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CHAMPION

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Hyundai Sun Bowl



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11751 Gateway Blvd. West, El Paso, TX
7051 S. Desert #C301, Canutillo, TX



Radisson Hotel El Paso Airport
1770 Airway Blvd. El Paso, TX



Rudy's Country Store and Bar-B-Q
6401 S. Desert Blvd. El Paso, TX
7970 Gateway E. Blvd. El Paso, TX



Sunland Park Hotel
1202 Futurity Drive. Sunland Park, NM



Sun Bowl Stadium
2701 Sun Bowl Drive, El Paso, TX



El Paso International Airport
6701 Convair Drive, El Paso, TX



El Paso Streetcar
epstreetcar.com

Sun Bowl Association Office

4150 Pinnacle St., Suite #100
El Paso, TX 79902
8:30 a.m. – 5 p.m.

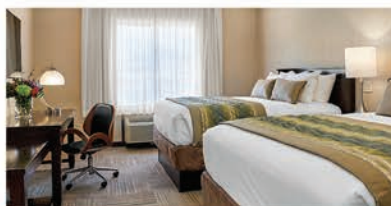


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On behalf of the Sun Bowl Association and the great city of El Paso, I welcome you to the Hyundai Sun Bowl football game. This year, we celebrate the 85th playing of our game. We're honored that you are here to share this experience with us.

The Sun Bowl Association plays host to the second oldest bowl game in the United States. The game and related events bring national attention to our region and provide a tremendous stage to showcase our local attractions and activities.

El Paso is the gateway to the Americas. We welcome you to the area and hope you enjoy the beauty of our mountains, endless outdoor activities, our historical and cultural sites, and get to taste the flavors of our diverse community and bask in our magnificent weather. El Paso is truly unique as a bowl host and we're glad to share it with you!

The Sun Bowl Association and our 700-plus volunteers are dedicated to providing our guests with an experience that surpasses all expectations. We are known for our friendly hospitality and intend for all of our guests to leave with an appreciation of our region. During your stay, we invite you to attend our other activities surrounding the Hyundai Sun Bowl game, including the Sun Bowl Pregame Fan Party presented by Visit El Paso, Sun Bowl Fan Fiesta presented by El Paso Live, the YMCA Basketball Skills Camp, the WestStar Bank Don Haskins Sun Bowl Basketball Invitational, Hyundai Sun Bowl Fan Golf Challenge and Price's Give 'Em Five Sun Bowl Cheer Camp.

I am honored to serve as President of the Sun Bowl Association. I am confident that your time here in El Paso will be an experience of a lifetime and that your bowl memories will be cherished for years to come. If you need anything during your stay, let me or one of our volunteers know. Our goal is for you to leave here with warm and lasting memories of our game and our city.

Best Regards,

Scott Mann
President
Sun Bowl Association



It's that time of year again, where all the sweat and tears have paid off; where two teams stand head-to-head for one final showdown. It's time for the 85th Hyundai Sun Bowl.

It is a true honor for Hyundai to be the title sponsor of the Sun Bowl. There could not be a better place other than El Paso. El Paso truly has everything from diverse cuisines, beautiful weather and one of a kind shopping. Where else can you be miles away from home, but still feel like you are at home?

This is Hyundai's eighth year of sponsorship of the Hyundai Sun Bowl, and we are looking forward to many more years. We have come to expect from the Sun Bowl a great game that every patron and player will never forget; where in those sixty minutes everything is left on the field. Last minute touchdowns, hard-hitting plays and fourth-down conversions are just some of the exciting plays that await this year's Hyundai Sun Bowl.

Hyundai of El Paso was established in 2001 as a family run business, and now welcomes the Hyundai Sun Bowl into its family. So sit back, and enjoy great food, exciting entertainment and an even better game. Welcome to the Hyundai Sun Bowl.

Sincerely,

Oscar Leeser
President
Hyundai of El Paso





It gives me great pleasure to welcome all of you to this prestigious event. The wonderful city of El Paso hopes to not only bring you terrific entertainment, but first-class hospitality as well. From our fine cuisine to the gorgeous sunsets, we hope you have a memorable stay here.

We welcome you to the beautiful Sun Bowl Stadium. This venue provides one of the most unique settings, not only for college football, but for any event, as each and

every seat comes with a picturesque view of mountainous West Texas. From 1935 to the present day, this game has thrived on bringing excitement to its fans through gritty competition. It is our goal to provide you with the best possible experience, and today we strive to bring you just that.

