



Boomerang



OUTBACK BOWL CELEBRATES 30 YEARS IN NEW YEAR'S DAY BOWL LINEUP

The Outback Bowl will celebrate its 30th consecutive year in the New Year's Day bowl lineup when it kicks off at 12:00 Noon ET on January 1st. It will also once again be the first game of the day.

With its 32nd game in Tampa the bowl has an established tradition on New Year's surpassed only by the famed Rose Bowl. This year will also mark the bowl's twenty-three year partnership with the SEC along with twenty-five years with the Big Ten Conference and twenty-six years with network partner ESPN/ABC.

The Outback Bowl also boasts the longest title sponsor of any of the college bowl games with Outback Steakhouse continuing its reign celebrating its 23rd year with the bowl.

Halfway through the 2017 college football season there are no less than ten teams from the SEC and Big Ten ranked in the Top 25 polls. That should point to another great match-up for the Outback Bowl. These two conferences have actually squared-off twenty-four times in Tampa with the SEC holding a 15-9 advantage. Thirteen of these games were decided either in overtime or by a touchdown or less.

This year's team announcements will be made on Sunday, December 3rd. Tickets are available at www.ticketmaster.com. Premium seats are available directly through the Outback Bowl office at 813-874-BOWL. For more information on tickets, things to do in Tampa, the bowl week calendar of events and places to stay go to www.outbackbowl.com.



CONFERENCE STANDINGS

(Through games of Oct. 21)

Big Ten

SEC

Big Ten			SEC		
East	Conf.	Overall	West	Conf.	Overall
Penn State	4-0	7-0	Wisconsin	4-0	7-0
Michigan State	4-0	6-1	Northwestern	2-2	4-3
Ohio State	4-0	6-1	Nebraska	2-2	3-4
Michigan	2-2	5-2	Minnesota	1-3	4-3
Rutgers	2-2	3-4	Iowa	1-3	4-3
Maryland	1-3	3-4	Purdue	1-3	3-4
Indiana	0-4	3-4	Illinois	0-4	2-5

East	Conf.	Overall	West	Conf.	Overall
Georgia	4-0	7-0	Alabama	5-0	8-0
South Carolina	3-2	5-2	Auburn	4-1	6-2
Florida	3-2	3-3	LSU	3-1	6-2
Kentucky	2-2	5-2	Texas A&M	3-1	5-2
Tennessee	0-4	3-4	Mississippi St.	2-2	5-2
Vanderbilt	0-4	3-4	Ole Miss	1-3	3-4
Missouri	0-4	2-5	Arkansas	0-4	2-5

StaffEx Hosts Bowl Supporters at Splitsville

More than 450 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 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 variety of food, from sushi to sliders, pizza and quesadillas. Guests also mixed in some bowling and billiards as well. There was even a green screen where they could choose from one

of four backgrounds to take a photo and then post them on social media.

The StaffEx Huddle was 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. Fans can join in the fun that night beginning at 7:15 p.m.

For more information on booking your own special event or holiday party at Splitsville contact Mariangie Wirkus at 813-514-2695 or go to www.splitsvillelanes.com.



BONEFISH GRILL

— ENJOY FRESH SEASONAL —
WOOD-GRILLED FISH
 — TONIGHT —

OUTBACK BOWL TAMPA BAY

VISIT BONEFISHGRILL.COM/RESERVATIONS

PRODUCT PARTICIPATION VARIES BY RESTAURANT

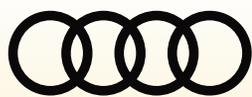
17-bfgMKTG-1693

Welcome New Supporters

New Sponsors



PILOT BANK



Audi

New VIP Club Members

(As of October 12)

Cabana Spas

Choice Tickets of Tampa Bay

Don CeSar Resort

Edge Hotel – Clearwater Beach

Hampton Inn – Westshore

KEMPS, LLC

Leisure Consulting

Martz Group Bus Charters

Prestige Business Enterprises

Streamsong Resort

Trenam Law

Wyndham Grand – Clearwater Beach

WE'VE GOT YOUR SOCIAL GAME COVERED!

