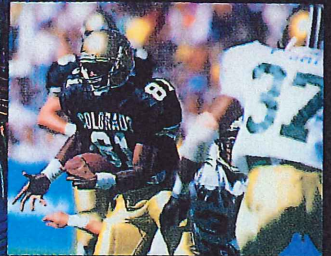


BLOCKBUSTER BOWL II



COLORADO



ALABAMA



SATURDAY, DECEMBER 28TH, 1991 — 9:00 P.M.

Joe Robbie Stadium • Ft. Lauderdale/Miami • \$5.00

The Blockbuster Bowl: The Birth of a Tradition

It was snowing.

Two teams who had fought all year for the chance to enjoy their holiday at a bowl game were slugging it out on an icy, rock-hard field as snowflakes wafted in the chilled air. It wasn't exactly the warm, tropical vacation they had in mind.

With memories of that wintry scene still vivid, Raycom, which had televised that 1988 bowl game, decided that there must be a warmer place to stage a post-season football contest. And after some research, Raycom identified the perfect spot — South Florida's Joe Robbie Stadium.

"Location, location, location," says Matt Morrall, BLOCKBUSTER BOWL Chairman and one of the original bowl founders. "For a bowl game, location is a crucial element of success, and with a state-of-the-art facility in Joe Robbie Stadium, we knew we had unlimited potential."

Unlimited potential, indeed.

The BLOCKBUSTER BOWL, then known as the Sunshine Football Classic, earned an enthusiastic stamp of approval from Joe Robbie, the late owner of the Miami Dolphins and financier and builder of the stadium.

"My father was very enthusiastic about it," said Dan Robbie, Dolphins' Executive Vice President and President of Joe Robbie Stadium. "He had four dreams when he built the stadium. He wanted to get the Super Bowl, place a bowl game there, put baseball in and pay it off. We've accomplished three of the four now."

"With the BLOCKBUSTER BOWL, he felt it was a perfect match. Being in pro sports, it would've been hard for our family to promote a college event. Raycom had all the expertise, knowledge and contacts. It was the perfect marriage for us."

Upon receiving Robbie's blessing, the bowl sought after and secured the support of at least 10 NCAA schools who had been to a bowl game in the previous three years,

something the NCAA required of proposed post-season contests. And because of Raycom's superb reputation, traditional football powerhouses such as Alabama, Clemson, Georgia, Notre Dame, Southern Cal and Tennessee eagerly endorsed the proposed game, with thoughts of sunshine and palm trees lingering in their heads.

The NCAA, thoroughly impressed with the organization's final presentation,

create the ultimate bowl game — one that would be in the top 10 in match-ups, payout, television ratings and attendance. And I think we showed last year that it can be done."

Having taken its first few baby steps as the Sunshine Football Classic, the nation's newest game suddenly leaped into the upper echelon of the bowls when Fort Lauderdale-based BLOCKBUSTER Video agreed to



While Penn State was completing forward passes on the field, in the stands Penn State fans were completing the backward pass of the Nittany Lion mascot to the next row.

officially certified the Sunshine Football Classic as the 19th bowl game.

While some critics howled at the apparent glut of college football bowl games, Sunshine Football Classic representatives brushed aside any concerns with forward thinking and a plan to do what no other bowl game had ever done.

"It was never our intent to be another average bowl game," said Keith Tribble, Executive Director. "We were determined to take the best attributes of existing bowls and

become the title sponsor of the newly-named BLOCKBUSTER BOWL. The news stood the bowl world on its ear.

"It really is remarkable when you consider that no bowl had ever secured a title sponsor in its first year prior to the BLOCKBUSTER BOWL," said Mike Lude, Executive Vice President of Raycom Management Group. "Thanks to (Blockbuster Entertainment Corporation CEO) Wayne Huizenga and BLOCKBUSTER Video, this game made a

continued on next page



Jim Spoons, After Image Photography

Though trailing by two touchdowns in the fourth quarter, resilient Penn State kept coming at FSU, but eventually fell short, losing to the Seminoles in a 24-17 thriller.

"Amid misfires on bowl matchups this year, one scored a bullseye: the new BLOCKBUSTER BOWL."

— Rudy Martzke

THE BIRTH OF A TRADITION

transition unparalleled in bowl history."

