



12.26.15

HISTORIC COTTON BOWL STADIUM

DALLAS | TEXAS



The Zaxby's Heart of Dallas Bowl





History

- 2010-2011: Dallas Football Classic launched. Game becomes TicketCity bowl and features Texas Tech against Northwestern for the first edition
- 2012: Event is taken over by Conference USA
- 2013: Event announces Heart of Dallas mission and partnership
- 2013: ESPN Events takes ownership and management the event
- 2014: Event announces initiative to honor First Responders
- 2014: Zaxby's Announced as Title Sponsor





The Zaxby's Heart of Dallas Bowl

- The Zaxby's Heart of Dallas Bowl is a college football bowl game that will pay full tribute to the real "heart" of Big D as it recognizes the individuals and organizations that help those in need throughout the City of Dallas, North Texas and the nation.
- In 2014, we became the first bowl game ever to truly honor **First Responders** and thank them for their continual commitment to support those in immediate need across our communities.
- We will also continue and expand upon highlighting the multitude of great charities throughout the county of Dallas.
- Implementing a "*Together We Can*" attitude and campaign will help us blend all these elements and entities together in showing the true heart of our corporate and civic minded community throughout the year.





Honoring First Responders



FIRE CHIEF
LOUIE BRIGHT 

 POLICE CHIEF
DAVID BROWN



Full Tribute to First Responders

- Each quarter of the game one of the following First Responder categories will be honored:
 - Fire & Rescue
 - Law Enforcement
 - Emergency Medical Services
 - Armed Forces
- First Responders will include various entities of all these categories, including but not limited to:
 - Police & Fire
 - EMTs, Paramedics & Aeromedical Flight Teams
 - SWAT, HAZMAT, & Bomb Squads
 - Front Line Supporters (i.e. 911 Operators, etc.)
 - Doctors & Nurses
 - Disaster Relief Organizations
 - Search & Rescue
 - Military Service Members





Honoring First Responders

- Announced the Initiative at the 2014 Freedom Run on
 - Run commemorating September 11th, 2001 attacks
 - Held at Dallas City Hall
 - Supported by Dallas Police and Fire Chiefs
 - Donated \$1,000 to Freedom Run





Honoring First Responders

- Honoring First Responders
 - Over 6,000 tickets distributed to area First Responders and their families to attend the game at no cost
- Organizations Represented:
 - Dallas Police
 - Heroes Cops and Kids
 - Burleson Police
 - Dallas Police
 - Dallas Fire
 - Flower Mound Police
 - Garland Police
 - Highland Village Police
 - Lancaster Police
 - Lewisville Police
 - Southlake Fire
 - Denton Co Sherriff
 - MedStar





Honoring First Responders

- Dallas Police Choir – National Anthem
 - Joint Police and Fire Honor Guard
- Carry the Load
 - Received \$43,000 from Zaxby's
 - \$10,000 from the Heart of Dallas Foundation





First Responder Ticket Program

- Over 300 agencies represented
- 3,500 total tickets requested





ESPN National Broadcast





Foundation & Conference Partners

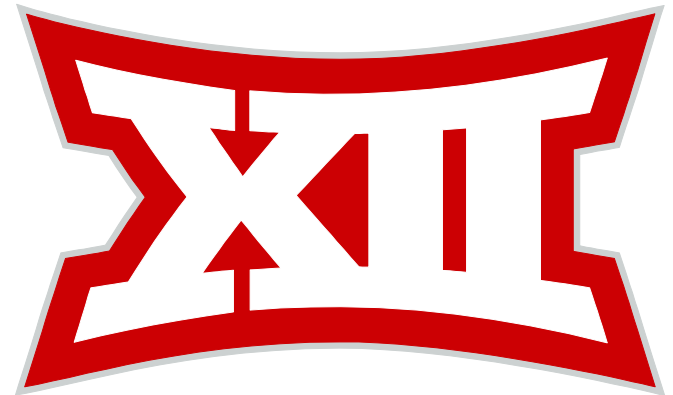
- Bowl is aligned accordingly with the Heart of Dallas Foundation which is a separate entity serving our community by providing various resources and monetary support to charity organizations across our community.
- The last two (2) years, the Zaxby's Heart of Dallas Bowl has given over \$250,000 to Dallas charities and pledges to do even more in the coming years.
- Bowl teams annually give back by participating in a local charity assistance program during bowl week.
- The Heart of Dallas Bowl is in a six (6) year partnership with the Big 12 seventh selection, Big Ten ninth selection and Conference USA.
- The Big 12 and C-USA are both headquartered in Dallas and believe in our mission. Both commissioners are involved in the Heart of Dallas Foundation.
- The Big Ten provides our event additional options and will allow our event to bring a great change of pace every other year to the game.
- All three conferences have great fans that will descend upon Dallas and provide a strong economic impact for our community. Our event wishes to show our guests not only a fun time, but also share with them the true heart of our City.





