

BOWL CHAMPIONSHIP SERIES



The 2011-12 season will be the 14th for the Bowl Championship Series (BCS), a five-game arrangement designed to match the top two teams and create four other exciting matchups in bowl games. The BCS has been remarkably successful. It enhances college football's unique regular season and preserves the bowl system for the benefit of all Football Bowl Subdivision (FBS) schools.

The BCS was instituted for the 1998 football regular season, after the Atlantic Coast, Big East, Big Ten, Big 12, Pac-10 and Southeastern Conferences and the University of Notre Dame joined with the Rose, Fiesta, Orange and Sugar Bowls. The BCS quickly became a showcase for the sport, matching the premier teams in the culminating games of the season.

In the first eight years of the system, the Rose, Fiesta, Orange and Sugar Bowls rotated as the host of the championship game. A new five-game format began with the 2006 regular season, including the above four bowls and a stand-alone BCS National Championship Game, which is held approximately one week after the other BCS games. The 2012 BCS National Championship Game will be held in New Orleans, La., on Jan. 9, 2012, six days after the Sugar Bowl is held in the same location on Jan. 3.

The Atlantic Coast, Big East, Big Ten, Big 12, Pac-12 and Southeastern Conferences have earned automatic qualification either by virtue of contracts with the bowl games or by meeting on-field criteria during the 2004, 2005, 2006 and 2007 regular seasons. Also, the champion of any other FBS conference will earn auto-

matic qualification if (a) it is ranked in the top 12 of the final BCS standings or (b) it is ranked in the top 16 of the final BCS Standings and its ranking is higher than that of a champion of a conference that has an annual automatic berth in one of the BCS bowls. Also, any FBS team is eligible for at-large selection by one of the bowls if it is ranked in the top 14.

Regional tie-ins include the Big Ten and Pac-12 champions in the Rose Bowl Game, the Big 12 champion in the Fiesta Bowl, the ACC champion in the Orange Bowl and the SEC champion in the Sugar Bowl. Should one of the above conference's representatives be ranked number one or two in the final BCS standings, that team shall move to the BCS National Championship Game and the bowl shall select a replacement team.

Through a conference revenue sharing plan, the BCS has distributed nearly \$1 billion to Division I institutions during its 13-year history.

FUTURE SITES OF BCS NATIONAL CHAMPIONSHIP GAME

2011 Season - New Orleans, La.
2012 Season - Miami, Fla.
2013 Season - Pasadena, Calif.

ROSE BOWL GAME



Conference teams and fans will once again set their sights on Pasadena, as the Big Ten's bowl lineup will feature the Tournament of Roses and the 98th Rose Bowl Game. The 2012 Rose Bowl Game presented by VIZIO will be held on Jan. 2 with ESPN televising the game at its traditional 4:30 p.m. EST time slot.

The Rose Bowl Game will host the champions of the Big Ten and Pacific-12 Conferences unless one of those teams is ranked No. 1 or 2 in the final Bowl Championship Series (BCS) standings. In that case, that team shall move to the BCS National Championship Game and the Rose Bowl Game would select a replacement from the BCS pool of eligible teams, which could include another team from the Big Ten or Pac-12.

Like most long-standing traditions, the Rose Bowl Game has come full circle. Since the pact was initiated in 1946, the Big Ten and Pac-12 have nearly established parity in the Rose Bowl Game win-loss column, with the Pac-12 holding a narrow 31-29 advantage. In the Big Ten's last 10 appearances (from 1999 through 2011), six different conference teams have participated in the Rose Bowl Game. Big Ten programs

have also won eight of their last 16 Rose Bowl Game matchups overall.

The Pacific Coast (now the Pac-12) and Western (Big Ten) Conferences, along with the Pasadena Tournament of Roses Association, agreed on November 19, 1946, to an exclusive Rose Bowl Game contract. The two conferences had met twice before in a Rose Bowl Game, including a Michigan victory in the inaugural event in 1902 and an Ohio State loss in 1921.

