Donations to Children's Healthcare of Atlanta
$51,710

Children's Healthcare of Atlanta Patient-Designed Team Shirt Sales
$7,900



$6 MILLION
ALL-TIME AVERAGE TEAM PAYOUTS

$127.7 MILLION
ALL-TIME TEAM PAYOUTS

5.1M
ALL-TIME AVERAGE VIEWERS PER GAME

65,677
AVERAGE ATTENDANCE
Higher than the attendance of 38 bowl games in the 2023-2024 season



108.3M
ALL-TIME VIEWERS

1.38M
ALL-TIME ATTENDANCE

17
SELLOUTS

THE NATION'S LONGEST-RUNNING KICKOFF GAME

2025 MATCHUPS

AflacKickoffGame.com
@aflackickoff

Southern Company PEACH BOWL CHALLENGE



The nation's premier collegiate coach golf event featured a field of 24 current and former college football coaches, playing in 12 two-man teams, competing for a share of a $310,050 charity purse. The tournament was held at Reynolds Lake Oconee outside Atlanta and was played over 18 holes using Stableford scoring.

"It represents bringing money back to so many communities. It's a special event with a lot of the coaching fraternity I like being a part of. I also like being associated with the Peach Bowl, which I think is one of the best bowl games in the country."

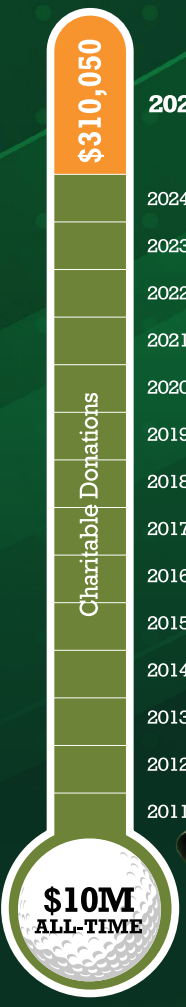
KIRBY SMART, GEORGIA HEAD COACH



This year's field included an impressive roster of college football greats that featured five former Dodd Trophy winners and a collective group of **coaches who have won six FBS national championships, 48 conference championships and boast 2,454 collegiate career wins.**



Florida State head coach **Mike Norvell and partner Urban Meyer won their second-consecutive Southern Company Peach Bowl Challenge** after carding three eagles and four birdies on the day.



SCHOOLS:	TEAMS:	POINTS:	CHARITABLE WINNINGS:
	Mike Norvell Urban Meyer	45	$32,500 $32,500
	Pat Narduzzi Rick Neuheisel	44	$22,500 $22,500
	Hugh Freeze Steve Spurrier	43	$17,500 $17,500
	Dan Mullen Scott Satterfield	42	$15,000 $15,000
	P.J. Fleck Tom O'Brien	41	$12,500 $12,500
	Kirby Smart Gus Malzahn	40	$12,500 $12,500
	Shane Beamer Houston Nutt	39	$7,500 $7,500
	Kyle Whittingham Jim Grobe	39	$7,500 $7,500
	Manny Diaz Paul Johnson	39	$7,500 $7,500
	Dan Lanning Randy Edsall	38	$5,000 $5,000
	Brent Key Chan Gailey	37	$5,000 $5,000
	Jeff Monken Derek Dooley	32	$5,000 $5,000



AP SEC Coach of the Year recipient **Shane Beamer represented the Gamecocks and won $7,500** for the Beamer Family Foundation.



Oregon head coach **Dan Lanning won $5,000 for his charity,** the OHSU Foundation — Knight Cancer Institute.

COLLEGE FOOTBALL'S MOST COVETED HEAD COACHING AWARD

THE DODD TROPHY

PRESENTED BY PNC

A PEACH BOWL, INC. PROPERTY

ABOUT THE DODD TROPHY

Named for legendary Georgia Tech coach Bobby Dodd, The Dodd Trophy was established in 1976 to honor the FBS football coach whose program represents three pillars of success: **Scholarship, Leadership and Integrity.**

The award honors the coach of a team with a successful season on the field and, equally as important, stresses the importance of academic excellence and a desire to give back to the community.

Philosophically aligned with the tenets of The Dodd Trophy, the Chick-fil-A Peach Bowl became the presenting sponsor of the award in 2011. The Bowl then assumed day-to-day management of The Dodd Trophy in 2014 and is responsible for the operations, marketing, branding, sales and communications for college football's most prestigious and sought-after coaching award. PNC became the presenting sponsor of The Dodd Trophy in 2021.

"Coach Bobby Dodd is a legend in the way that he did things; scholarship, leadership and integrity. It's how we try to do things here at the University of Alabama."

NICK SABAN, FORMER ALABAMA HEAD COACH
2014 WINNER

2024 WINNER

"It's evident both on and off that field that Coach Freeman has an unwavering commitment to Notre Dame and his student-athletes. Coach Freeman embodies everything that this award stands for with his dedication to scholarship, leadership and integrity, so it's truly an honor to name him as this year's recipient of The Dodd Trophy Coach of the Year."

