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FOR IMMEDIATE RELEASE

REPORT REVEALS IMPACT OF 2018 FRANKLIN AMERICAN MORTGAGE MUSIC CITY BOWL

Bowl produced \$24.6M in Direct Economic Impact in 2018 with an additional \$19.2M in value via media exposure for a total of \$43.8M in value for the City of Nashville

NASHVILLE, Tenn., (February 25th, 2019) – Franklin American Mortgage Music City Bowl officials are pleased to announce the 2018 Bowl had a \$24.6 million direct economic impact on Nashville’s economy. As one of Nashville’s biggest annual events, the Bowl has produced approximately \$335 million in total direct economic impact for the city in its 21-year history. In addition, the Bowl produced \$19.2 million in media exposure value for the City of Nashville, as calculated by Sponsorship Science, a third party organization.

"We're proud to be associated with one of the biggest events in Nashville each year," said Scott Tansil, Executive Vice President at Franklin American Mortgage Company. "The Franklin American Mortgage Music City Bowl always makes a tremendous impact on our community, and it's an honor to partner with so many dedicated and hardworking people to make it happen."

Prior to kickoff, Sports Illustrated named the Franklin American Mortgage Music City Bowl one of the top 4 bowl games to watch outside of the College Football Playoffs. A crowd of 59,024 fans watched as the Auburn Tigers defeated the Purdue Boilermakers 63-14 on Dec. 28 at Nissan Stadium. This year’s game attendance was the 3rd highest attended game outside of the New Year’s Six bowl games. A total of 25,732 hotel room nights were booked with over 70% of fans in attendance at the game being from out-of-town.

"We are proud that the Bowl continues to generate a positive economic impact for the City of Nashville and our sponsors. Nashville has proven itself as a popular destination for all football fans over the 21-year history of the game, and we appreciate the support of the Nashville community in making it a great success each year," said Scott Ramsey, President and CEO, Franklin American Mortgage Music City Bowl.

Since 2001, the Bowl has used the Nashville Sports Council’s nationally recognized Scorecard report to measure the impact and effectiveness of sporting events on the local economy. The Scorecard measures economic impact, media exposure and community involvement based on ratings and surveys from participants, spectators, volunteers and media that attend the event.

2014-2018 Franklin American Mortgage Music City Bowl Summary of Results

Category	2014	2015	2016	2017	2018
Date/Time	Tues. Dec.30 2:00 pm	Wed. Dec.30 6:00 pm	Fri. Dec.30 2:30 pm	Fri. Dec. 29 3:30 pm	Fri. Dec. 28 12:30 pm
Match-up	Notre Dame vs. LSU	Texas A&M vs. Louisville	Nebraska vs. Tennessee	Kentucky vs. Northwestern	Purdue vs. Auburn
Direct Economic Impact	\$19,658,212	\$15,717,767	\$22,196,155	\$19,288,887	\$24,600,655
Attendance	60,419	50,478	68,496	48,675	59,024
National TV Viewers	5,314,830	5,423,000	5,026,354	5,054,466	2,873,531
Out of Town Visitors	41,357	37,116	42,600	39,275	45,448

*2014 marked the first year of the SEC, ACC, and Big Ten conference agreements.

About the Bowl:

The Franklin American Mortgage Music City Bowl (501(c)(3) non-profit organization) is an annual post-season collegiate Bowl featuring the Atlantic Coast or Big Ten and Southeastern Conferences. Since its inception, the Bowl has produced over \$335 million in direct economic impact. Distributed nationally to millions of viewers and listeners on ESPN and ESPN Radio, the Bowl is *Nashville's Holiday Tradition*. For more information, call the Bowl office at 615.743.3130 or visit the Bowl online at MusicCityBowl.com.

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