



Nashville's Holiday Tradition



vs.



Youth Football Program (YFP) Scholarship Opportunities

Music City is proud to host a post-season collegiate Bowl Game each December. The Bowl has produced more than \$142 million in direct economic impact; more than 146,000 hotel room nights; more than \$20 million in financial payouts to its partner conferences; and has been seen by more than 46 million viewers through its live national television broadcast on ESPN. The Bowl, a 501 (c)3 non-profit organization, is a vital annual economic development event for Nashville, adds valuable national exposure for the Middle Tennessee area, and is an important event for the Nashville community.

Student-athletes, university administrators, local community stakeholders and loyal college football fans in America are involved with the Bowl. Two of the best football conferences in the country (SEC vs. ACC) compete for bragging rights and fans and student-athletes have a chance to experience all Music City has to offer during *Bowl Week*.

A unique element of the Bowl is our nationally recognized Youth Football Program (YFP). The Bowl's YFP directly impacts more than 22,000 youth in eighty (80) communities in Middle Tennessee, southern Kentucky, and northern Alabama. The YFP annually sends more than 3,000 youth football players and cheerleaders to the Bowl game compliments of corporate and individual support. The youth that attend the Bowl game are age division winners from their respective leagues. The most exciting part of each of their Bowl experiences is an opportunity to participate in the annual *YFP Champions Ceremony*, which occurs on the field prior to the Bowl game.

Partners are needed to help provide scholarships for the youth to attend the Bowl game. These deserving teams need your support to have the experience of a lifetime. You can become partner of the YFP by participating with one of the many opportunities listed below.

Youth Football Program (YFP) Annual Scholarship Options:

- 👁 Ten (10) youth football scholarships \$500 investment
- 👁 Fifty (50) youth football scholarships \$2,500 investment
- 👁 One-hundred (100) youth football scholarships \$5,000 investment
- 👁 Youth Football Program (YFP) Sponsorship \$10,000 investment

* Youth Football Sponsorship benefits are customized and include additional exposure

**Music City Bowl, Inc. is a 501 (c)3 non-profit organization

Youth Football Program (YFP) Partnership Benefits:

- 👁 Recognition for your support in the official souvenir game program & media guide.
- 👁 Recognition in-game during the Bowl on the jumbotron during the *YFP Champions Ceremony*.
- 👁 Recognition for your support via MusicCityBowl.com Youth Football Program web pages.
- 👁 Recognition for your support in materials sent to the participating Youth Football League teams.

Please contact the Bowl office at (615) 743-3130 or by e-mail at GeneralInfo@NashvilleSports.com with any questions.

