



**DEC 23, 2022 6:30 PM**  
**RAYMOND JAMES STADIUM**



@GASPARILLABOWL

## ***THAT'S A WRAP***

We could not be more pleased with the success of the 2022 Union Home Mortgage Gasparilla Bowl and want to again congratulate both teams for a hard fought battle as Wake Forest won the treasure chest with a 27-17 win over Missouri. The ACC took this one over the SEC, but we look forward to many more conference matchups like this. No better formula than hosting power conferences in a NFL stadium in one of the warmest parts of the country that time of the year. Win, win, win!

While the teams spent bowl week experiencing the best Tampa Bay has to offer at locations such as Busch Gardens and MacDill Air Force Base, we also achieved tremendous success in the community. We were able to present our first ever Vincent Jackson Honorary Award presented by Source 1 Solutions. We gave away a free car to a deserving Gold Star family thanks to our wonderful partners at Ed Morse. We also partnered with Feeding Tampa Bay to present a \$10,000 check on behalf of our title sponsor Union Home Mortgage in an effort to help Drive Down Hunger. Lastly, we hosted 1,000 military members, first responders, and their families at a pre-game tailgate known as our Source 1 Solutions Heroes Hangout. No better way to say thank you than a day at the game on us. These great programs are all a part of our Gasparilla Bowl Gives Back initiative and a direct result of some amazing corporate partners. As we turn the corner and hit the ground running in the new year, please reach out to see how you too can make a difference by partnering with the Gasparilla Bowl.

While game experience and community impact was a touchdown, how about those TV ratings?! The Gasparilla Bowl led the way with 3.54m viewers with the other pre-Christmas bowls' average rating at approximately 1.6m. If bowl games were its own standalone sport category, its average rating would be the third highest on ESPN (after NFL and college football). No doubt all eyes were once again on the Gasparilla Bowl and Tampa.

The Gasparilla Bowl is proud to play a role in creating experiences and making memories. We thank you for your support and look forward to making an even greater impact in 2023.

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### **Mission Statement**

The Union Home Mortgage Gasparilla Bowl's mission is about more than a game. We aspire to host an annual celebration of the Gasparilla tradition through an exciting bowl week experience for the student-athletes, teams, fans and partners, while making the holidays brighter for the greater Tampa Bay area.

### **Our Values**

A - Affordable entertainment for the whole family

R - Rally as a community

R - Reward student-athlete success with a first-class experience

G - Give back around the holidays

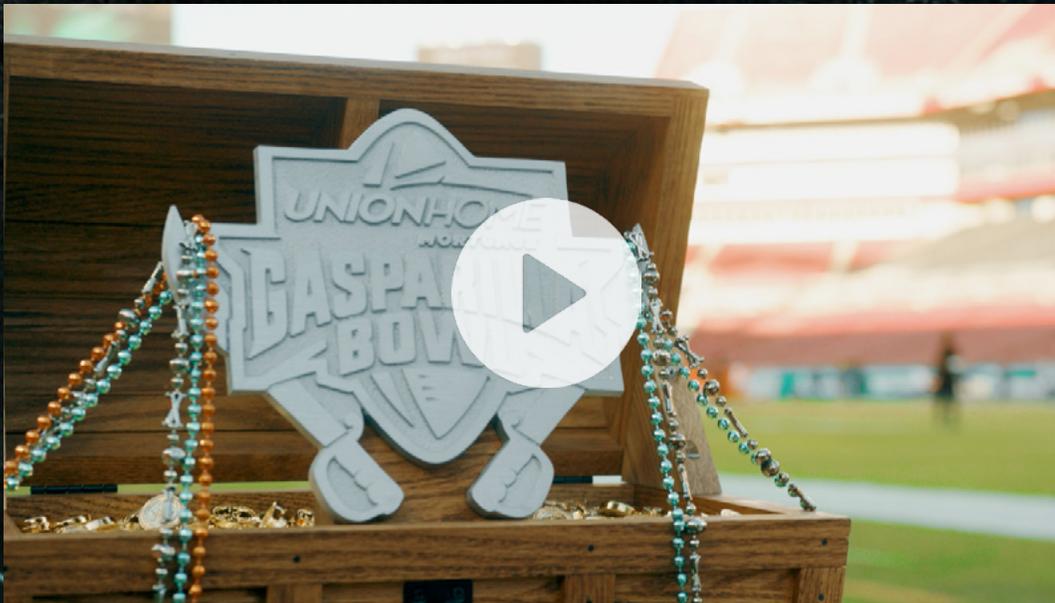
H - Highlight Tampa Bay



Scott Glaser

Executive Director

# ***RELIVE BOWL WEEK***



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FULL PHOTO GALLERY**

## **SPONSORSHIP OPPORTUNITIES**

Partnering with the Gasparilla Bowl offers distinct advantages and opportunities to promote and elevate your brand to an extensive fan base.

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