



2011-2012 Outback Bowl Bowl Week Media Itinerary (As of 11-9-11)

Practice times, interview times and procedures will be arranged after selection of teams and consultation with participating school SIDs. An updated version of this itinerary should be available and distributed by December 20. It will also be available, along with directions to each activity, in the Media Center when you pick up your credentials.

Monday, December 26

TEAM ARRIVALS – TBD, Tampa International Airport. SEC team arrives and checks into the Hyatt Regency Tampa hotel in downtown Tampa; Big Ten team arrives and checks into the Westin Harbour Island Hotel. *(Photo Opportunity Only)*

CREDENTIAL PICKUP BEGINS - 2:00 P.M., Wyndham Tampa Westshore Hotel (formerly the Quorum Hotel). Media may pickup game day credentials in the Media Center from 2-5:30 PM today or 8:30 AM - 5:30 PM Dec. 27 - Jan. 1

BIG TEN TEAM PRACTICE – TBD, Jesuit High School or Jefferson High School, *Photo/video and interview opportunities to be set by teams.*

SEC TEAM PRACTICE – TBD, University of Tampa, *Photo/video and interview opportunities to be set by teams.*

MEDIA HOSPITALITY ROOM OPENS - 5:00 P.M. Wyndham Tampa Westshore Hotel. The hospitality room will be open each afternoon and evening throughout bowl week. For hours each day see final page of itinerary.

OUTBACK STEAKHOUSE TEAM WELCOME DINNER 5:45- 7:00 P.M. *A La Carte Event Pavilion.* Both team travel parties will feast on special Outback Steakhouse meal. Head Coach and Athletic Director will receive gifts from bowl officials. *Photo and interview opportunities.*

Tuesday, December 27

FCA BREAKFAST - 7:00A.M. - Hyatt Regency Downtown. *Photo opportunity only - no interviews.* (Media and their families are welcome to attend breakfast - Call Steve Young at 813-918-4521 or register online at www.FCATampaBay.org to purchase tickets).

SEC TEAM PRACTICE – TBD - University of Tampa. *Photo/video and interview opportunities to be set by teams.*

BIG TEN TEAM PRACTICE – TBD – Jesuit High School or Jefferson High School, *Photo/video and interview opportunities to be set by teams.*

OUTBACK BOWL DEBARTOLO YOUTH FOOTBALL CLINIC – 12:00- 3:00 PM, *University of South Florida Track & Field Stadium. **Photo Opportunity.*** (Note: no coaches or players from the college teams involved. Area youth trained by current and former NFL players & coaches)

TEAM HOSPITAL VISIT – 2:00-3:00 P.M. - St Joseph's. Children's Hospital Players from both college teams will visit Children's Hospital. ***Photo Opportunity only*** - meet in lobby of children's hospital - entrance off Habana Ave. 1/2 block north of Martin Luther King Jr. Blvd.

ROY'S LADIES LUNCHEON - 12:00 - 2:00 P.M. *Roy's Restaurant.* Wives and guests of school coaches and administrators will be treated to a special lunch & fashion show hosted by Roy's Hawaiian Cuisine Restaurant. (**Photo Opportunity only**)

TEAM NIGHT AT TAMPA BAY LIGHTNING 7:00P.M.

Both teams will be guests of the 2004 Stanley Cup Champions at the St. Pete Times Forum in downtown Tampa. Media wanting credentials should contact the Lightning PR office directly.

Wednesday, December 28

SEC TEAM PRACTICE – TBD - University of Tampa. *Photo/video and interview opportunities to be set by teams.*

BIG TEN TEAM PRACTICE – TBD - Jesuit High School or Jefferson High School, *Photo/video and interview opportunities to be set by teams.*

HEAD COACHES JOINT NEWS CONFERENCE – Noon – Wyndham Hotel (ballroom). No players available. Joint news conference with both coaches. Lunch will be available for attending media beginning at 11:30 A.M..

BUSCH GARDENS TEAM OUTING - 3:00 (tentative) - Great Photo/video and interview opportunities at the theme park. Media requests *must* be cleared through the Bowl PR Director (Mike Schulze) or Busch Gardens PR Dept. (Contact Bowl PR Office for details).

Media Deadlines: Contact Tony Passavanti by *December 21st* for all Busch Gardens special media requests such as live remotes.

Comp Ticket Policy: To request comp tickets, requests must include a scanned image of a current business card or station ID and should be e-mailed to BGT.PR@BuschGardens.com no later than *December 21st*. If approved, Busch Gardens will extend the courtesy of two (2) complimentary tickets. Qualifying news media must accompany party to the park.

Day of Event: Complimentary parking will be provided to the media who submitted an RSVP to cover the team outing. Media in attendance will need to present their Outback Bowl media credentials at the parking toll booth. After parking, media will need to enter the park through the "Nairobi Gate" to the right of the main ticket booths. Note: media will not be able to cover

anything prior to 3:00 p.m. At that time, park staff will escort media to photo and interview opportunities as players interact with some of the park's exotic animals. At the conclusion of the activity, TV crews will be escorted in groups to shoot players enjoying other areas of the park, while reporters and still photographers will be allowed to cover fans and players on their own. Please note: unescorted print reporters and photographers must stay in normal guest/visitor areas and will not have special access to closed areas.

