

KEEP
New Orleans
SWEET



CFP Semifinal at the Allstate Sugar Bowl



PLAYOFF
SEMIFINAL



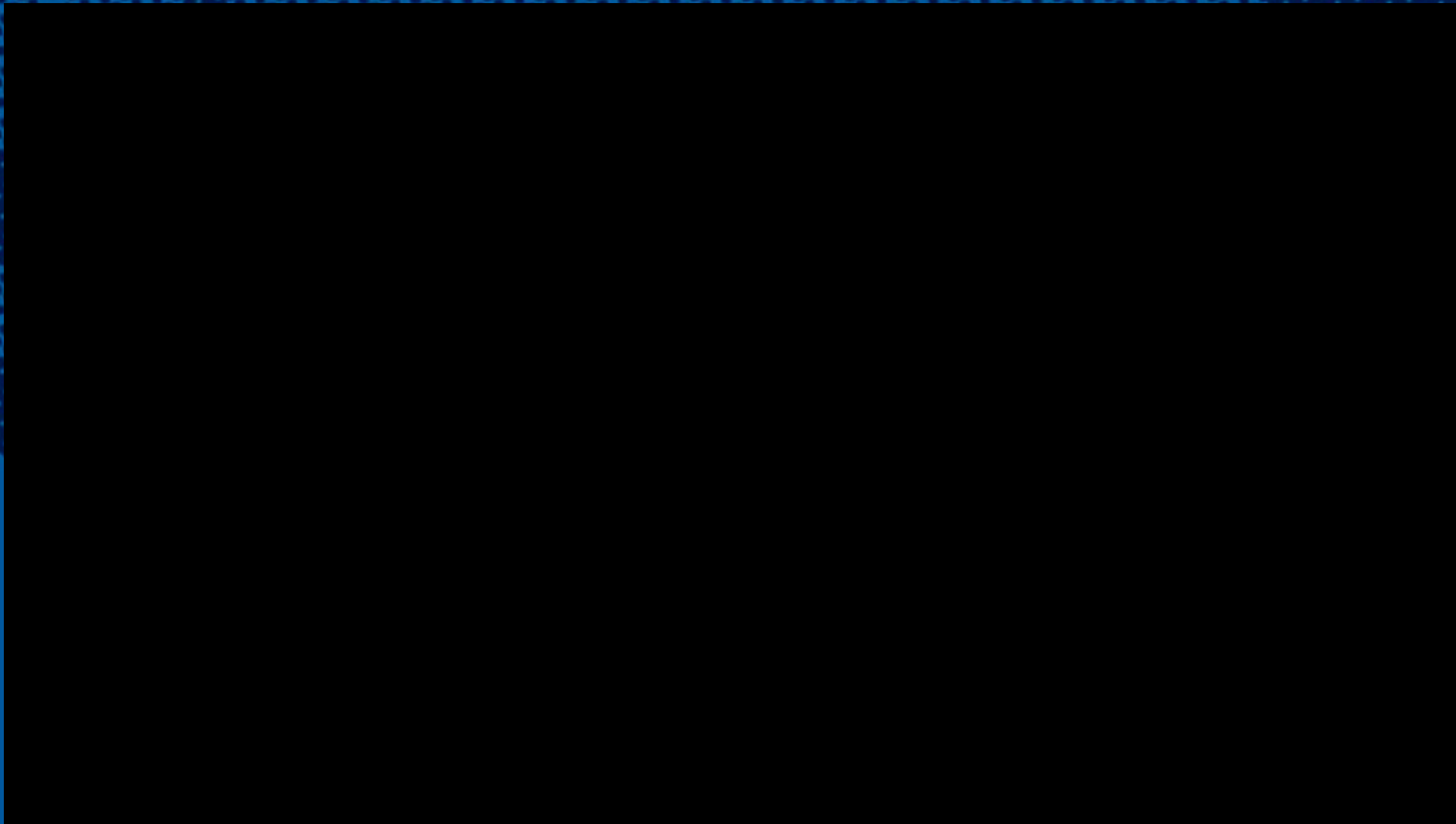
Washington
Huskies

37



Texas
Longhorns

31



SUGAR BOWL - BY THE NUMBERS

- **68,791 Game Attendance (Sellout)**
- **18.7M Game Viewership**
- **\$255M Game Economic Impact**
- **\$389M Economic Impact for all Sugar Bowl events**
- **\$29.3M Direct Tax Revenue from all Sugar Bowl events**
- **\$2.4 BILLION Economic Impact of the Sugar Bowl Over the Last Decade**

