



BOWL TO CELEBRATE 20 YEARS IN TAMPA BAY

Reaching yet another important milestone in its history the Tampa Bay Bowl Association will celebrate its 20th anniversary with the upcoming Outback Bowl game next January.

Bowl officials are kicking off a year-long celebration to commemorate the achievement including a specially designed logo.

“Twenty years is a fantastic achievement,” notes bowl President/CEO Jim McVay. “We are going to tie-in the anniversary to everything we do this year and really have some fun with it.”

While it’s no longer the new kid on the bowl block (indeed it’s older than half of the current bowls) the game has reached amazing heights in a relatively short period of time.

Known originally as the Hall of Fame Bowl for its first nine years, the game has been a part of the prestigious New Year’s Day bowl lineup for the past seventeen years and features teams from the two most successful and popular conferences in college football — the SEC and Big Ten — that many older bowls would covet. As such, the bowl has played host to some of the games best players over the years and had some great match-ups. It has also provided life-long memories to more than 3,800 players, 50,000 halftime show performers and a million college football fans.

After it’s meager beginning, playing on December 23 and televised by Mizlou, the bowl is now the 6th highest paying of 28 games and is the marquee game for ESPN. Tampa-based Outback Steakhouse is in its 11th year as title sponsor of the game, one of the longest such relationships in the business.

Of course a major goal of the Outback Bowl is to create an economic impact for the Tampa Bay region and indeed the game has created an estimated \$470 million impact since its beginning and generated tens-of-millions of dollars in national and international exposure for the Tampa Bay area as one of the top rated programs each year on ESPN TV.

Finally, the nonprofit bowl has contributed \$58.2 million to participating teams and their conference members, and will add at least \$5.7 million to that total this January.

“This community should be very proud of hosting a major sporting event like this for twenty years, but of course our goal is to continue this success for another twenty or thirty years from now,” adds McVay.

But for now let’s celebrate!

(This article is the first in a series commemorating the bowls 20th Anniversary. Next issue: A look back at the players and coaches who’ve been a part of the bowl)



Key Events in Outback Bowl History

- April 16, 1986** — NCAA awards college bowl to Tampa Bay.
- Dec 23, 1986** — Inaugural Hall of Fame Bowl.
- Aug 3, 1987** — Bowl signs contract with NBC TV.
- Jan 2, 1988** — Bowl matches two of most prestigious teams in the sport, Michigan vs Alabama, in only meeting.
- Jan 1, 1989** — Bowl moved to New Year’s Day lineup where it has remained ever since; hosts two top 20 teams.
- Jan 1, 1990** — Bowl hosts No. 9 Auburn and No. 21 Ohio State which attracts record crowd of 68,085 and is third highest rated of all bowls.
- April 24, 1992** — Bowl signs first contract with ESPN TV.
- Oct. 26, 1994** — Bowl signs six-year contract with SEC and Big Ten Conferences; Extends ESPN contract.
- April 12, 1995** — Signs six-year deal with Outback Steakhouse as title sponsor; changes name to Outback Bowl.
- Jan 1, 1996** — Bowl celebrates 10th anniversary.
- Fall 1997** — Bowl extends agreements with SEC, Big Ten, ESPN & Outback through January 2002.
- Jan 1, 1999** — Bowl moves to new Raymond James Stadium; Sells out it’s first game (Penn State vs Kentucky).
- Jan 1, 2000** — Outback Bowl becomes first sporting event of the new millennium; Game between Georgia and Purdue becomes only second OT Bowl game in history.
- Oct. 2001** — Bowl signs four year extensions with SEC, Big Ten, ESPN & Outback through January 2006 game.
- Jan 1, 2004** — Bowl sells out for fourth consecutive year.

BULLDOGS HOLD OFF BADGERS 24-21 IN 2005 BOWL

With so many story lines it was hard to know who would be the focal point in this game. There was David Greene, the winningest QB in Division I-A history and Johnny Unitas Award finalist playing his last game as a Bulldog. There was Badger tailback Anthony Davis, the sixth leading rusher in Big Ten history in spite of a career interrupted by injuries, finally back at 100%. There was Big Ten Defensive Player of the Year Erasmus James and team mate Jim Leonard who began his career as a walk-on only to become an All American DB for the Badgers.



But it was DE David Pollack that seized the moment during the 2005 Outback Bowl. The Georgia DE, Lombardi Award winner, Chuck Bednarik Award winner and three-time All American, stood with his back against his goal line protecting an 11 point lead in the final period and knew he had to step up one more time. Pollack exploded through the Wisconsin line and smothered QB John Stocco for the third time on the day and in the process wrestled the ball away to single handedly end the Badgers 10 play drive.

Voted the bowl MVP, Pollack made a statement for the 7th ranked Bulldogs that they would not be denied their third consecutive 10 game win season.

Of course with two 9-2 teams and so many of the best players in the sport you knew it was going to be a great matchup.

The game began with a text book 78 yard drive on the arm of Greene and the running of Thomas Brown as the Bulldogs took a 3-0 lead. But the Badgers defense forced a turnover that would lead to a field goal of their own and they would add another in the 2nd period. Greene would respond to hit Fred Gibson for a 19 yard TD pass and build a 10-6 halftime lead for the Dawgs.

Georgia continued the momentum in the third period with a hot Greene connecting on a 24 yard TD pass followed by a 29 yard TD run by Brown to take a 24-6 lead. But the Badgers quickly responded on the next possession as Stocco got the hot hand to lead his team 88 yards for a TD that cut the lead to 24-13.

After holding the Bulldogs to just one first down in their next four possessions Wisconsin DB Andy Crooks picked off a Greene pass and returned it for a score and the Badgers converted the 2 point try to make it just a 3 point game.