JIM TERRY, CHAIRMAN OF THE BOBBY DODD COACH OF THE YEAR FOUNDATION



MARCUS FREEMAN
NOTRE DAME HEAD COACH



DODD WINNERS BY THE NUMBERS

1.6	AVERAGE **FINAL CONFERENCE FINISH**
#9	AVERAGE **FINAL RANKING**
10.9	AVERAGE **# OF WINS** DURING THE SEASON
26	ALL-TIME **FBS NATIONAL CHAMPIONSHIPS**
80%	AVERAGE **GRADUATION RATE**
226	ALL-TIME **CONFERENCE TITLES**
976	AVERAGE **APR**
8,696	ALL-TIME **WINS**

SCHOLARSHIP. LEADERSHIP. INTEGRITY.

TheDoddTrophy.com | @thedoddtrophy

COLLEGE FOOTBALL'S MOST CHARITABLE BOWL ORGANIZATION

$65.8M
IN TOTAL DONATIONS

CREATED TO GIVE

Since 2002, Peach Bowl, Inc. – through funds derived from its Chick-fil-A Peach Bowl, Aflac Kickoff Game and Southern Company Peach Bowl Challenge charity golf tournament – has donated and committed $65.4 million in charity and scholarship contributions to organizations in need.



PEACH BOWL LEGACY FUND

In 2019, Peach Bowl, Inc. announced a historic **$20 million gift** to Children's Healthcare of Atlanta. The $20 million commitment established the **Peach Bowl LegACy Fund,** which is hyper-focused on funding clinical drug trials for the most promising new drugs and treatments for children fighting cancer.

$20.8 MILLION TOTAL DONATIONS



PEACH BOWL TOUCHDOWNS FOR CHILDREN'S

The Peach Bowl and Children's Healthcare of Atlanta (CHOA) extend their partnership on an annual campaign to raise money for kids fighting cancer. Touchdowns for Children's asks fans to pledge money for each touchdown their favorite team scores during the season. The Peach Bowl then matches that amount dollar for dollar.

$2.3 MILLION TOTAL DONATIONS



ATLANTA PUBLIC SCHOOLS

LITERACY INITIATIVE: Peach Bowl, Inc., in partnership with the Chick-fil-A Foundation, the CFP Foundation and the Atlanta Football Host Committee, invested **$2 million** in a three-year literacy initiative to train teachers in advanced reading instruction.

ACADEMIC MENTORING PROGRAM: The Peach Bowl's academic mentoring program provided an academic coach in 11 APS high schools to work directly with students to improve grade point averages, prepare for the SAT and ACT, and apply and transition to college.

$3.7 MILLION TOTAL DONATIONS



ENDOWED SCHOLARSHIPS

Peach Bowl, Inc. has made a strong commitment to helping Georgia students further their secondary education in honor of one of our nation's civil rights icons. **The John Lewis Legacy of Courage Scholarship – Endowed by the Chick-fil-A Peach Bowl** currently operates scholarships at 37 universities with invested dollars of more than **$9 million.** In the 2024-25 academic year, these endowments created scholarships for 42 students from Georgia. Many of those students attended Title 1 schools where the need for tuition assistance is highest.

$9 MILLION TOTAL DONATIONS



COLLEGE FOOTBALL HALL OF FAME

As the original recruiter and founding sponsor of the College Football Hall of Fame in Atlanta, Peach Bowl, Inc. is committed to the long-term success of our sport's national shrine. That level of support has seen the Bowl contribute **$13 million** to help the College Football Hall of Fame relocate, design, build, enhance and refurbish its fan experience.

$13 MILLION TOTAL DONATIONS



RELIEF EFFORTS

Peach Bowl, Inc. is dedicated to helping those in need. Whether it's disaster relief in our region, investing in the lives of children, or creating legacy projects in our community, the Peach Bowl is committed to providing financial resources when and where they are needed most.

$7.5 MILLION TOTAL DONATIONS



COVID-19

Stepping up during a critical time in the mitigation of the Coronavirus, Peach Bowl, Inc. donated **$1.09 million** in support of Governor Brian Kemp's plan to scale COVID-19 screening and testing statewide in Georgia. The donation helped provide a telemedicine screening mobile application developed by Augusta University Health System, which allowed people to be screened virtually on demand.

$1.1 MILLION TOTAL DONATIONS



GEORGIA LIONS LIGHTHOUSE FOUNDATION & LIONS CLUB INTERNATIONAL

As the first bowl game created for charity, the Peach Bowl originally benefitted the Georgia Lions Lighthouse, an organization dedicated to providing vision and hearing care for Georgians. That relationship continues to this day with an annual contribution of **$50,000.** Together, we also provided free vision screenings to children in the Atlanta community and the communities of our participating teams.

$1.9 MILLION TOTAL DONATIONS

Coach Foundations	$3.5 Million Total Donations
Health Care	$960 Thousand Total Donations
Education	$801 Thousand Total Donations
Various Charities	$1.2 Million Total Donations

PEACH BOWL, INC. CORPORATE RECOGNITION

Bowl Season Besties Award "Best in Student-Athlete Experience" | 2023

Community Champion in the nonprofit category by Christian City | 2023

Atlanta Business Chronicle Best Places to Work | 2021

Front Office Sports "Best Employers in Sports" | 2020

ESPN Sports Humanitarian Awards Corporate Community Impact Award Finalist | 2020

City of Atlanta Phoenix Award | 2017

Top 10 Small Business in Atlanta | 2011

Atlanta Business Chronicle Philanthropy Awards Small Company Winner | 2008