TELLING OUR STORY

- **Sugar Bowl Country Kickoff – \$80 million economic impact**
- **Kickoff Game – LSU and FSU – \$120 million in economic impact**
- **\$200 MILLION Tax Revenue for the Region Due to Sugar Bowl Activities in Last Decade**
- **Half-Million Dollars in Scholarship Contributions over the past 5 years**
- **6.5 MILLION Number of Fans That Have Attended the Sugar Bowl in its History**
- **70 MILLION Television Viewers for the Last Three Playoff Semifinals at the Allstate Sugar Bowl – free advertisement for New Orleans and Louisiana**
- **\$6 MILLION for 2020 CFP National Championship Game Expenses**
- **650 High School Football Players Honored as Scholar-Athletes Since 2000**
- **500 Amateur Athletic Events Hosted or sponsored by the Sugar Bowl in the Last Decade – including LHSAA Football Championships**
- **\$1 million in annual community events and programs – each with a tourism component**
- **3,000 Volunteer Service Hours Donated by the Sugar Bowl Committee Each Year**

A GOOD CORPORATE CITIZEN

- **COVID**
 - Internet hotspots
 - \$500k to support hospitality workers
- **NEW ORLEANS TEACHER COMMUNITY**
 - **NEW SCHOOLS NEW ORLEANS**
 - Over \$4 million since 2019
 - \$1 million New Orleans Teacher Community
- **NORDC**
 - Support of programs and facilities
- **JOE BROWN PARK**
 - \$10 million rebuild with Nike and Brees Dream Foundation
 - \$1 million in programming support
- **TAD GORMLEY STADIUM**
 - \$800k for post-Katrina renovations
- **VIRGINIA TECH UNIVERSITY**
 - \$250k for counseling
- **UNIVERSITY OF ALABAMA**
 - \$250k for recovery efforts

WHAT'S LIES AHEAD

- **Expanded 12-Team Playoff**
- **Allstate Sugar Bowl is a CFP Quarterfinal the next two years:**
 - **January 1, 2025**
 - **January 1, 2026**
- **CFP National Championship Opportunity**

SUGAR BOWL COMPETITIVE SET

BOWL	STADIUM	LOCATION	METRO AREA POPULATION*	STATE POPULATION*	METRO FORTUNE 500/1000 COMPANIES**	STATE FORTUNE 500/1000 COMPANIES**
Rose Bowl	Rose Bowl Stadium	Los Angeles, CA	12,872,322	39,029,342	12/32	53/123
Cotton Bowl	AT&T Stadium	Dallas, TX	7,943,685	30,029,572	23/49	55/109
Texas Bowl	NRG Stadium	Houston, TX	7,340,118	30,029,572	24/40	55/109
Peach Bowl	Mercedes-Benz Stadium	Atlanta, GA	6,222,106	10,912,876	17/24	19/35
Orange Bowl	Hard Rock Stadium	Miami, FL	6,139,340	22,244,823	7/9	23/38
Fiesta Bowl	State Farm Stadium	Phoenix, AZ	5,015,678	7,359,197	4/7	10/24
Las Vegas Bowl	Allegiant Stadium	Las Vegas, NV	2,322,985	3,177,772	1/6	2/10
Music City Bowl	Nissan Stadium	Nashville, TN	2,046,828	7,051,339	1/4	10/23
Sugar Bowl	Caesars Superdome	New Orleans, LA	1,246,176	4,590,241	1/1	2/3

* Data pulled from [statista.com](https://www.statista.com) and [statsamerica.org](https://www.statsamerica.org).

**Data pulled from [fortune.com](https://www.fortune.com) and [city-data.com](https://www.city-data.com)



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HOW TO HELP

SupportTheSugarBowl.com

- **Buy Tickets**
- **Sponsorship**
- **Support Teachers**
- **Scholarships**