But Georgia found a go-to man in Thomas Brown who would churn up the ground for 49 yards and with it the final 4:13 of the clock to deny the Badgers one more chance to rally.

It was another exciting Outback Bowl and a tremendous finish to a memorable week of fun events, perfect weather and exciting pageantry. One that David Pollack and many others will remember for a long time.



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BOWL WEEK MEMORIES WITH THE BULLDOGS & BADGERS



What They're Saying About the Outback Bowl...

"Thank you for delivering our company and community another exceptional Outback Bowl experience."

Paul Avery – President & COO, Outback Steakhouse, Inc.

"I would like to say how much we enjoyed being at the Outback Bowl and what great hosts you and everyone you are associated with were to us. It was a wonderful trip and one that I will remember for quite some time."

Georgia Head Coach Mark Richt

"You folks do a tremendous job. Sportswriters tend to be nit picky, but I can't think of one thing to change or improve upon."

Pete Williams – Street & Smith's

"Loved it! It was all so much fun for us fans, especially beach day. Everything was so well planned."

Christine Charlson – Badger Fan

"The game and all of the events surrounding the Outback Bowl were extremely impressive...I can say that the Outback Bowl has to be one of the best organized and entertaining events I have ever been to."

Luke Howard – Georgia Fan

"Bowl Week was the second most viewed week in the 25 year history of ESPN. The Outback Bowl provided a tremendous anchor to the week and proved to be an outstanding experience for our football fans and production team."

Dave Brown – VP Programming, ESPN

"One of the best experiences I have had covering a game."

Ryan Glenn – WCPI 91.3 FM

"I would like to extend a very special thanks in making our trip to Tampa a fun and exciting time."

John Chadima – Associate A.D., University of Wisconsin

Membership Renewals Underway

With five of the last seven bowl games being early sellouts the demand for tickets to the Outback Bowl has never been higher. But for General Members and Club Members of the bowl they not only receive priority seating at the game, but the opportunity to renew or upgrade their seats each year. And by renewing their seats early they don't have to worry about getting shut-out later. Renewal statements for the 20th anniversary game in January are being mailed out and the deadline for renewing is set for June 30.

If you don't have a membership now's the time to get one so you will have the first opportunity to get into the best available seating once the renewals have been processed. Besides the opportunity to purchase great seats and VIP parking passes all members also receive three issues of the Outback Bowl newsletter and a special bowl souvenir.

Club Members receive a package that includes Club Seats, invitations to six exclusive bowl events and priority parking passes, all included in one price beginning at \$2,400. Club Members who purchase a Level V (100 tickets) or higher package also receive a private tent in the Corporate Tent Village on game



day, complete with all food and refreshments for your guests.

In addition, current or new Club Members who renew/purchase their membership by May 6 will receive an invitation to the SunTrust Summer Splash Outing at Saddlebrook Resort on June 4-5 (see related article below) for no additional charge.

Prospective members can access more details on the various membership plans via the Outback Bowl web site at www.outbackbowl.com. Click on the

Ticket Packages page to view the different membership options available. You will also find a stadium diagram and a Stadium Tour page that allows you to see a view of the field from various sections in the stadium so you can decide what sections to request. You may also call the Outback Bowl office at 813-874-BOWL for a General Membership or Club Membership brochure.

Renew/purchase your membership now to guarantee your seats to the big game and take advantage of all the great bowl events throughout the year!



Summer Splash Set For June 4-5

As a part of the bowls appreciation of it's top supporters throughout the Tampa Bay community, each June the bowl rewards its club members and sponsors with a fun-filled weekend titled the "SunTrust Summer Splash" at the beautiful Saddlebrook Resort.

SunTrust Bank, one of the bowls original sponsors, has sponsored the popular weekend outing for the past 19 years.



SUNTRUST

"The success of this bowl over the past twenty years has been in large part due to the support of SunTrust and other area sponsors and members," notes Outback Bowl President/CEO Jim McVay.

Invitations are sent to each bowl sponsor and to Club Members who renew/purchase their ticket package by May 6. Each invitation includes accommodations for Saturday night, a spot in the Saturday golf tournament or tennis tourney, Saturday afternoon lunch, a Saturday evening banquet, pool-side reception, access to the bowl hospitality suite and Sunday breakfast. About 450 supporters of the bowl typically take part in the festivities.

In addition to being one of America's most well-known tennis complexes, Saddlebrook is a four



diamond resort offering superb amenities including 36 holes of Arnold Palmer designed championship golf; a 500,000 gallon "Superpool;" a Sports Village with Fitness Center and a Luxury Spa.

For more information on sponsorships with the bowl, the SunTrust Summer Splash or Club Memberships contact the Outback Bowl office at 813-874-BOWL.

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 Midwest Financial & Investment Services
 Millicare Commercial Carpet Services
 Raymond James Financial Advisors
 Signature Room Grille
 Tampa Bay Partners

Spouses Enjoy Flavor of Roy's



With so much attention focused on the Head Coaches and All American players participating in the bowl, one group the bowl hospitality committee is careful to recognize is the spouses of the coaching staffs and administrators of each school. Each year this group is treated to a special luncheon and fashion show of their own at Roy's during the week's festivities. They join luncheon chair Angie Ferlita and other key bowl representatives for a taste of exotic Hawaiian Fusion Cuisine at the restaurant.



Representatives from Neiman Marcus display various fashions to the guests throughout the luncheon and later host the entourage for an afternoon of shopping at International Plaza.

The head coaches wives are also presented with the "Hawaii Cooks" cook book autographed by author Roy Yamaguchi, founder of the restaurant chain.

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