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HISTORY

MISSION STATEMENT

The mission of The Arizona Bowl is to provide world-class experiences for college student-athletes, fans, and the local community, culminating in a nationally recognized college football competition. The Arizona Bowl is a non-profit organization that strives to inspire youth, engage the community, support local charities, and create positive economic impact in Southern Arizona.

BACKGROUND

The NOVA Home Loans Arizona Bowl is in its third year and the Tucson and Southern Arizona communities have been extremely supportive in bringing a bowl game back to the Old Pueblo. The NOVA Home Loans Arizona Bowl was sanctioned in March of 2015 as the 41st NCAA college football bowl game and the third bowl game staged in Arizona. The Inagural NOVA Home Loans Arizona Bowl hosted a Mountain West Matchup of the Colorado State Rams and the University of Nevada Wolfpack, with the Wolfpack taking the bowl game's first trophy. In 2016, the Air Force Falcons defeated Sun Belt Conference opponent, South Alabama, 45-21.

LOCAL SUPPORT

As Tucson's Football Festival, The NOVA Home Loans Arizona Bowl is proud to support the Tucson community as a nonprofit organization. In 2015, over \$80,000 was donated by the bowl to local Tucson charities and over \$200,000 was donated in 2016. Thanks to the supporters of our Heroes Tribute Program who provided an additional \$200,000 in donated tickets provided to Tucson heroes. These heroes included police, teachers, firefighters, active military, and veterans, the true heroes in our community.



OUR TEAM

Conference Partners

The Mountain West Conference

Air Force, Boise State, Colorado State, Fresno State, Hawaii, Nevada, New Mexico, San Diego State, San Jose State, UNLV, Utah State, and Wyoming

The Sun Belt Conference

Appalachian State, Arkansas State, Coastal Carolina, Georgia Southern, Georgia State, Idaho, UL Lafayette, UL Monroe, New Mexico State, South Alabama, Texas State, and Troy

Executive Board

Ali Farhang** - Farhang & Medcoff
Kym Adair - NOVA Home Loans
David Cohen - BeachFleischman CPAs
Brent DeRaad - Visit Tucson
Gary Malis - Strategic Executive Services
Ellen Jimenez - Sonesta ES Suites
Micah Kinsler - MiCamp Solutions
James Francis - Arizona Athletics
Mark Irvin* - Mark Irvin Real Estate
Fletcher McCusker* - Rio Nuevo

* denotes Bowl Founder

** denotes Bowl Chairman

Bowl Staff

Alan Young - Executive Director
Allyson Tofel - VP, Business Operations & Events
Michelle Thornton - VP, Sales & Marketing
Daniel Horist - Director, Operations & Events

Bowl Services

Nikki Balich - Game Operations & Team Services
nikki@azsportsent.com
Rich Moret - Media Relations
rm@moretassociates.com
Silvia Davis - Volunteers
bowlvolunteers@gmail.com



CONNECT

Connect with the NOVA Home Loans Arizona Bowl wherever you are!



@novaAZBOWL



@novaAZBOWL



@novaAZBOWL



@ArizonaBOWL

Contact our staff

Alan Young - alan@novaarizonabowl.com

Allyson Tofel - allyson@novaarizonabowl.com

Michelle Thornton - michelle@novaarizonabowl.com

Daniel Horist - daniel@novaarizonabowl.com

NOVA Home Loans Arizona Bowl Office
147 N. Stone Ave.
Tucson, AZ 85701
520-AZBOWL1



EVENTS



Roll for the Bowl
7-10pm



Kickoff Luncheon
11am-2pm



Selection Sunday
12-3pm



Kids Day
11am-2pm



Ladies Day
11am-2pm



Players Event
5-9pm



Downtown Block Party
5-9pm



DDC Tailgate Festival
11:30am-3pm



NOVA Home Loans
Arizona Bowl
3:30pm



Downtown After Party
7-10pm

**all dates and times are subject to change*



HEROES TRIBUTE PROGRAM

In our community, there are heroes living amongst us and the NOVA Home Loans Arizona Bowl is seeking sponsors to underwrite tickets to send these heroes and their families to the bowl game. Once a sponsor chooses a heroes group, they can choose to deliver the tickets to that group themselves or the NOVA Home Loans Arizona Bowl staff will deliver them on their behalf. Heroes groups include, but are not limited to: Active Military, Veterans, Teachers, and First Responders.

In 2016, more than 13,000 tickets and \$200,000 were committed to our Heroes Tribute Program thanks to the great support and generosity of our great sponsors. Thank you for supporting Tucson's Football Festival!

The NOVA Home Loans Arizona Bowl, will take place on Friday, December 29 at 3:30pm at Arizona Stadium.

