



2019

DALLAS TEXAS

OCTOBER 19TH

COTTON BOWL STADIUM

NEW DAY. NEW THANG.



SOUTHERN
UNIVERSITY

VS



TEXAS SOUTHERN
UNIVERSITY

What is the State Fair Football Showdown?

The State Fair Football Showdown is a citywide event that incorporates a college fair, and Battle of the [college] Bands for the local community, as well as the Game. In 2018, Texas Southern University and Southern University made their inaugural debut at the State Fair of Texas. Southern won 21 to 7 in their inaugural meeting.

Texas Southern's Band, the Ocean of Soul, has gained a reputation for its sound, heavy beat, precision drills, and intricate dance routines. The Human Jukebox, from Southern, has been consistently recognized as one of the top marching bands in the country by *USA Today*, the NCAA, and ESPN.

In keeping with our citywide footprint, we also partnered with the Dallas County Promise program and hosted a College Fair at Cedar Valley College. Over 40 colleges and universities participated; Southern's Director of Bands was on-site holding auditions and awarding band scholarships.

Another State Fair Football Showdown Event is the Battle of the Bands with Texas Southern and Southern University going head-to-head in a show that several Dallas ISD high schools brought their band students to see.



2018 By the Numbers

32,143
Total



7,122
DFW Metro

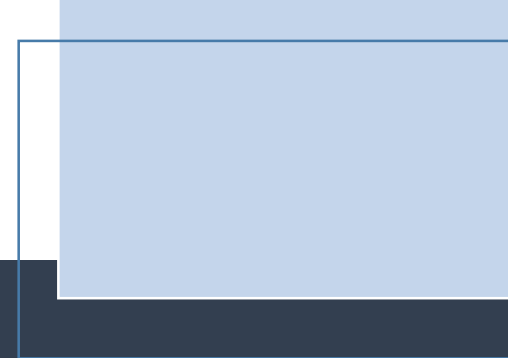
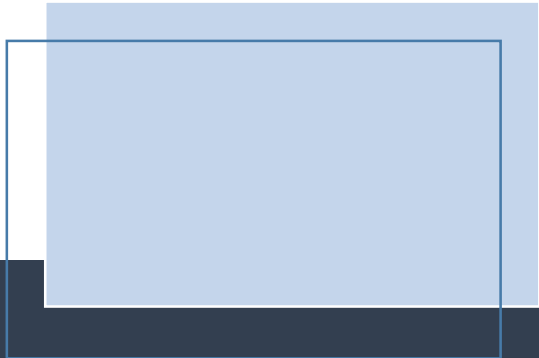


17,865
Southern



7,156
Texas Southern

Economic Impact



Media Impact

Radio

- DFW Metro 1.5MM Listeners
- Houston-Beaumont 1.2MM Listeners
- Baton Rouge 200K Listeners