Although the bowl game is the marquee event for the Sun Bowl Association, there are many other events throughout the year. From the Academy Sports + Outdoors Sun Bowl International Soccer Tournament, Sun Bowl Marathon All-America Golf Classic, FirstLight Federal Credit Union Sun Bowl Parade, WestStar Bank Don Haskins Sun Bowl Invitational, to the Hyundai Sun Bowl Fan Fiesta presented by El Paso Live, the Sun Bowl Association and its Board of Directors, along with our hundreds of volunteers, work tirelessly to bring you an amazing event for your enjoyment.

It doesn't matter if you are representing the Pac-12, the ACC or just a huge fan of college football, I hope you enjoy every moment you spend in El Paso. We hope each and every one of you will make a return trip to our city and region in the future. We at the Sun Bowl Association, along with our Board of Directors and all of our volunteers, thank you for supporting the Hyundai Sun Bowl game. We hope you had an amazing year and wish you a fruitful and prosperous year in 2019!

Sincerely,

Bernie Olivas
Executive Director



Sun Bowl Association (SBA)(915) 533-4416

SBA Toll Free.....(800) 915-BOWL

El Paso International Airport.....(915) 212-0330

Sun Metro Mass Transit(915) 212-3333

Visit El Paso(915) 534-0600
(800) 351-0624

Time & Temperature.....(915) 533-7744

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Non-Emergency Police(915) 832-4400

THE **B** SECTION EL PASO INC.

Visit elpasoinc.com or pick up a print copy of our Official Hyundai Sun Bowl Guide to find out:

- **SUN BOWL ACTIVITIES**
- **GAME INFO**
- **WHERE TO GO**
- **AREA INFO**
- **WHERE TO EAT**
- **CALENDAR OF EVENTS**

El Paso Inc. is a weekly newspaper focused on El Paso and the greater region. El Paso Inc.'s B Section covers arts, culture, entertainment and sports and publishes the Official Hyundai Sun Bowl Guide. The guide is free and stocked at more than 100 sites around the El Paso area.



This year marks the 85th edition of the nation's second oldest bowl game – the Hyundai Sun Bowl. Since the first Sun Bowl was played on January 1, 1935, as a fund-raising event for a local service club, the game has grown into El Paso's number one attraction.

On October 18, 1934, at a meeting of the El Paso Kiwanis Club, Dr. Brice Schuller suggested that the club sponsor a football game on New Year's Day matching an El Paso High School All-Star Team against a worthy opponent. Dr. C. M. Hendricks, the first Sun Bowl Association President, submitted the name "Sun Bowl" and it has been named that ever since. The following year, a weeklong schedule of events was added to the Sun Bowl festivities, and thus the "Sun Carnival" was born.

With the rising costs needed to maintain the game, the Sun Bowl attracted John Hancock Financial Services, as its first bowl title sponsor, becoming the John Hancock Sun Bowl in 1986. This marked the country's first ever corporate sponsorship of a college bowl game.

After a two-year hiatus with no title sponsor, Norwest Bank became the game's title sponsor in 1996. Norwest merged with Wells Fargo Bank in 1999 and the game was renamed the Wells Fargo Sun Bowl. In 2004, the publicly-traded El Paso based company Helen of Troy became the game's fourth ever title sponsor and the Sun Bowl was renamed the Vitalis Sun Bowl. After extending the sponsorship contract in 2006, Helen of Troy opted to promote another product renaming the to the Brut Sun Bowl. In June of 2010 Hyundai Motor America agreed to become the current title sponsor of the Sun Bowl game.



The Sun Bowl Association was founded in 1934 with a threefold purpose: 1) to present a football attraction of national importance, 2) to promote El Paso and the Southwest and 3) to generate tourist income for the area.

In 1936, New Mexico State and Hardin-Simmons Universities were invited to play, and the Sun Bowl has been a college game ever since. During the early years of the Sun Bowl, it was a tradition to match the Border Conference Champion against the best available opponent. Today, the Sun Bowl matches the Atlantic Coast Conference versus the Pac-12 Conference.



For the last 84 years, the Sun Bowl has featured the color and pageantry that is college football. Eight of the top 10 winningest programs of all-time have participated in the Sun Bowl. Through the years, 39 Sun Bowls have been decided by a touchdown or less, including eleven of the last seventeen games. In its first 82 years, the Hyundai Sun Bowl has featured 78 different programs including Notre Dame, Alabama, Texas, Nebraska, Oklahoma, Florida, West Virginia, Virginia Tech, Miami (FL), and USC, totaling up to more teams than any other bowl in the nation.