Thursday, December 29

SEC TEAM PRACTICE – TBD - University of Tampa. *Photo/video and interview opportunities to be set by teams.*

BIG TEN TEAM PRACTICE – TBD – Jesuit High School or Jefferson High School, *Photo/video and interview opportunities to be set by teams.*

PLAYER INTERVIEWS - 11:00 A.M. Tampa Convention Center downtown Tampa. *Six to eight designated players will be available for interviews in designated room prior to luncheon. Players will be announced the day before.*

DEBARTOLO TEAM LUNCHEON - 11:45 A.M. - 1:30 P.M. - Tampa Convention Center. *Photo opportunity* for media. Out-of-town media must pick up invitations at Media Hotel Information Center. (Tampa Bay area media will receive invitations in advance via mail. *You must have an invitation to eat* (Six tables are reserved for media or you can sit at any open seat at a non-reserved table). **Interview opportunities with designated players from each team will be scheduled immediately prior to and/or following the luncheon.**

PLAYER INTERVIEWS - 1:30 P.M. (Or immediately following Team Luncheon) at the Tampa Convention Center. *Six to eight designated players will be available for interviews in designated room immediately following the luncheon.*

TEAM NIGHT AT SPLITSVILLE – 6:00 – 8:30 P.M.

Players from both teams and media will enjoy food and games at Splitsville at Channelside. Media invited. **Photo opportunity.**

Friday, December 30

SEC TEAM PRACTICE – TBD – University of Tampa. *Photo/video opportunities to be set by teams. No interviews (see Beach Day)*

BIG TEN TEAM PRACTICE – TBD – Tampa Jesuit High School or Jefferson High School. *Photo/video opportunities to be set by teams. No interviews (see Beach Day)*

CLEARWATER BEACH DAY - 11:00 - 4:00 P.M. Clearwater Beach, Hilton Clearwater Beach Resort. **Great photo opportunities of players & coaches enjoying gulf beaches.** *(Visuals include the college marching bands & cheerleaders performing on the beach, skydivers, volleyball, tug-o-war, and key lime pie eating contest).* **Note: parking is somewhat limited. Plan on getting there well in advance. Teams usually arrive about Noon.**

METLIFE / MERCEDES BENZ GRIDIRON GALA – 7:00 – 10:00 PM

A La Carte Pavilion. A VIP reception for the school presidents, coaches and bowl supporters. About 1,600 people expected. **Photo opportunities only.**

Saturday, December 31

PARADE & YBOR BAND BLAST - 5:30 - 8:00 P.M. in *Ybor City.* **Great photo and entertainment opportunity** in Tampa's Historic Latin district. A parade including both college bands, 20 high school bands and a number of floats and a pep rally combined with some of the best restaurants and night-life on the Gulf Coast. (*Parade 5:30 P.M. down 7th Ave. from 20th St. to 14th St.; Pep Rally 7:00 P.M. at corner of 14th St. and 7th Ave.*) TV crews doing live remotes can contact Bowl PR director Mike Schulze in advance for best TV truck parking options.

Sunday, January 1, 2012

INDIVIDUAL COACHES NEWS CONFERENCES – TBD – Wyndham Westshore Hotel ballroom.

TEAM WALK-THRUS – TBD *Raymond James Stadium. (CLOSED)*

Monday, January 2, 2012

PUBLIC PRE-GAME BOWL BASH 10:00AM - 12:15PM

Just south of stadium, between Gates C & D along Tampa Bay Blvd. **Good photo opportunity of fans tailgating.** Visuals include appearances of college bands & cheerleaders, live band.

CORPORATE TENT VILLAGE

10:00 AM - 12:30 PM (*Hillsborough Community College - west of stadium across Dale Mabry Hwy.*) **Photo opportunity of corporate party with 70 tents and 4,000+ VIPs.**

OUTBACK BOWL 2012 -1:00 PM. Credentials arranged in advance through the Outback Bowl PR Director (Mike Schulze). **Shuttle van** from the media hotel will be available leaving at 9AM and 10 AM. Media must sign up in advance for shuttle (*No later than noon on Jan. 1*). **Credentials not picked up in advance of game day will be waiting at the press gate at southwest corner of stadium in-between gate D and ABC TV compound, beginning at 9 AM.**

Post game interviews will be held in designated media interview rooms in tunnel D near press gate. **Locker rooms will be closed to media.** Bowl and School PR directors will be located in press box during game.

POST-GAME MEDIA PARTY - 7:00 PM - midnight. *Wyndham Hotel Media Hospitality Suite (1st floor).* Suite opens at 6:00 PM; Food, open bar and snacks provided as you watch the other bowl games. Open til midnight.

Media Hospitality Suite

The Outback Bowl will operate a staffed Media Hospitality Suite for working media (and spouses traveling with you), offering refreshments (full bar, beer, soda, bottled water, juice) & snacks daily in the Wyndham Hotel *Princess Palm Room* (first floor) during the following days & times:

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| <i>Monday,</i> | <i>December 26</i> | <i>5 P.M. - 11 P.M.</i> |
| <i>Tuesday,</i> | <i>December 27</i> | <i>noon - 11 P.M.</i> |
| <i>Wednesday,</i> | <i>December 28</i> | <i>11:30 A.M. - midnight</i> |
| <i>Thursday,</i> | <i>December 29</i> | <i>2:00 P.M. - midnight</i> |
| <i>Friday,</i> | <i>December 30</i> | <i>noon - midnight (Hors D'Oeuvres @7p.m.)</i> |
| <i>Saturday,</i> | <i>December 31</i> | <i>noon - 2:00 A.M. (Hors D'Oeuvres @7p.m.)</i> |
| <i>Sunday,</i> | <i>January 1</i> | <i>noon - midnight (Hors D'Oeuvres @7p.m.)</i> |
| <i>Monday,</i> | <i>January 2</i> | <i>6 P.M. – midnight (Post-Game Party @7p.m.)</i> |

The hospitality room will have televisions, a Wii system and is a great place to gather during your down time. Our host, *John James*, is in his 26th year hosting our media and will also help you with directions, recommendations on where to eat, etc. Maps & visitor guides will also be available.