



# Boomerang



# A TAMPA BAY TREASURE FOR OVER 30 YEARS

The Outback Bowl has been a true Tampa Bay treasure for the region over the past three decades and will continue that tradition as it hosts its 31st game this January. The popular college football bowl will once again match teams from the SEC and Big Ten Conference for their 24th meeting over that time.

The SEC holds a 14-9 advantage, however that lead is only 6-4 over the past ten years.

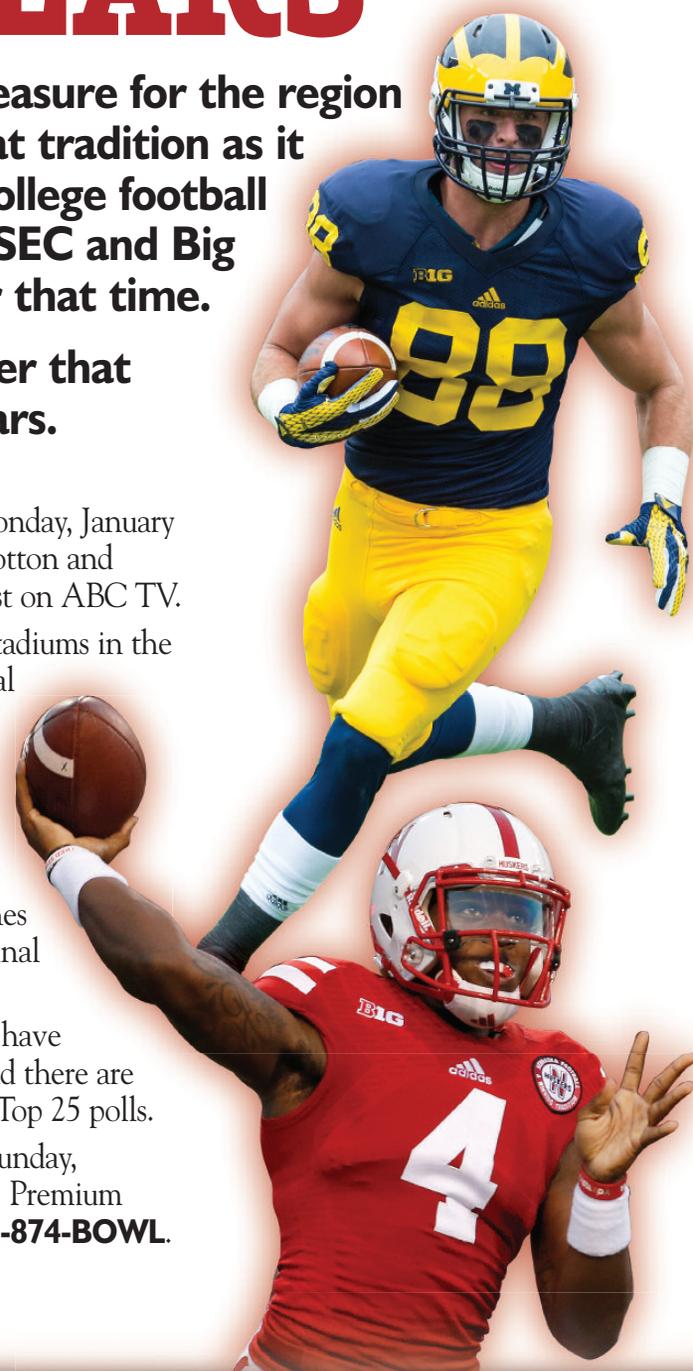
This year's game will kick off at 1:00 PM ET and be played on Monday, January 2nd along with the other traditional New Year's Day games (Rose, Cotton and Sugar) since January 1st falls on a Sunday. The bowl will be broadcast on ABC TV.

Outback Bowl fans will get to enjoy one of the best football stadiums in the country, in Raymond James Stadium, which has added two new digital scoreboards, four digital tower boards and ribbon boards along each side to enhance the fan experience. It also has a new sound system and other features as part of a two year plan to add \$100 million in improvements.

Bowl officials expect another excellent match-up of teams in this year's game. Six of the past seven games have featured thrilling finishes with three overtime decisions and three other games decided in the final two minutes of regulation.

Now in the final month of the 2016 college football season there have been some amazing weekends of football and numerous surprises. And there are no less than eleven teams from the SEC and Big Ten ranked in the Top 25 polls.

Team announcements for the Outback Bowl will be made on Sunday, December 4th. Tickets are available at [www.Ticketmaster.com](http://www.Ticketmaster.com). Premium seats are available directly through the Outback Bowl office at **813-874-BOWL**.