The Sun Bowl has not been a stranger to having some of football's greats come through the Sun City's game of the year. Players like Tony Dorsett, Barry Sanders, Don Maynard, James Lofton, Carson Palmer, LaDainian Tomlinson, Jonathan Stewart, Thurman Thomas, and Priest Holmes have all gone to battle on the gridiron throughout the years. Not only have great players come through here, but legendary coaches have also loomed large on the sidelines. Gridiron generals like Sammy Baugh, Tom Osborne, Barry Switzer, Grant Teaff, Don Nehlen, Bob Stoops, Nick Saban, and Frank Beamer have all brought their teams to play in the Sun Bowl.

There have been eight times since 1984 that the Sun Bowl has eclipsed 50,000 fans, including the 2010 game featuring Notre Dame vs. Miami (Fla.) (54,021), that sold out in only 22 hours after the teams were announced.

At the end of the 85th Hyundai Sun Bowl, fans will file out of Sun Bowl Stadium and head home, leaving with another set of lasting memories. There have been many unforgettable moments over the years, but none of them would have ever been possible if it had not been for the vision of the El Paso Kiwanis Club.



Photo by Ray Navarro

The Sun Court has been a royal tradition for over 82 years. These young ladies serve as ambassadors for the city of El Paso. They volunteer at various community events and make appearances at all of the Sun Bowl Association events throughout the year.

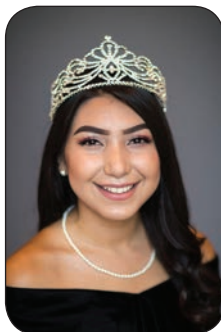


2018 SUN QUEEN

Mckenna Hitter is currently a junior at the University of Texas at El Paso where she is majoring in Metallurgical and Materials Engineering.

Lady-in-Waiting

Stephanie Paz is currently a senior at the University of Texas at El Paso where she is majoring in Psychology and minoring in Biology.



2018 Court Members

(left to right) Sydney Ward, Tomiko Reyes, Elizabeth Vega, Alina Ward, Kirsten Stephenson, Mckenna Hitter, Stephanie Paz, Diana Martinez, Ayla Lopez, Kristen Ahumada, Courtney Chesaneck, Daisy Colon



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Sat. 10:30 am - 5:30 pm
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YMCA Sun Bowl Basketball Skills Camp

Friday, December 21 • 9 a.m. – Noon • Memorial Gym
Contact: Wayne Thornton, (915) 541-4331

57th Annual WestStar Bank Don Haskins Sun Bowl Basketball Invitational

Friday, December 21
5 p.m. • East Tennessee State vs. Wyoming
7 p.m. • Norfolk State vs. UTEP
Saturday, December 22
5 p.m. • Consolation Game
7 p.m. • Championship Game

Tickets available beginning Saturday, December 1
4-game, 2-night package - \$44 (Rows 1-34) and \$22 (Rows 35-39)
2-game, 1-night package - \$24 (Rows 1-34) and \$13 (Rows 35-39)
Military & UTEP Student pricing available.

Contact: Ellen Hughes, (915) 533-4416 ext. 200; UTEP Ticket Center
(915) 747-5234

Hyundai Sun Bowl Fan Golf Challenge

Friday, December 28 • 11 a.m. • Vista Hills Country Club
Contact: Terry Jennings, (915) 592-6565

Price's Give 'Em Five Sun Bowl Cheer Camp

Sunday, December 30 • 2:30 – 4:30 p.m. • El Paso Convention Center
Contact: Wayne Thornton, (915) 541-4331

21st Annual Hyundai Sun Bowl Fan Fiesta Presented by El Paso LIVE

Sunday, December 30 • El Paso Convention Center • 3 – 9:00 p.m.
Admission: FREE • Open to the public; food and drinks available,
Featuring musical performances by local bands,
university pep rallies, and a battle of the university bands.
Contact: Joe Daubach, (915) 533-4416 ext. 207

Sun Bowl Pregame Fan Party Presented by Visit El Paso

Monday, December 31 • 8:30 - 11:30 a.m.
Corner of Glory Road & Sun Bowl Dr.
FREE: Open to the public
Contact: Jay Pritchard, (915) 533-4416 ext.206;
Rave Marketing, (915) 351-5258

85th Annual Hyundai Sun Bowl Game

Monday, December 31 • Noon • Gates open at 9:30 a.m.
Pregame festivities starting at 11:30 a.m.
Pac-12 vs. ACC

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SUN BOWL PARKING

- Lots open at 6 a.m.
- No parking or tailgating in fire or driving lanes.
- No refunds.
- Reserved parking passes can be purchased for \$10 through the Sun Bowl Association office on or before December 30, by noon.