More than two decades later, both conference commissioners commented that they "expect this five-year contract to be a forerunner of a long-time agreement. This present agreement is just a starter." The passing of time has shown us they were right on both accounts. It remains the oldest college football agreement between two of the nation's top conferences.

Though the contract was often referred to as a "shotgun marriage," officials had been in negotiation with the Tournament for eight years. The contract was effective immediately, voted on by faculty representatives from the two conferences. Both sides agreed that each conference could designate its own representative, regardless of season records. Illinois (7-2) and UCLA (10-0) were selected to play in the inaugural game under the pact. The Illini earned a 45-14 triumph, sparking a six-game winning streak in the annual matchup, as the Big Ten was triumphant in 12 of the first 13 games under the new agreement.

The 1963 game was the first No. 1 against No. 2 showdown, matching undefeated USC (10-0) with Wisconsin (8-1). The Badgers fell just short in a high-scoring affair, 42-37, and the two conferences split their 10 games during the 1960s.

The Pac-12 won nine of 10 games during the 1970s, with Ohio State knocking off USC, 42-21, in 1974, the second of three straight matchups between the two programs. Michigan snapped the Pac-12's six-game victory streak in 1981, one of three Big Ten victories during the decade. The '90s featured a reversal of fortunes with the Big Ten winning six of the 10 Rose Bowl Game contests.

With the institution of the BCS beginning with the 1998 season, the Rose Bowl Game was not guaranteed to host the Big Ten and Pac-12 on an annual basis. The Big Ten did not take part in the Rose Bowl Game in 2002 and 2006, when Pasadena served as the site of the BCS National Championship Game, or in 2003. In addition, Big Ten Co-Champion Michigan was edged by Texas in the 2005 Rose Bowl Game. The game did feature a traditional Big Ten vs. Pac-12 matchup in six of the 10 games in the 2000s, with the Pac-12 winning the first five contests before Ohio State ended the decade with a triumph over Oregon. Wisconsin was the first Big Ten team of the 2010s to appear in the game, suffering a two-point setback to TCU in 2011.

In its 97 years, the Rose Bowl Game has maintained its tradition-rich standard of excellence, living up to the nickname "The Granddaddy of Them All." The union of the Big Ten and Pac-12 also led to soaring attendance. Prior to 1947, the Rose Bowl Game drew five sellout crowds. Every game since then has been a sellout. The record for most appearances goes to USC (32) in the Pac-12 and Michigan (20) in the Big Ten.

BIG TEN BOWLS

ROSE BOWL GAME

Date: Jan. 2, 2012
Time: 4:30 p.m. ET
Television: ESPN
Site: Pasadena, Calif.
Facility: Rose Bowl
Capacity: 91,000
Surface: Grass
Pairings: Big Ten vs. Pac-12/
BCS
Sponsoring Association:
Pasadena Tournament of Roses
Presenting Sponsor: VIZIO
Payout: TBD^
Executive Director: Scott McKibben
President: Rick Jackson
Chief Administrative Officer: Kevin Ash
Director of Media: Gina Chappin (626/449-4100)
Address: 391 S. Orange Grove Blvd.,
Pasadena, CA 91184
Website: www.tournamentofroses.com
First Game: Jan. 1, 1902 (Michigan 49, Stanford 0)
Big Ten Record: 30-34
Start of Big Ten Contract: 1946 season
Last Season: TCU 21, Wisconsin 19