SHARE ALL YOUR BOWL WEEK EXPERIENCE PHOTOS & VIDEOS

OUTBACK BOWL TAMPA BAY

facebook.com/TheOutbackBowl
youtube.com/user/TheOutbackBowl
twitter.com/OutbackBowl
instagram.com/OutbackBowl
pinterest.com/OutbackBowl

#FootballinParadise

Outback Bowl Contributes to Local Charities

Each year the Outback Bowl produces an exciting college football bowl game and numerous surrounding events for two teams and their fans from the SEC and Big Ten Conference. However no matter who wins the football game on New Year's Day, the biggest winners are the 28 universities of those conferences and, perhaps most of all, the Tampa Bay region.

This past year's bowl, featuring the Florida Gators and Iowa Hawkeyes, paid \$6.4 million to be shared among all the institutions in the Big Ten and Southeastern Conferences. In fact over its history the Outback Bowl has contributed more than \$136 million to universities.

But the Tampa Bay region gains even more with tens-of-thousands of out of market visitors from at least forty states joining local fans in generating an annual economic impact for the Tampa Bay area estimated at more than \$30 million, for a combined total of more than \$1 billion over the bowls history. And that is in addition to generating tens-of-millions of dollars in exposure for the region each year.

On top of that, the Outback Bowl has begun a Charitable



Giving Initiative to support local charities. This year the bowl contributed \$200,000 to a combined 35 charitable organizations throughout the Tampa Bay community.

"Everyone associated with the Outback Bowl organization is very proud of the many millions of dollars paid to NCAA member institutions, the huge economic impact the game creates annually in the Tampa Bay area and our Charitable Giving Initiative that this year donated \$200,000 to local needy charitable organizations," notes Outback Bowl President/CEO Jim McVay. "We are proud and honored to be recognized by area business and community leaders as a "Tampa Bay Treasure."

Tampa Bay truly is the big winner at the Outback Bowl.





The Official Bank of the 

PILOT BANK

Score a Touchdown with this Winning Team



Rita Lowman
Executive Vice-President & COO

Roy N. Hellwege
President & CEO



with 5 locations to serve you
PILOTBANK.COM

Member FDIC 



Our team is here for your team.

Spectrum is a proud sponsor
of the Outback Bowl.

Spectrum



Boomerang 2017-2018 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 19 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 7 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 WELCOMES

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 P.M.



DECEMBER 28 BUSCH GARDENS TEAM OUTING**

Both teams and their fans will enjoy the unique blend of thrilling rides, live shows and animal exhibits. 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 Philadelphia Flyers 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** Presented by Visit St Pete - Clearwater

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 Mix 100.7.

METLIFE/AUDI GRIDIRON GALA

MetLife & Audi Dealers of Tampa Bay host this prestigious evening for bowl VIP's and the college administrators at the Marriott Waterside (by invitation only).

DECEMBER 31 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.



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, Mix 100.7, 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.

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



JANUARY 1

PREGAME BOWL BASH**

Bowl fans can warm-up for the big game with live music and a pep rally, sponsored by Coca-Cola, Tampa Bay Times, Newsradio 970AM and 620 WDAE Radio. Food & refreshments will be available for purchase. The fun begins at 9:00 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 11:15 a.m.

OUTBACK BOWL 2018**

The Outback Bowl matching two of college football's best teams from the SEC and Big Ten Conference. Kickoff is scheduled for 12:00 p.m. (Gates open 10:30 a.m.).



COCA-COLA HALFTIME SHOW

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

Official Game Sponsors



Audi



ST.PETE
CLEARWATER



PILOT BANK



Tampa Bay Bowl Association Official Newsletter