Economic Impact

According to the Metro Detroit Convention & Visitors Bureau, the Little Caesars Pizza Bowl has been ranked among the top single-day sporting events (or conventions) in metro Detroit since 1997; having an average economic impact of approximately $14 million dollars annually. The primary beneficiaries are the hotels, restaurants, transportation and service industries; recording a 13-year cumulative economic impact of over $182 million.

Average Attendance

With a 13-year average of more than 50,000 tickets sold, attendance at the game has averaged 41,820. Early spectator statistics were in the high-30's-to-low-40's. During the past seven years the bowl game has had an average crowd of **48,710**. The 2007 game featured a record attendance of over 60,000.

National Television Exposure

Moreover, the 13-year average has had a strong national TV rating of 2.47; and an average of more than two million household viewers. The 2009 TV rating was a strong 2.97 which translates into a delivery of 2,944,000 households. As a result, the City of Detroit has received invaluable national exposure; and an ESPN contract has been extended through 2013.

Partnerships

The Little Caesars Pizza Bowl has renewed a partnership with the Big Ten Conference, which annually delivers the highest TV ratings in the nation and one of the top two attendance figures among Division I conferences. Coupled with the Mid-American Conference, the Little Caesars Pizza Bowl reaches approximately 750,000 students on 24 campuses across the Midwest, not to mention the vast alumni bases of these institutions and fans in general.

Community Involvement

The Little Caesars Pizza Bowl has enhanced the community through the Stocking Stuffer Program with annual gifts of 15-20,000 tickets, paid by corporations and foundations to a diverse group of community schools, organizations and charities including the Detroit Public Schools, Goodfellows Old Newsboys, Focus Hope, PAL, Boy Scouts, the Red Cross, Special Olympics and the Salvation Army. The 13-year total contributions have exceeded 200,000 tickets; gifted throughout the charitable community. The event also helps to employ over 1,500 people for 1-3 days during the holidays.