



KEEP *New Orleans* SWEET

SUGAR BOWL COMMITTEE & ALLSTATE SUGAR BOWL
Community Engagement & Sponsorship Information

THE SUGAR BOWL DELIVERS...

For 92 years, the Sugar Bowl has been one of college football's most highly regarded traditions. As a lifelong resident of New Orleans, the Sugar Bowl has served as a grand ambassador for the state of Louisiana and the Greater New Orleans metro area while attracting millions of excited and optimistic visitors to the region. The Sugar Bowl's 2024-2025 regional economic impact exceeded \$300 million.

Moreover, the Sugar Bowl has led the promotion of our south Louisiana heritage and incomparable culture to college football fans and television viewers throughout the United States. Tourism is the cornerstone of the Sugar Bowl's mission.

The Allstate Sugar Bowl is one of only two bowls to serve as a College Football Playoff game in each of the 2023,'24, and '25 college football postseasons. Furthermore, the Sugar Bowl hosted the 2020 CFP National Championship and is in line to host again in the next 5 years. The Playoff Quarterfinal at the 92nd Allstate Sugar Bowl, will be played in the Caesars Superdome on January 1, 2026.

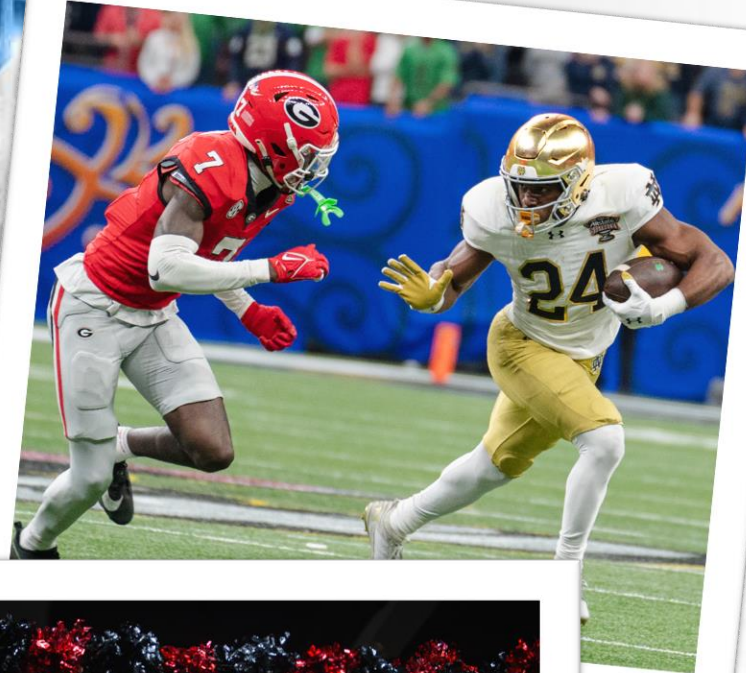


PLAYOFF QUARTERFINAL at the 91st ALLSTATE SUGAR BOWL January 2, 2025

Attendance: 57,267 **
Viewers: 15.8 million



COLLEGE FOOTBALL
PLAYOFF



** - 68,400 tickets sold (sell-out)

THE SUGAR BOWL DELIVERS... MAJOR EVENTS!

CFP QUARTERFINAL

JANUARY 2, 2025



KEEP *New Orleans* SWEET

CFP QUARTERFINAL

JANUARY 1, 2026



CFP SEMIFINAL

JANUARY 2027



THE SUGAR BOWL DELIVERS... AN EXTRAORDINARY IMPACT

Economic Impact over last decade: \$2,532,300,000

Community Investment since 2015: \$15,000,000

Scholarships awarded since 2015: \$1,150,000

Annual Volunteer Hours: 3,000

Allstate Sugar Bowl Audience

Attendance during CFP era: 665,000 *

Worldwide viewers during CFP era: 165,532,000

** - 3,000 fans for 2021 CFP semifinal due to Covid-19 pandemic restrictions*



KEEP *New Orleans* SWEET

SPONSORSHIP & BRAND ALIGNMENT



A SUGAR BOWL CUSTOM SPONSORSHIP PACKAGE CAN INCLUDE A VARIETY OF HIGHLY VALUABLE ASSETS.