Television

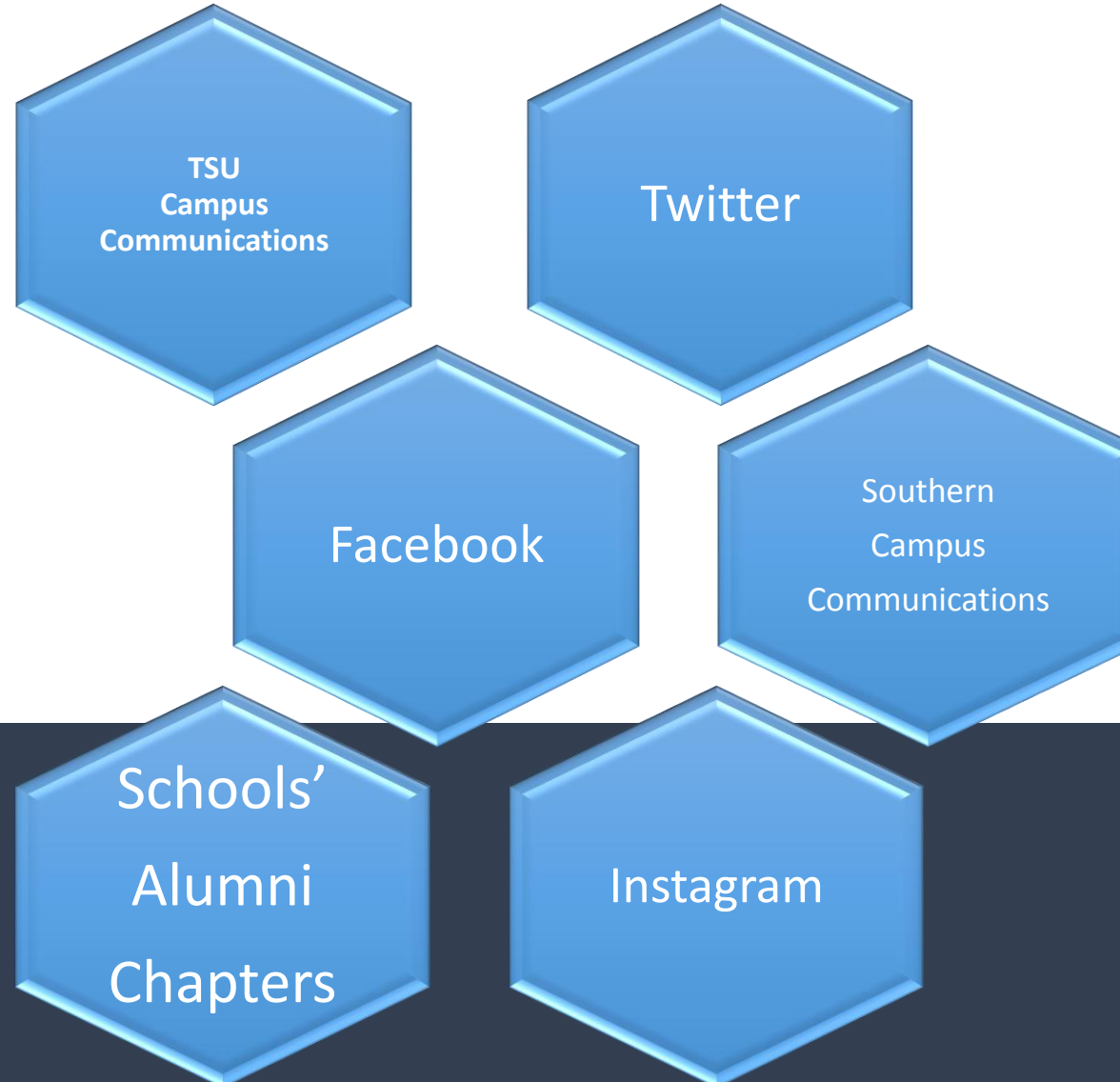
- ESPN 850K Local Viewers

Internet

- DART 1.1MM Visitors to Site
- State Fair of Texas 4.2MM Visitors to Site



Connecting through Social Media



2018 Events



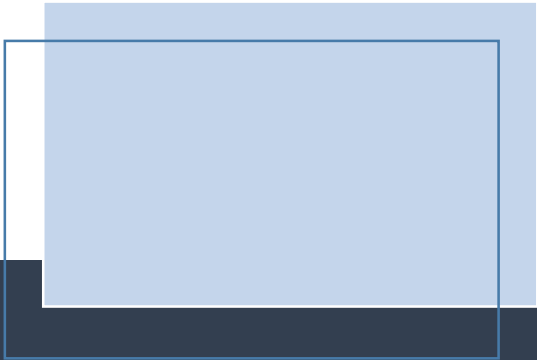
College Fair



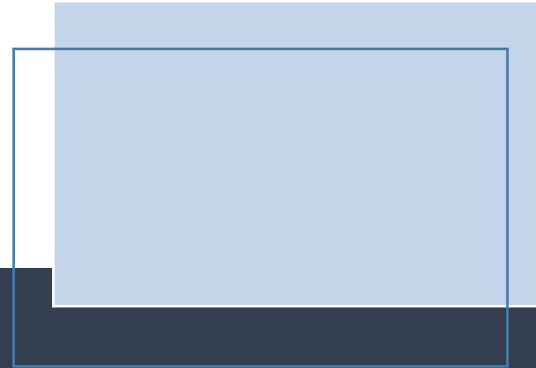
Battle of the Bands



Team Luncheon



The Game





2018 Sponsors





2019 Hotels

