

MUSIC CITY BOWL 2025 – SPONSORSHIP OPPORTUNITIES

Each year, the Music City Bowl brings together fans, teams, and corporate partners for one of Nashville’s premier sporting events. Below are the featured opportunities for 2025 event sponsorships — offering visibility, access, and engagement across bowl week.

Field Goal Net Sponsor

Sponsorship Amount: \$40,000

Overview: High-visibility national media asset featured on ESPN and in-stadium during PATs, field goals, and warmups

Sponsorship Assets:

- Audience:
 - TV Viewers: ~3 million national viewers (ESPN)
 - In-Stadium: ~60,000 attendees
 - Digital + Social: 45.8K total social followers, Newsletter subscribers 32.4K
- Asset Overview: Two branded field goal nets — one in each end zone
- Visibility: Prominent on-screen placement throughout broadcast
- Includes:
 - Custom sponsor branding on both nets (design subject to approval)
 - In-game exposure on national television
 - Logo featured in game-day program
 - Opportunity for on-site hospitality
 - Rights to use “Official Field Goal Net Sponsor of the Music City Bowl”
 - Post-game highlight usage rights for internal promotion

Battle of the Bands

Sponsorship Amount: \$30,000 – \$40,000

Overview: High-energy fan event featuring both university marching bands battling it out on Broadway!

Sponsorship Assets:

- Presenting Sponsor recognition
 - Logo & branded signage
 - Emcee mentions throughout event
 - VIP viewing access
 - Social media and web promotion
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Pre-Game Tailgate Party

Sponsorship Amount: \$35,000 minimum

Overview: Fan-favorite event prior to kickoff, celebrating team spirit and Nashville hospitality.

Sponsorship Assets:

- Presenting Sponsor title
 - On-site activation opportunities
 - Stage mentions and signage
 - Social media and web promotion
 - Hospitality passes for sponsor guests
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Chairman's Dinner

Sponsorship Amount: \$15,000 – \$35,000

Overview: Exclusive dinner for university officials, bowl executives, and partners.

Sponsorship Assets:

- Presenting Sponsor naming rights
 - Stage and table branding
 - Optional speaking opportunity
 - Reserved seating for sponsor guests
 - Inclusion in photo and video highlights
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Official Bowl Welcome Party

Sponsorship Amount: \$25,000

In-Venue Contest Sponsor: Prince's Hot Chicken (VIK)

Overview: Kickoff celebration attended by both participating teams, held at Gaylord Opryland.

Sponsorship Assets:

- Presenting Sponsor recognition
 - Logo placement on signage, step-and-repeat, and event materials
 - Emcee and PA mentions throughout event
 - Branded giveaway or activation opportunity
 - Inclusion in event recap content and social media
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VIP Party

Sponsorship Amount: \$20,000 minimum

Overview: Private networking event with bowl leadership, sponsors, and special guests.

Sponsorship Assets:

- Naming rights ("VIP Party presented by [Sponsor]")
- On-site branding and activation space
- Inclusion on invitations and credentials
- Access for sponsor guests
- Branded hospitality area or experience

After Party (Post-Welcome Party)

Sponsorship Amount: \$5,000

Overview: Informal celebration following the Welcome Party, connecting team staff and board members.

Sponsorship Assets:

- Naming rights (“After Party presented by [Sponsor]”)
 - On-site signage and branding
 - Opportunity for branded food/drink element
 - Inclusion in event communications
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Wives Luncheon

Sponsorship Amount: \$5,000

Overview: Intimate event honoring spouses and guests of team and bowl representatives.

Sponsorship Assets:

- Sponsor mention during program
- Naming rights (“Wives Luncheon presented by [Sponsor]” or “[Sponsor]’s Wives Luncheon”)
- Gift placement or branded takeaway opportunity