Platinum Tribute Program (\$10,000)

- Three Hundred (300) donated tickets to our local Heroes in the South End Zone
- Eight (8) \$125 Stadium Club game tickets (includes food and beverage)
- Eight (8) Passes to the VIP Party in the the Desert Diamond Casino Tailgate Festival
- Two (2) VIP Parking Passes
- Full-Page ad in the official game program
- Commemorative NOVA Home Loans Arizona Bowl Football

Gold Tribute Program (\$5,000)

- One Hundred-Fifty (150) donated tickets to our local Heroes in the South End Zone

Silver Tribute Program (\$2,500)

- Seventy-Five (75) donated tickets to our local Heroes in the South End Zone

ALL Heroes Tribute Program Sponsors will receive the following:

- Logo will appear on the videoboard as a part of the Heroes Tribute Program Pre-Game Ceremonies
- Logo will appear on the video board in-game promoting the Heroes Tribute Program
- One (1) position in both end zones LED rotation during the game
- Logo rotation on Stadium Quad-Vision
- Logo and link on Heroes Tribute Program page of the NOVA Home Loans Arizona Bowl website
- Name recognition on the Heroes Tribute Program page in the official game program

In support of our great Southern Arizona Heroes, custom packages are available upon request. Please note that all of the packages above can be modified to fit the needs of your company. Thank you for your support of our great Southern Arizona Heroes.



SPONSORSHIP

The Champion (\$10,000)

Twenty (20) \$125 Stadium Club game tickets (includes food and beverage)

Fifty (50) \$65 game tickets

Twenty (20) Passes to the VIP Party in the the Desert Diamond Casino Tailgate Festival

Ten (10) VIP Parking Passes

Four (4) Official Game Programs

One (1) Full-Page Ad in the Official Game Program

One (1) Position in End Zones LED rotation

The Coach (\$5,000)

Eight (8) \$125 Stadium Club game tickets (includes food and beverage)

Twenty (20) \$65 game tickets

Eight (8) Passes to the VIP Party in the Desert Diamond Casino Tailgate Festival

Four (4) VIP Parking Passes

Two (2) Official Game Programs

One (1) Full-Page Ad in Official Game Program

The Quarterback (\$2,500)

Four (4) \$125 Stadium Club game tickets (includes food and beverage)

Ten (10) \$65 game tickets

Four (4) Passes to the VIP Party in the the Desert Diamond Casino Tailgate Festival

Two (2) VIP Parking Passes

Two (2) Official Game Programs

ALL Sponsors will receive the following:

Logo rotation on Stadium Quad-Vision

Logo placement and link on the NOVA Home Loans Arizona Bowl website

Name recognition on the Sponsors Page in the official game program



TICKETS

\$250 DESERT PACKAGE (\$295 value)

Two (2) \$65 sideline mid-field game tickets
Two (2) Passes to the VIP Party in the Desert Diamond Casino Tailgate Festival
One (1) Parking Pass

\$850 SAGUARO PACKAGE (\$1060 value)

Eight (8) \$50 sideline game tickets
Eight (8) Passes to the VIP Party in the Desert Diamond Casino Tailgate Festival
Four (4) VIP Parking Passes

\$1,500 OLD PUEBLO PACKAGE (\$1,660 value)

Eight (8) \$125 Stadium Club Game Tickets (includes food and beverage)
Eight (8) Passes to the VIP Party in the Desert Diamond Casino Tailgate Festival
Four (4) Parking Passes

\$2,000 SONORAN PACKAGE (\$2200 value)

Eight (8) \$125 Stadium Club Game Tickets (includes food and beverage)
Eight (8) Passes to the VIP Party in the Desert Diamond Casino Tailgate Festival
Four (4) Parking Passes
LED Signage in-stadium during the game

Premium Seating Options (available by phone call only)

\$125 Stadium Club & Loge Game Tickets (includes food and beverage)
\$200 Sands Club Game Tickets (includes food and beverage)

Family Four Pack (\$80)

Four (4) \$25 tickets

Ticket Pricing Key	
Grey	\$200
Green	\$125
Yellow	\$65
Orange	\$50
Blue	\$25
Red	\$15

* sections 201-209 are unavailable at this time



ORDERS

Company Name: _____

Contact Name: _____ Phone: _____

Email Address: _____

Please Select Purchase Option:

- | | |
|---|--|
| <input type="checkbox"/> Platinum Heroes Tribute Program (\$10,000) | <input type="checkbox"/> The Champion Sponsorship (\$10,000) |
| <input type="checkbox"/> Gold Heroes Tribute Program (\$5,000) | <input type="checkbox"/> The Coach Sponsorship (\$5,000) |
| <input type="checkbox"/> Silver Heroes Tribute Program (\$2,500) | <input type="checkbox"/> The Quarterback Sponsorship (\$2,500) |
| <input type="checkbox"/> Desert Ticket Package (\$250) | <input type="checkbox"/> Saguaro Ticket Package (\$850) |
| <input type="checkbox"/> Old Pueblo Ticket Package (\$1,500) | <input type="checkbox"/> Sonoran Ticket Package (\$2,000) |

Payment Information: _____ Credit Card _____ Check (made payable to Arizona Bowl)

Card Number: _____ Exp: ____/____ CVV: _____

Name on card: _____ Total Payment Amount: _____

Signature: _____ Date: _____

