



# SPONSORSHIP OPPORTUNITIES

DANIEL SAGERMAN  
MSA 461

# BELK BOWL 101

- **Annual college football bowl game since 2002**
- **Bank of America Stadium in Charlotte, NC**
- **ACC vs. SEC**
- **Managed by Charlotte Sports Foundation**



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# OUR VALUES

- **World-class experience with Southern charm**
- **Community involvement**
  - **Second Harvest Food Bank**
- **Fan-friendly and Family-friendly**



# CORPORATE SPONSORSHIP BENEFITS

- **Associate your brand with one of college football's most successful bowl games**
- **Prominent media exposure on ESPN**
- **Year-round promotion, focused advertising September - December**
- **Immerse your brand in world-class environment at iconic stadium**
- **Extensive social media reach**



# BELK BOWL BY THE NUMBERS

- **2017: 2.9 million viewers**
- **Average Attendance (since 2011): 46,221**
- **@belkbowl: 26,800 followers on Twitter**
- **19 different teams have competed**



Sources: Sports Media Watch, ESPN.com



# BELK BOWL EVENTS

- **Coaches reception**
- **NASCAR outing and HOF visit**
- **Players' shopping spree**
- **Second Harvest Food Bank visit**
- **Media Day**
- **FanFest**



# IN-STADIUM BRANDING – SCOREBOARD

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OVER 11,000 SQ. FEET



# IN-STADIUM BRANDING – LED RIBBONS

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2,000 FEET LONG EACH



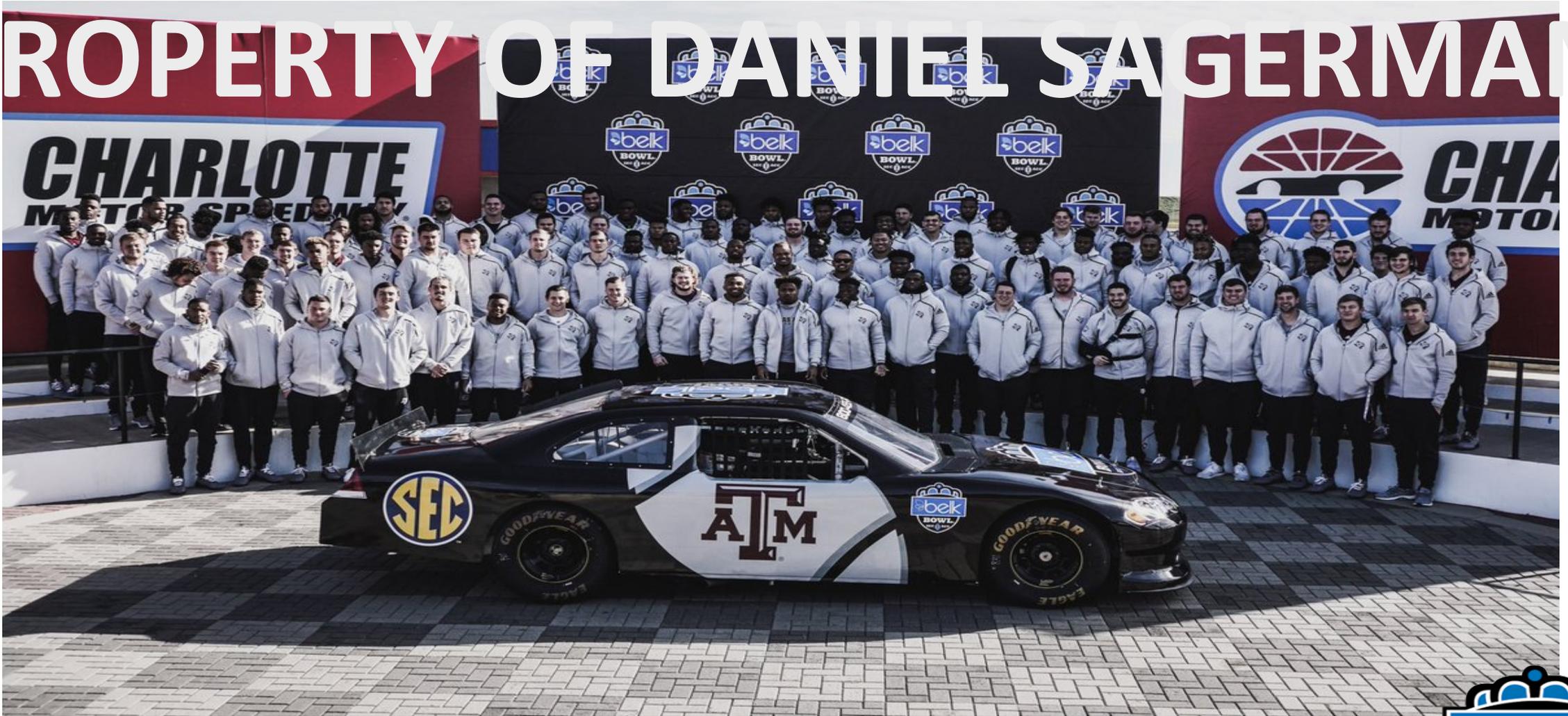
# IN-STADIUM BRANDING – CONCOURSE

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# PROMOTIONS

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# GIVEAWAYS

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**Belk College Kickoff** ✓

@belkbowl

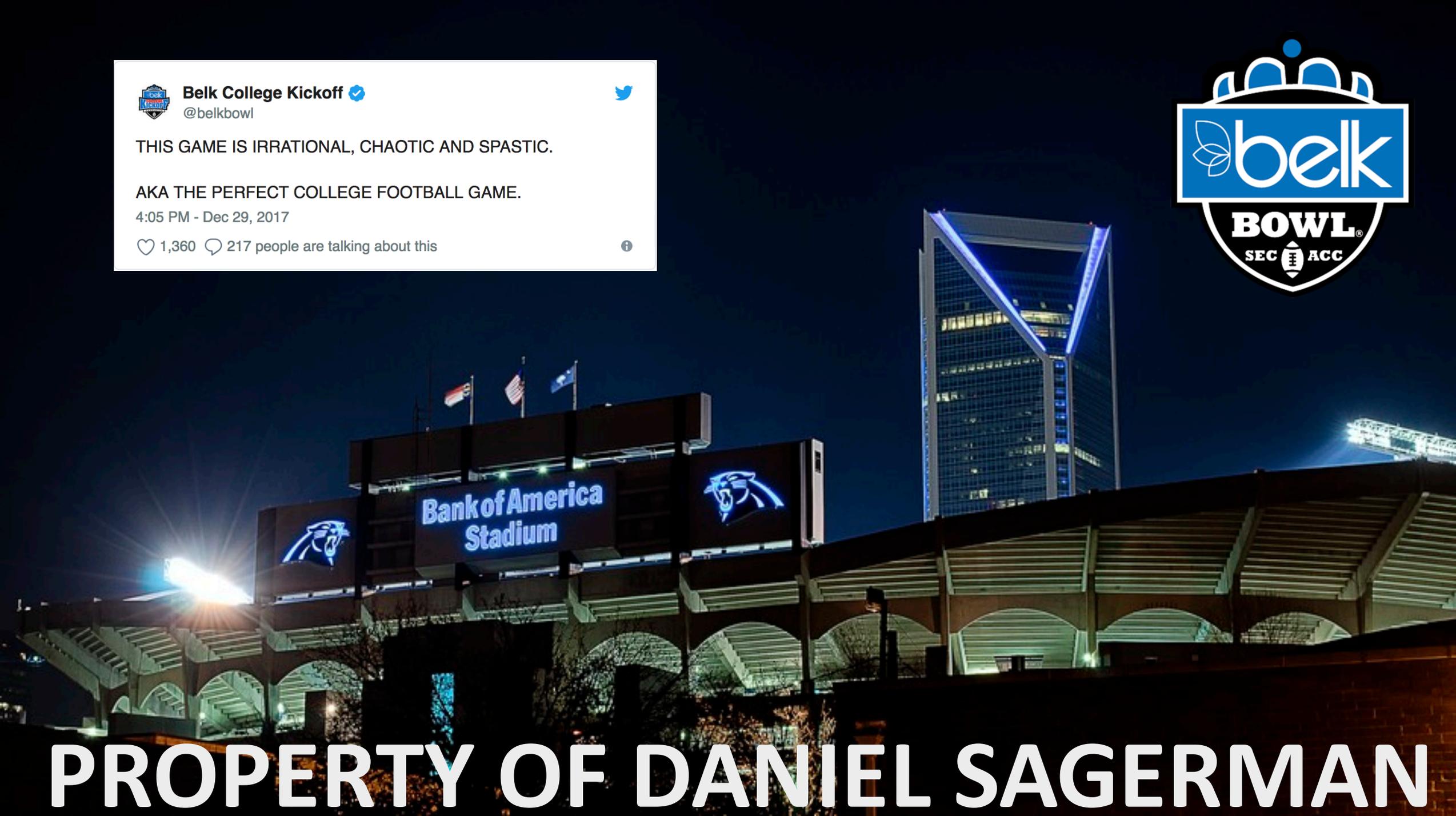


THIS GAME IS IRRATIONAL, CHAOTIC AND SPASTIC.

AKA THE PERFECT COLLEGE FOOTBALL GAME.

4:05 PM - Dec 29, 2017

♡ 1,360 💬 217 people are talking about this



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