OUTBACK BOWL

Date: Jan. 2, 2012
Time: 1 p.m. ET
Television: ABC
Site: Tampa, Fla.
Facility: Raymond James
Stadium
Capacity: 65,657
Surface: Grass
Pairings: Big Ten vs. SEC
Sponsoring Association: Tampa Bay Bowl
Association, Inc.
Sponsor: Outback Steakhouse
Payout: \$3.5 million per conference
President/CEO: James P. McVay
Director of Communications/Sponsorships:
Mike Schulze (813/874-2695)
Address: 4211 W. Boy Scout Blvd., Ste. 560,
Tampa, FL 33607
Website: www.outbackbowl.com
Name History: Hall of Fame Bowl, 1986-94;
Outback Bowl, 1995-present
First Game: Dec. 23, 1986
(Boston College 27, Georgia 24)
Big Ten Record: 9-13
First Big Ten Appearance: Jan. 2, 1988
(Michigan 28, Alabama 24)
Start of Big Ten Tie-in Agreement: 1993 season
Last Season: Florida 37, Penn State 24



GATOR BOWL

Date: Jan. 2, 2012
Time: 1:00 p.m. ET
Television: ESPN2
Site: Jacksonville, Fla.
Facility: Everbank Field
Capacity: 77,511
Surface: TIF Sport Bermuda Grass
Pairings: Big Ten vs. SEC
Sponsoring Association: Gator Bowl Association
Sponsor: TBD
Payout: \$3.25 million per conference
President/CEO: Richard M. Catlett
Director of Communications:
Cheri O'Neill (904/798-5982)
Address: One Gator Bowl Boulevard,
Jacksonville, FL 32202
Website: www.gatorbowl.com
Name History: Gator Bowl, 1945-present
First Game: January 1, 1946
(Wake Forest 26, South Carolina 14)
Big Ten Record: 1-5
First Big Ten Appearance: Dec. 29, 1978
(Clemson 17, Ohio State 15)
Start of Big Ten Tie-in Agreement: 2010 season
Last Season: Mississippi State 52, Michigan 14



CAPITAL ONE BOWL

Date: Jan. 2, 2012
Time: 1 p.m. ET
Television: ESPN
Site: Orlando, Fla.
Facility: Florida Citrus Bowl
Stadium
Capacity: 65,438
Surface: Artificial Turf
Pairings: Big Ten vs. SEC
Sponsoring Association: Florida Citrus Sports
Sponsor: Capital One
Payout: \$4.55 million per conference
CEO: Steve Hogan
**Senior Director of Hospitality and
Conference Relations:** Carol Monroe
Chief Customer Officer: Shannon Clark
Director of Communications:
Greg Creese (407/423-2476 ext. 117)
Address: One Citrus Bowl Place, Orlando, FL 32805
Website: www.FCSports.com
Name History: Tangerine Bowl, 1947-82;
Florida Citrus Bowl, 1983-2002; Capital One Bowl,
2003-present
First Game: Jan. 1, 1947
(Catawba 31, Maryville, Tenn. 6)
Big Ten Record: 11-10
First Big Ten Appearance: Dec. 28, 1985
(Ohio State 10, Brigham Young 7)
Start of Big Ten Tie-in Agreement: 1992 season
Last Season: Alabama 49, Michigan State 7



INSIGHT BOWL

Date: Dec. 30, 2011
Time: 10 p.m. ET
Television: ESPN
Site: Tempe, Ariz.
Facility: Sun Devil Stadium
Capacity: 56,000
Surface: Grass
Pairings: Big Ten vs. Big 12
Sponsor: Insight Enterprises
Payout: \$3.25 million per conference
President/CEO: Robert Shelton
Bowl Chairman: Duane Woods
Director of Public Relations:
Kristen Pflipsen (480/350-0909)
Address: 7135 East Camelback Rd. Suite 190,
Scottsdale, AZ 85251
Website: www.insightbowl.org
Name History: Copper Bowl, 1989-96;
Insight Bowl, 1997-present
First Game: Dec. 31, 1989 (Arizona 17, N.C. State 10)
Big Ten Record: 3-4
First Big Ten Appearance: Dec. 31, 1991
(Indiana 24, Baylor 0)
Start of Big Ten Tie-in Agreement: 2006 season
Last Season: Iowa 27, Missouri 24