In a few short months, the game had changed from "the little engine that could" to a runaway freight train. With a sparkling \$1.6 million pay-out per team, the BLOCKBUSTER BOWL started attracting the attention of high-powered football programs.

Eventually, the bowl landed two tradition-laden teams in sixth-ranked

Florida State and seventh-ranked Penn State. The first-year bowl had established a match-up that was, in a word, stunning. Across the nation, people raved about the BLOCKBUSTER BOWL.

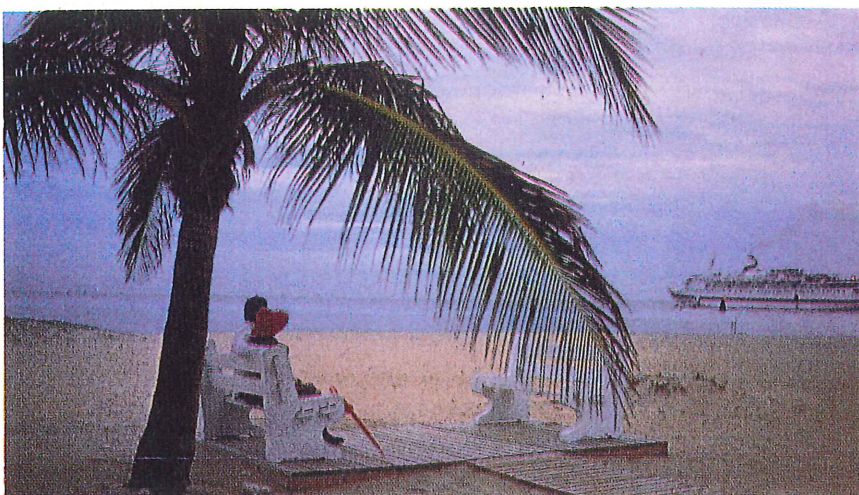
"Amid misfires on bowl matchups this year, one scored a bullseye: the new BLOCKBUSTER BOWL at Miami's Joe Robbie Stadium," said Rudy Martzke, columnist for *USA Today*.

That "bullseye match-up" lured a crowd of 74,021 to pack Joe Robbie Stadium — the

second largest in the stadium's history, behind only the 1989 Super Bowl — and watch Florida State edge Penn State, 24-17. Over 8.5 million viewers tuned in to Raycom's nationally syndicated telecast.

It was a dream game that culminated a little over a year of ideas, planning and execution.

Now the BLOCKBUSTER BOWL readies to kick off its second game under the warm South Florida skies and a tropical ocean breeze, with nary a snowflake to be found.



Greater Fort Lauderdale Convention and Visitors Bureau

The tropical beauty of South Florida is the perfect backdrop for the nation's newest bowl game, the BLOCKBUSTER BOWL.

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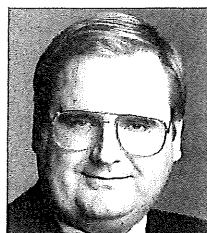
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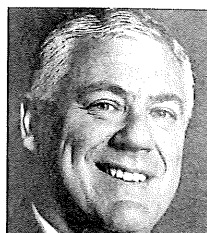
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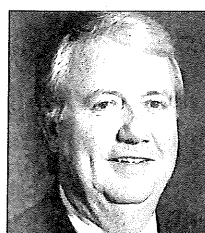
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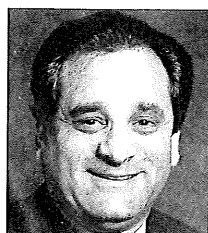
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Joe Millsaps
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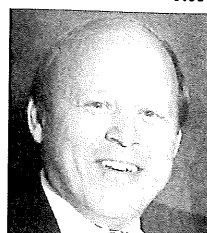
Keith Tribble
Executive Director



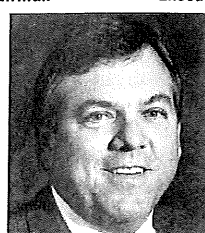
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*Community Relations
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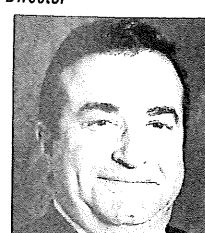
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