

FOR IMMEDIATE RELEASE

August 15, 2017

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UAB Athletics and Bruno Event Team Announce Multi-Year Partnership

Blazers invest in gameday and fan experience for UAB Football

BIRMINGHAM, Ala. - The UAB Department of Athletics and Bruno Event Team, the nationwide leader in sports event management, have agreed to a three-year partnership to advance the fan experience for UAB Football and its historic return to the football field.

Carrying unprecedented momentum towards Sept. 2 vs. Alabama A&M at Legion Field, UAB is making a concerted effort to enhance the fan experience. From the moment fans leave their house, to the moment they arrive home, UAB and Bruno Event Team will strive to make sure the fan experience is a first-class operation.

“We couldn’t be more excited to partner with such an established and nationally-renowned company like Bruno Event Team,” said Director of Athletics Mark Ingram. “Our goal at UAB is to make sure our fans have a remarkably positive experience at our events and the Bruno Event Team will ensure that at Legion Field this season and beyond.”

The Birmingham-based Bruno Event Team has been the front runner in sports marketing and event management since 1995 and sponsors events for the PGA, LPGA, PGA Champions Tour, NCAA, Indy Car Series and the Southeastern Conference.

Bruno Event Team will help revamp the UAB Football gameday experience, ranging from traffic control to and from Legion Field, tailgating outside of Legion Field, the launch of www.BlazerGameday.com, shuttle services and much more.

“It is both an honor and a privilege for Bruno Event Team to be a part of the return of UAB Football,” said Gene Hallman, President and CEO of Bruno Event Team. “This program’s return is a remarkable milestone in our community’s sports history. Bruno Event Team will devote significant resources to ensure that UAB’s fans have a positive gameday experience.

“The gameday experience is instrumental in building the fan base necessary for a successful football program. We look forward to partnering with UAB for many years to come as we all work together to provide our fans many future memorable Saturdays.”

Included in the enhancements for UAB Football gamedays include:

- Road side signage leading fans to Legion Field
- Suggested routes of travel to avoid traffic
- Convenient parking and tailgating at Legion Field
- The launch of www.BlazerGameday.com - Your official UAB gameday information source

- Parking and shuttle maps
- A-Z Guide
- Legion Field information
- Social Media Platforms - Follow the official social media platforms for up-to-the-minute gameday information.
 - Twitter: @blazergameday
 - Instagram: @blazergameday
 - Facebook: Blazer Gameday Operations

“We are entering the most exciting time in UAB Football history and we want our fans who have given us so much to have an unbelievable time on Saturdays at Legion Field,” head coach Bill Clark said. “Birmingham’s passion and enthusiasm for UAB Football is going to make for a special year and we are excited to share it with our fans.”

The Blazers open the 2017 season in just 23 days. [Click here](#) to purchase ticket.

About Bruno Event Team

Bruno Event Team (BET) is a Birmingham, Ala., based sports marketing and event management company formed in 1995 by Ronald Bruno and Gene Hallman. Bruno Event Team is experienced in all facets of event management, employing a year-round staff of 70+ employees in nine offices around the United States and Canada. Bruno Event Team services each client with expertise in strategic planning, marketing, advertising, public and media relations, ticket and merchandise sales, sponsor relations, hospitality consulting, event operations, event financial planning and accounting, as well as volunteer coordination. Visit www.brunoeventteam.com for additional information.