## CONFERENCE STANDINGS

(Through games of Oct. 31)

### SEC

### Big Ten

East	Conf.	Overall	West	Conf.	Overall	East	Conf.	Overall	West	Conf.	Overall
Florida	4-1	6-1	Alabama	5-0	8-0	Michigan	5-0	8-0	Nebraska	4-1	7-1
Kentucky	4-2	5-3	Texas A&M	4-1	7-1	Ohio State	4-1	7-1	Northwestern	3-2	6-2
Tennessee	2-3	5-3	Auburn	4-1	6-2	Penn State	4-1	6-2	Minnesota	3-2	6-2
Georgia	2-4	4-4	LSU	3-1	5-2	Maryland	2-3	5-3	Iowa	3-2	5-3
South Carolina	2-4	3-4	Arkansas	1-3	5-3	Indiana	2-3	4-4	Wisconsin	3-2	4-4
Vanderbilt	1-3	4-4	Mississippi St.	1-3	3-5	Michigan State	0-5	2-6	Purdue	1-4	3-5
Missouri	0-4	2-6	Ole Miss	1-4	3-5	Rutgers	0-5	2-6	Illinois	1-4	2-5

# StaffEx Hosts Bowl Supporters at Splitsville

More than 500 Outback Bowl supporters celebrated the return of college football at the annual **StaffEx Happy Hour Huddle at Splitsville**. The unique restaurant/entertainment concept located at the Channelside Bay Plaza entertainment complex was the perfect venue to kick off the bowls fall VIP event calendar. Bowl sponsors, Club Members, local media and other VIP guests enjoyed a wide array of food, from sushi to sliders, pizza and quesadillas. Many guests mixed in some bowling and billiards as well or took photos in front of a green screen that

allowed them to choose one of four backgrounds and post them on social media.

The StaffEx Huddle is the first of three VIP events that Outback Bowl Club Members and Sponsors get to attend leading up to the big game. Splitsville will also host the participating college teams on December 27th.

For more information on booking your own special event or holiday party at Splitsville contact Mariangie Vazquez at 813-514-2695 or go to [www.splitsvillelanes.com](http://www.splitsvillelanes.com).





BACK IN SEASON

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## Welcome New Supporters

### New Sponsors



### New VIP Club Members

(As of October 17)

Bay Harbor Hotel

Champion Coach

Clarion Hotel – USF

GHD

Greiner's Clothing

Holiday Inn & Suites – Clearwater Beach

LaVida Massage Center

Opal Sands Resort

Quala

Rocket Sports & Entertainment

Talking Rain Beverage

Ticket Galaxy – South Windsor, CT

Zelen Communications

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 pinterest.com/OutbackBowl

## #FootballinParadise

# Outback Bowl Reaches Record Number of Fans on Social Media

One of the first college bowls to launch its own web site about twenty-five years ago, today the Outback Bowl is one of the most active college bowl games on social media. Using numerous digital platforms, including Facebook, Twitter, Instagram, Pinterest and Youtube fans can join thousands of friends of the Outback Bowl to get periodic updates on the happenings around the bowl, including special promotions and contests.

They can participate in weekly "Pick The Team" contests throughout the season or follow the bowl staff as they prepare for the upcoming games from committee meetings to stuffing gift bags.

One of the most popular features is how fans can follow the teams throughout the many activities during bowl week. Those who can't make it to the game or aren't in town yet can see all the fun events the players get to participate in. Another is the behind the scenes look at game day, from the championship trophy being delivered to the stadium to the halftime show performers preparing to take the field, or media working in the press box.



Using hashtags like #FootballInParadise the bowl works with participating schools and local visitor bureaus each year to market the community and the bowl to encourage fans to visit the area and attend the game. Last year the Outback Bowl generated more than 14 million impressions on social media alone over the two months around the game.

"Social media has provided us the opportunity to communicate more efficiently, more timely and to a larger target audience," notes Mike Schulze, Outback Bowl Director of Communications & Sponsorships. "We have about 500 media that cover the bowl, but now we also have thousands of fans who use social media to share their bowl experience throughout the week with their friends and family back home. You can't put a price on that."

It has paid off as the Outback Bowl has one of the largest followings on social media of the 41 college bowl games. "As we grow our following we exponentially grow the exposure we provide to the region and drive more tourism," adds Schulze.

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 OLE MISS • TEXAS A&M • LSU • MISSISSIPPI STATE  
 ALABAMA • AUBURN • ARKANSAS  
 OHIO STATE • MICHIGAN STATE  
 MICHIGAN STATE • INDIANA  
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 PURDUE • RUTGERS • WISCONSIN • GEORGIA  
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## WE'RE ON YOUR TEAM.

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Bright House Networks is becoming

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# Boomerang 2016-2017 Calendar of Events



Note: All events, locations, dates and times are subject to change. \*\* (indicates event open to general public all others are invitation-only)

## OCTOBER 6 STAFFEX OUTBACK BOWL HUDDLE AT SPLITSVILLE

The Outback Bowl kicks off its fall event calendar with a festive evening at Splitsville in the Channelside entertainment complex in Downtown Tampa sponsored by StaffEx. (Invitation only)

## DECEMBER 8 DEBARTOLO CONTRACT SIGNING PARTY

Bowl supporters will welcome the participating college head coaches and athletic directors to the Tampa Bay area. The party will be held in the Club Lounge of Raymond James Stadium. (by invitation only)

## DECEMBER 26 TEAM WELCOME CEREMONY

Bowl officials, city officials and media greet the participating teams as they arrive at the team hotels.