Conference Partners

- 2015 – CUSA vs. Big 12
- 2016 – CUSA vs. Big Ten
- 2017 – CUSA vs. Big 12
- 2018 – CUSA vs. Big Ten
- 2019 – CUSA vs. Big 12





BIG



CUSA

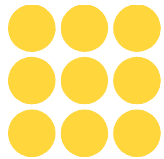
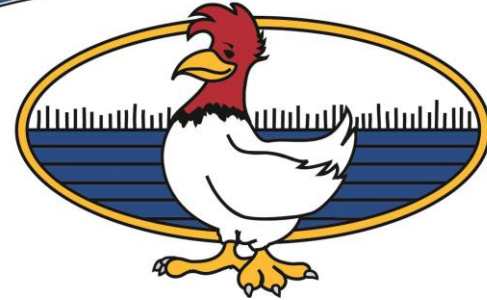




Community Partnerships



ZAXBY'S[®]



CitySquare



Community Partnerships

- Zaxby's
 - National Sponsorship – Media Exposure
 - Food Sampling in Fan Fest, Hospitality, Media and Post Game
 - Community Involvement
- Carry The Load
 - Raise Awareness for First Responder Groups
 - Put the meaning back into Memorial Day
- CitySquare
 - Awareness of poverty related issues
 - Donation from the Heart of Dallas Foundation
 - Team event at CitySquare location



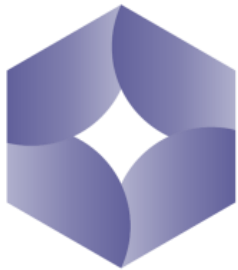


Community Partnerships





Community Partnerships



OMNI[®]  HOTELS & RESORTS
dallas

HYATT
REGENCY[®]

 **Texas Health**
Presbyterian Hospital[®]
DALLAS



TopGolf



Community Leaders



“We are proud to support the Zaxby’s Heart of Dallas Bowl in their new mission to honor first responders,” Dallas Fire and Rescue Chief Louie Bright III said. “I want to encourage all fire and rescue personnel, as well as all other first responders who can attend, to come be celebrated.”

“The Zaxby’s Heart of Dallas Bowl continues to host an event the entire community can enjoy and we are extremely appreciative,” said Dallas Police Chief David Brown. “The first responder initiative is a powerful ‘Thank You’ to men and women who deserve to be appreciated.”



“First responders are men and women who are the true heart of Dallas and put their lives on the line every day to help make our communities safer,” said Brant Ringler, Executive Director of the Zaxby’s Heart of Dallas Bowl. “They are some of the hardest working and under recognized people in our communities, and we are proud to host them for a day of tribute and great football.”





The Heart of Dallas Foundation

- The Heart of Dallas Foundation
 - Zaxby's Heart of Dallas Bowl donates \$150,000 annually to the foundation
- Mission to connect millenials with opportunities to give back to the Dallas community
 - CitySquare – Food pantry with teams



HEART OF DALLAS



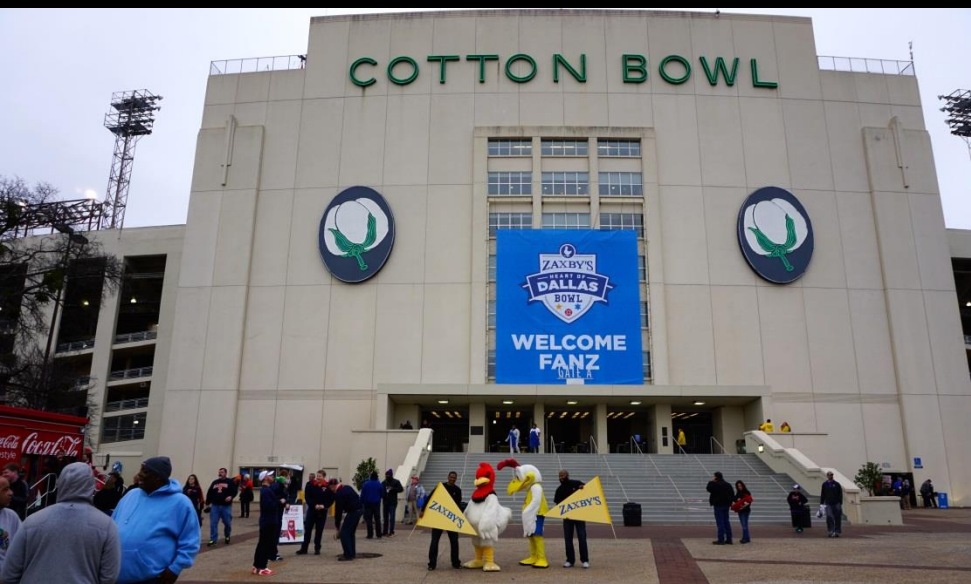
Community Economic Impact

- Total business sales impact: \$14,890,630
- Local tax receipts collected: \$1,052,039
- Hotel room nights generated: 11,923
- Total visitor days: 35,974





Pre-game Fan Fest





Future Initiatives

Star Climb at Stadium for First Responders
Continued growth of First Responder groups
Pep Rally Event
Expand Community Involvement
Heart of Dallas Young Professionals