MEINEKE CAR CARE BOWL OF TEXAS

Date: Dec. 31, 2011
Time: 12 p.m. ET
Television: ESPN
Site: Houston, Texas
Facility: Reliant Stadium
Capacity: 71,054
Surface: Natural Grass
Pairings: Big Ten vs. Big 12
Sponsoring Association: Lone Star Sports &
Entertainment
Sponsor: Meineke Car Care
Payout: \$1.7 million per conference
Director of Communications:
Zac Emmons (832/667-2220)
Address: Two Reliant Park, Houston, TX 77054
Website: www.meinekecarcarebowlftexas.com
Name History: Texas Bowl, 2006-10; Meineke Car
Care Bowl of Texas, 2011-present
First Game: Dec. 29, 2006
(Rutgers 37, Kansas State 10)
Big Ten Record: 1-0
Start of Big Ten Tie-in Agreement: 2010 season
Last Season: Illinois 38, Baylor 14



2011-12 Big Ten Bowl Selection Order

First Selection: Rose Bowl Game/BCS
Second Selection: Capital One Bowl
Third Selection: Outback Bowl
Fourth Selection: Insight Bowl
Fifth Selection: Gator Bowl
Sixth Selection: Meineke Car Care Bowl of Texas
Seventh Selection: TicketCity Bowl
Eighth Selection: Little Caesars Pizza Bowl

BIG TEN BOWLS

TICKETCITY BOWL

Date: Jan. 2, 2012
Time: Noon ET
Television: ESPNU
Site: Dallas, Texas



Facility: Cotton Bowl Stadium
Capacity: 92,158
Surface: Grass
Pairings: Big Ten vs. C-USA
Sponsoring Association: Football Starr, Inc.
Sponsor: TicketCity
Payout: \$1.2 million
President/CEO: Tom Starr
Director of Communications: Scott Murray (214/485-3665)
Address: 222 W. Las Colinas Blvd. -- Suite 1702, Irving, TX 75039
Website: www.ticketcitybowl.com
Big Ten Record: 0-1
First Big Ten Appearance: Jan. 1, 2011 (Texas Tech 45, Northwestern 38)
Start of Big Ten Tie-in Agreement: 2010 season
Last Season: Texas Tech 45, Northwestern 38

LITTLE CAESARS PIZZA BOWL

Date: Dec. 27, 2011
Time: 4:30 p.m. ET
Television: ESPN



Site: Detroit, Mich.
Facility: Ford Field
Capacity: 65,000
Surface: FieldTurf
Pairings: Big Ten vs. MAC
Sponsor: Little Caesars Pizza
Payout: \$600,000 per conference (minimum)
Chairman and Executive Director: Ken Hoffman
Media Relations Director: Tim Moore (313/262-2667; Cell: 216/392-2723)
Address: Ford Field Executive Offices, 2000 Brush Street, Suite 200, Detroit, MI 48226
Website: www.littlecaesarspizzabowl.com
Name History: Motor City Bowl, 1997-2008; Little Caesars Pizza Bowl, 2009-present
First Game: Dec. 26, 1997 (Mississippi 34, Marshall 31)
Big Ten Record: 1-1
First Big Ten Appearance: Dec. 26, 2003 (Bowling Green 28, Northwestern 24)
Last Big Ten Appearance: Dec. 26, 2007 (Purdue 51, Central Michigan 48)
Start of Big Ten Tie-in Agreement: 2002 season
Last Season: Florida International 34, Toledo 32