## DECEMBER 27 LADIES LUNCHEON

Spouses of both teams' coaches will enjoy a special luncheon hosted by Bonefish Grill. (Private event)

## PLAYERS NIGHT AT SPLITSVILLE\*\*

Join the teams as they enjoy the fun at Splitsville at Channelside. Watch the teams compete off the field in a bowling challenge. Teams only from 6:00-7:15 PM. Doors open to public at 7:15 PM.

## DECEMBER 28 BUSCH GARDENS TEAM OUTING\*\*

Both teams and their fans will enjoy the unique blend of thrilling rides, live shows and a premier zoo. Admission tickets are available at buschgardens.com or at the front gate.



## DECEMBER 29 PLAYERS HOSPITAL VISITS

Players and coaches from both teams will brighten the day for children at Tampa General Hospital (no fans please).

## TEAM NIGHT AT TAMPA BAY LIGHTNING\*\*

Both teams will attend the Tampa Bay Lightning NHL hockey game against the Toronto Maple Leafs at the Amalie Arena in downtown Tampa. The puck drops at 7:30 p.m. Tickets are available at Ticketmaster or the Arena box office.



## DECEMBER 30 CLEARWATER BEACH DAY\*\*

Join the school marching bands and cheerleaders as they enjoy the sun and beaches at the Hilton Clearwater Beach Resort & Spa. Enjoy this fun day which will also features live music, skydivers, a tug-of-war and other contests from 11:00 a.m. to 4:00 p.m.

Sponsored by Visit St Pete-Clearwater, The Clearwater Regional Chamber of Commerce, the Hilton, Clearwater Gas System, Allegiant, St Pete Clearwater International Airport, 95.7 the Beat and 93.3FLZ Radio.

## METLIFE/MERCEDES-BENZ GRIDIRON GALA

MetLife & Mercedes-Benz host this prestigious evening for bowl VIP's and the college administrators at the Marriott Waterside (by invitation only).

## DECEMBER 31 NEW YEAR'S EVE PARADE & PEP RALLY\*\*

Eclectic Ybor City is the site of this festive celebration featuring the Outback Bowl New Year's Eve Parade and a pep rally by the college marching bands & cheerleaders. The parade will feature floats and about fifteen marching bands from around the country! This free family event is sponsored by Bud Light, 93.3FLZ Radio, 970 WFLA and 620 WDAE Radio and the City of Tampa. Be there early. The Parade starts at 5:30 p.m. and runs along 7th Avenue.

## LIGHT UP TAMPA BAY AT CHANNELSIDE\*\*

Channelside will "Light Up Tampa Bay" on New Year's Eve with live entertainment and a midnight Fireworks Show and Ball Drop along the downtown Tampa waterfront. Enjoy the numerous restaurants and night spots at Channelside. For more information call Channelside at (813) 223-4250.



## DECEMBER 31

## FLORIDA AQUARIUM AQUA EVE PARTY\*\*

You can also choose to celebrate the night at the Florida Aquarium New Year's "Aqua Eve" party featuring food buffet, beer, wine and live entertainment for one price. Purchase tickets at [www.FLAquarium.org](http://www.FLAquarium.org)

## JANUARY 1

## BATTLE OF THE BANDS AT BUSCH GARDENS\*\*

Join the two college marching bands at Busch Gardens as they square-off for a special "Battle of the Bands" performance. Admission to park required. Time TBD.

## FAN DAY AT CHANNELSIDE

Featuring a variety of spirited on-site entertainment. Challenge yourself in an array of games and activities then enjoy Channelside Bay Plaza's unique restaurants and bars!

## JANUARY 2

## PREGAME BOWL BASH\*\*

Bowl fans can warm-up for the big game with live music and a pep rally, sponsored by Spectrum Communications, Coca-Cola, Newsradio 970AM and 620 WDAE Radio. Food & refreshments will be available for purchase. The fun begins at 10:00 a.m. on the south plaza outside the stadium between gates C & D, so come out early.

## TAMPA GENERAL HOSPITAL PREGAME SHOW\*\*

Enjoy a colorful pregame show featuring the pageantry of high school and college bands along with numerous special activities including skydivers. A popular Outback Bowl tradition you won't want to miss. Show time begins at 12:15 p.m.

## OUTBACK BOWL 2017\*\*

The Outback Bowl matching two of college football's best teams from the SEC and Big Ten Conference. Kickoff is scheduled for 1:00 p.m. (Gates open 11:30 a.m.).

## COCA-COLA HALFTIME SHOW

Wait until you see this colorful show featuring more than 3,000 performers!



## Official Game Sponsors