PARKING WILL CALL INFORMATION

- Pre-purchased parking permits may be picked-up on game day, December 31 at Starbucks (2300 N. Mesa St.) from 8 a.m. to 11:30 a.m.
- Please note: No parking permit will be sold on game day.

RESERVED PARKING

- Parking passes must be purchased for \$10 each on or before December 30 by noon, at the Sun Bowl Association office.
- Parking for lots surrounding Sun Bowl Stadium are available on a first-come, first-served basis.
- Vehicle parking pass must be displayed when entering university property.
- See Page 21 for more information concerning tailgating.

PARKING GARAGE

- Reserved parking for the Sun Bowl Drive parking garage located at the south end of the Sun Bowl Stadium must be purchased in advance at the Sun Bowl Association office for \$10 on or before December 30, by noon.
- Tailgating is prohibited in the parking garage.

OVERSIZED-VEHICLE PARKING

- Parking passes must be purchased in advance at the Sun Bowl Association office by noon, December 30 or, if available, on game day in the P-4 parking lot for \$30 (cash only) starting at 6 a.m.
- Oversized-vehicle parking for RV's, limos, campers and trailers is located in lot P-4 off Schuster Ave.
- A parking fee of \$30 will be assessed for each RV, camper, trailer, limos, and over-sized vehicle using this lot.
- A tow vehicle, once detached, must be parked outside of this lot. No golf carts, 4-wheelers, quads, etc., may move through this parking lot.
- Overnight parking is allowed in the lot beginning at 3 p.m., Sunday, December 30. No facilities or hookups are available.
- Information for local RV parks is available at www.visitelpaso.com and www.elpasosouthwest.com.

FREE PARKING

- Off Schuster Avenue, south of Sun Bowl Stadium between Hawthorne St. and I-10.
- On Sun Bowl Drive, north of Don Haskins Center lots.
- On the inner campus of the University of Texas at El Paso.
- In the R-5 parking lot on Mesa St., north of the Don Haskins Center.
- On limited side streets and in neighborhoods adjacent to the university campus. Please note posted parking signs.
- The parking garage on Schuster Avenue.

RIDE SHARE

- The ride share lot is lot S-5, located on the corner of Randolph and Robinson.
- All Uber, Lyft, taxis, and Sun Metro shuttles will be dropped off/picked up in lot S-5.
- Sun Metro shuttles will run to and from the game at designated times for \$3 round trip. Pickup locations are: Airport area, downtown, El Paso Convention Center, eastside, mission valley, northeast, Edgemere, and westside. For more information, call (915) 212-3333 or visit www.sunmetro.net



PREMIUM ADA PARKING

- Premium ADA parking at the north (P-9) and west (P-6) lots requires a designated \$10 parking permit purchased in advance (depending on availability) through the Sun Bowl Association office at (915) 533-4416, until noon, December 30. **NO PASSES WILL BE SOLD FOR THESE LOTS ON GAME DAY.**
- An official state-issued parking tag and Sun Bowl parking permit are mandatory for admission to these lots.
- The disabled person is required to be in the vehicle with corresponding state issued ID when the disabled placard or vehicle tag is being used.
- Misuse of ADA parking placards are subject to state fines.
- No party passes or tailgating in adjacent parking spaces will be allowed in this lot.

ADA PARKING - FREE PARKING W/SHUTTLE SERVICE

- Free ADA parking is available in the R-6 parking lot off of north Sun Bowl Dr., in the Helen of Troy Softball Complex parking lot.
- Vehicles entering this lot must display a valid state-issued disabled vehicle tag or Sun Bowl Association issued disabled parking pass.
- Round trip complimentary shuttle service will be available through First Transit to the north end (P-9) lot and west side (P-7) press box parking lot drop off points between 9 a.m. and 6 p.m.
- Sun Bowl volunteers will be available outside the north and south ends of Sun Bowl Stadium in the information/shuttle areas to provide wheelchair and transportation assistance.

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HYUNDAI SUN BOWL PARKING MAP



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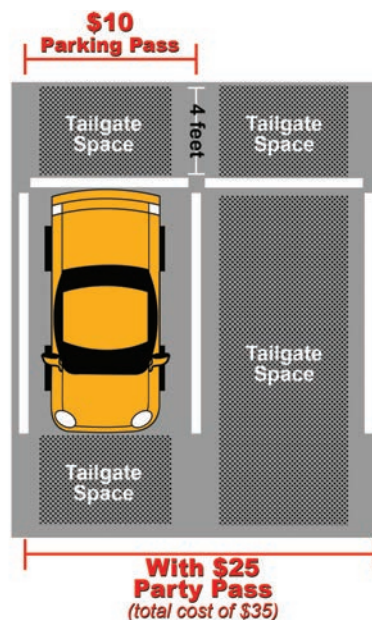
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- Children's Playground • Longhorns
- Buffalo, and much, much more!!