OTHER BOWL CHAMPIONSHIP SERIES GAMES

Date: Jan. 4, 2012

ORANGE BOWL

Time: 8:30 p.m. ET
Television: ESPN
Site: Miami, Fla.
Facility: Sun Life Stadium
Capacity: 72,230
Surface: Grass
Pairings: BCS
Sponsoring Association: Orange Bowl Committee
Sponsor: Discover Financial Services
Payout: TBD^
President/Chairman: Jeff Roberts
Chief Executive Officer: Eric L. Poms
Vice President, Media and Public Relations: Larry Wahl (305/341-4718)
Address: 14360 Northwest 77th Court, Miami Lakes, FL 33016
Website: www.orangebowl.org
First Game: Jan. 1, 1935 (Bucknell 26, Miami, FL 0)
Big Ten Record: 4-2
First Big Ten Appearance: Jan. 1, 1976 (Oklahoma 14, Michigan 6)
Last Big Ten Appearance: Jan. 5, 2010 (Iowa 24, Georgia Tech 14)
Last Season: Stanford 40, Virginia Tech 12



SUGAR BOWL

Date: Jan. 3, 2012
Time: 8:30 p.m. ET
Television: ESPN
Site: New Orleans, La.
Facility: Louisiana Superdome
Capacity: 72,000
Surface: FieldTurf
Pairings: BCS
Sponsoring Association: Sugar Bowl Committee
Sponsor: Allstate
Payout: TBD^
CEO: Paul Hoolahan
Communications Contact: John Sudsbury (504/828-2440)
Address: 1500 Sugar Bowl Drive, New Orleans, LA 70112
Website: www.allstatesugarbowl.org
First Game: 1935 (Tulane 20, Temple 14)
Big Ten Record: 1-4*
First Big Ten Appearance: Jan. 2, 1978 (Alabama 35, Ohio State 6)
Last Big Ten Appearance: Jan. 1, 2002 (LSU 47, Illinois 34)*
Last Season: Ohio State 31, Arkansas 26*
** Ohio State has vacated the 2010 season*



FIESTA BOWL

Date: Jan. 5, 2012
Time: 8:30 p.m. ET
Television: ESPN
Site: Glendale, Ariz.
Facility: University of Phoenix Stadium
Capacity: 73,000
Surface: Grass
Pairings: BCS
Sponsor: Tostitos
Payout: TBD^
President/CEO: Robert Shelton
Bowl Chairman: Duane Woods
Director of Public Relations: Kristen Pflipsen (480/350-0909)
Address: 7135 East Camelback Rd. Suite 190, Scottsdale, AZ 85251
Website: www.tostitosfiestabowl.com
First Game: 1971 (Arizona State 45, Florida State 38)
Big Ten Record: 6-2
First Big Ten Appearance: Dec. 26, 1980 (Penn State 31, Ohio State 19)
Last Big Ten Appearance: Jan. 5, 2009 (Texas 24, Ohio State 21)
Last Season: Oklahoma 48, Connecticut 20



BCS NATIONAL CHAMPIONSHIP GAME

Date: Jan. 9, 2012
Time: 8:30 p.m. ET
Television: ESPN
Site: New Orleans, La.
Facility: Louisiana Superdome
Capacity: 72,000
Surface: FieldTurf
Pairings: BCS
Sponsor: Allstate
Payout: TBD^
CEO: Paul Hoolahan
Communications Contact: John Sudsbury (504/828-2440)
Address: 1500 Sugar Bowl Drive, New Orleans, LA 70112
Website: www.allstatesugarbowl.org
First Game: Jan. 4, 1999, Fiesta Bowl (Tennessee 23, Florida State 16)
First Stand-Alone Game: Jan. 8, 2007, Glendale, Ariz. (Florida 41, Ohio State 14)
Big Ten Record: 1-2
First Big Ten Appearance: Jan. 3, 2003, Fiesta Bowl (Ohio State 31, Miami 24, 20T)
Last Big Ten Appearance: Jan. 7, 2008, New Orleans, La. (LSU 38, Ohio State 24)
Last Season: Auburn 22, Oregon 19 (Glendale, Ariz.)



^ depending on conference affiliation of at-large participants