- At-Event Branding & Messaging
- Community Engagement
- Game Day Promotions & Advertising
- Fan Engagement Activations
- Print Advertising
- Digital & Social Media Promotions
- Sugar Bowl Trademark License
- Event Tickets, VIP Access & Hospitality

Contact the Sugar Bowl, derekm@sugarbowl.org, today to explore custom sponsorship opportunities.



COMMUNITY ENGAGEMENT



THE SUGAR BOWL ENGAGES THE COMMUNITY THROUGH ITS SUPPORT OF A COLLECTION OF ANNUAL PROGRAMS & EVENTS.

- Education: Educator Enrichment in partnership with the College Football Playoff Foundation's Extra Yard For Teachers program.
- Scholarships:
 - Allstate Sugar Bowl – National Football Foundation Scholar-Athletes;
 - Allstate Sugar Bowl Women in Sport Scholarships.
- Awards:
 - Manning Award (top college quarterback);
 - Eddie Robinson Award (top college football head coach);
 - Allstate Sugar Bowl Athlete of the Month.
- Events:
 - Allstate Sugar Bowl Sports Awards & New Orleans Sports Hall of Fame;
 - LHSAA Football Championships;
 - AAU Volleyball & Basketball tournaments;
 - Youth golf, lacrosse, sailing & tennis events.

Contact the Sugar Bowl, derekm@sugarbowl.org, today to explore community engagement opportunities.

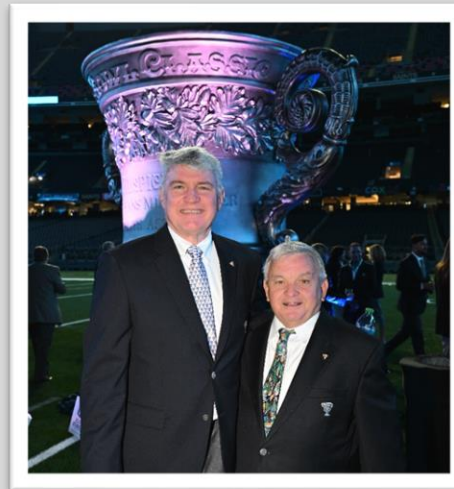


MEMBER BENEFACTOR



THE SUGAR BOWL OFFERS BUSINESSES AND COMMUNITY PARTNERS AN OPPORTUNITY TO BECOME PART OF THE SUGAR BOWL COMMITTEE AS A MEMBER BENEFACTOR.

- Sugar Bowl Committee Member Benefactor status;
- Opportunity to designate a representative to serve on the Sugar Bowl Committee;
- Opportunity for designated representative to attend Sugar Bowl Committee general membership meetings and social events;
- Opportunity for designated representative to participate in Sugar Bowl Committee subcommittees, excluding Membership, Legislative, and Nominating committees;
- Recognition as a Member Benefactor during the Allstate Sugar Bowl game.



The Member Benefactor and designated representative must be approved by Executive Committee and general membership prior to execution of membership.

Contact the Sugar Bowl, derekm@sugarbowl.org, today to explore community engagement opportunities.





**PLAYOFF
QUARTERFINAL**



2026 CFP Quarterfinal at the Allstate Sugar Bowl

**Thursday, January 1, 2026
Caesars Superdome
New Orleans**

2027 CFP Semifinal at the Allstate Sugar Bowl

**January 7/8, 2027
Caesars Superdome
New Orleans**



**PLAYOFF
SEMIFINAL**



**PLAYOFF QUARTERFINAL at the
92nd ALLSTATE SUGAR BOWL
New Year's Day, 2026
Caesars Superdome**



**COLLEGE FOOTBALL
PLAYOFF**



KEEP *New Orleans* SWEET

**ENGAGE FANS
EXCITE CUSTOMERS
ENERGIZE EMPLOYEES**

**CONTACT THE SUGAR BOWL TODAY
TO ALIGN WITH COLLEGE FOOTBALL'S
MOST DECORATED BOWL
ORGANIZATION.**

WWW.SUPPORTTHESUGARBOWL.COM

WWW.ALLSTATESUGARBOWL.ORG