TAILGATING

- Tailgate space will be limited so as to not obstruct traffic.
- Vehicles must be parked in only one space.
- Proper parking pass must be displayed.
- Saving spots the night prior is not allowed.
- No overnight tailgating, except in RV Lot (P-4).
- Tailgating prohibited in parking garage.
- No fire pits.
- **A vehicle parking pass does not count as Party Pass.**



PARTY PASSES

- A \$25 Party Pass to tailgate in an additional parking space may be bought from the Sun Bowl Association office on or before December 30, by noon.
- An adjacent spot may not be guaranteed.
- No Party Passes will be sold on game day.



TICKETS

Ticket offices located at the North and South entrances of Sun Bowl Stadium open at 9:30 a.m. No phone orders will be accepted day of game.

STADIUM ACCESS

Sun Bowl Stadium gates open at 9:30 a.m. Ticketed fans may re-enter Sun Bowl Stadium anytime after 9:30 a.m. with a proper stamp and ticket. **NO re-entry will be allowed if a patron leaves Sun Bowl Stadium AFTER kickoff.**

SEATING

There is no general admission seating in Sun Bowl Stadium. All seats are reserved. ACC fan seating sections are on the east side (home) of Sun Bowl Stadium, while Pac-12 sections are located on the west side (visitors).

TICKET WILL CALL INFORMATION

Shuttles will be available from the upper south parking lot to take guests from the south end guest services tent to the west side media gate or the north end Will Call.

GENERAL WILL CALL

For tickets purchased through the Sun Bowl Association or TicketMaster, Will Call is located at both the north and south ticket offices outside Sun Bowl Stadium beginning at 9:30 a.m. Please present the ticket account number, credit card used to purchase tickets, and a photo ID to obtain tickets.

UNIVERSITY WILL CALL AND PLAYER WILL CALL

University Will Call and Player Will Call for tickets purchased through participating universities is located at the ticket office by the north end of Sun Bowl Stadium.

CHILDREN

Children ages 2-and-younger are admitted free (child must sit on the lap of ticketed patron accompanying the child.)

SECURITY & BAG POLICY

ALL bags will be subject to search upon entry to Sun Bowl Stadium. Bags of reasonable size (as determined by event staff) will be allowed into Sun Bowl Stadium. Fans who leave Sun Bowl Stadium will have their bags searched upon re-entry. All patrons are subject to search and/or wandering by security personnel.

MEDICAL ASSISTANCE

Medical personnel are on duty throughout Sun Bowl Stadium. Please find the nearest usher or security personnel for assistance. The first aid office is on the concourse outside Section 10 and on the east side by Section 23.

GUEST SERVICES

Guest information tables are located near the north and south entrances and below the press box on the west side of Sun Bowl Stadium.

LOST AND FOUND

Located at the volunteer tent on the concourse on the east side of Sun Bowl Stadium in the volunteer tent, Section 23. Contact (915) 533-4416 or (800) 915-BOWL after the game for missing items.

CONCESSIONS

Food and beverages can be purchased with cash or credit card. Beer will be sold until the end of the third quarter.

ATMs

ATM units are located inside the Sun Bowl Stadium in front of Section 13 and Section 23.

SMOKING

All parking lots, campus grounds, and Sun Bowl Stadium are 100% smoke-free and tobacco-free areas. Smoking is not permitted ANYWHERE on university property.

SHUTTLE SERVICES

Shuttles are located outside of the north and south entrances of Sun Bowl Stadium.

TOURIST INFORMATION

Visit El Paso: (800) 351-6024 or (915) 534-0601

www.visitelpaso.com
www.stayinelpaso.com
www.elpasosouthwest.com
www.elpasotimes.com
www.whatsuppub.com

MEXICO INFORMATION

For those who choose to visit Mexico during their stay in El Paso, please visit the following websites for necessary information and legal paperwork required for crossing the U.S. border.

www.visitelpaso.com/explore/things_to_do/juarez-mexico/categories/mexico-travel-warning/places

www.travel.state.gov/content/passports/en/alertswarnings/mexico-travel-warning.html



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Weapons



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Smoking



No Pets



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*With proper documentation

PHOTOGRAPHY



STADIUM SEATING



- No seats exceeding 18 inches wide will be allowed
- A limited number of stadium cushions will be available for rent for \$10.



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