

Media Information Packet

Media Information for the 2023 East-West Shrine Bowl

We are excited to welcome you to Las Vegas for the 2023 East-West Shrine Bowl! We aim to host a best-in-class event, and we strive to meet that expectation during your time in Las Vegas.

This document includes information on our game week schedule, weigh-in information, practice facilities protocols and layouts, Luxor Hotel protocols and layouts, and player interview process.

If you have any questions before or during the event, feel free to contact us at any time!

Thank you, look forward to seeing you at the 2023 East-West Shrine Bowl, and we hope you find productive and enjoy your time in Las Vegas!



Game Week Schedule

THURSDAY, JANUARY 26, 2023

10 a.m. - 5 p.m. Credential Pickup
Luxor Hotel

FRIDAY, JANUARY 27, 2023

10 a.m. - 5 p.m. Credential Pickup
1 - 5 p.m. Media Cluster Interviews
Players Lounge
6 - 8 p.m. Media Credentialed Happy Hour
Aurora Bar, Luxor

SATURDAY, JANUARY 28, 2023

7:30 - 8:15 a.m. Access to Practice Open
8:15 - 9:45 a.m. East Practice
9:45 - 10 a.m. Post-Practice Press Conference
10 - 11:30 a.m. West Practice
11:35 - 11:50 a.m. Post-Practice Press Conference
UNLV Fertitta Center
2 - 5 p.m. Media Cluster Interviews
Players Lounge
6 - 8 p.m. Media Credentialed Happy Hour
Centre Bar, Play Bar

SUNDAY, JANUARY 29, 2023

7:30 - 8:15 a.m. Access to Practice Open
8:15 - 9:45 a.m. West Practice
9:45 - 10 a.m. Post-Practice Press Conference
10 - 11:30 a.m. East Practice
11:35 - 11:50 a.m. Post-Practice Press Conference
UNLV Fertitta Center
2 - 5 p.m. Media Cluster Interviews
Players Lounge
6 - 8 p.m. Media Credentialed Happy Hour
Centre Bar, Play Bar

MONDAY, JANUARY 30, 2023

7:30 - 8:15 a.m. Access to Practice Open
8:15 - 9:45 a.m. East Practice
9:45 - 10 a.m. Post-Practice Press Conference
10 - 11:30 a.m. West Practice
11:35 - 11:50 a.m. Post-Practice Press Conference
UNLV Fertitta Center
2 - 5 p.m. Media Requested Interviews
Players Lounge
6 - 8 p.m. Media Credentialed Happy Hour
Centre Bar

TUESDAY, JANUARY 31, 2023

7:30 - 8:15 a.m. Access to Practice Open
8:15 - 9:35 a.m. West Practice
9:45 - 10 a.m. Post-Practice Press Conference
10 - 11:20 a.m. East Practice
11:30 - 11:45 a.m. Post-Practice Press Conference
Raiders Practice Facility
"If any member of your team is planning to attend Tuesday's practice at the Raiders Practice Facility, please notify Jessica Williams at 618-772-2349."

2-5 p.m. Media Requested Interviews
Players Lounge
6 - 8 p.m. Media Credentialed Happy Hour
Centre Bar

WEDNESDAY, FEBRUARY 1, 2023

8:30 - 11:30 a.m. Shriners Children's Media Day
Allegiant Stadium
5:30 - 6:30 p.m. Shrine Bowl Live
HyperX Arena, Luxor

THURSDAY, FEBRUARY 2, 2023

5:30-8:30 a.m. 2023 East-West Shrine Bowl
Allegiant Stadium



Important Game Week Information

MEDIA AVAILABILITY

Eric Galko, Director of Football Operation and Player Personnel, will be available for media interviews and general communication on Thursday, January 26th and Friday, January 27th upon request to speak about the 2023 Shrine Bowl Roster, player selection process, NFL team selection process, and the 2023 Shrine Bowl event.

A member of each NFL coaching staff will speak to the media each day after each practice, along with one player and Eric Galko. Additional media availability with members of the Patriots or Falcons coaching staff is available upon request by emailing Jessica Williams at jwilliams@bammarketingagency.com.

WEIGH-IN RESULTS

Our weigh-in process occurs during player check-in and is closed off to all media and NFL personnel. NFS will conduct our weigh-in process, and results will be dispersed to NFL clubs after all weigh-ins are complete and verified on Thursday, January 26th.

Weigh-in results will be displayed on **ShrineBowl.com** as well as at Pro Football Network.

PRACTICE FACILITIES AND PROTOCOLS

Included in this document are layouts and diagrams of our team hotel, the **Luxor Hotel and Resort (page 6 of document)** and our primary practice facility, **UNLV's Fertitta Center (page 7 of this document)**. These layouts include points of entry, credential pick up, and key locations for player interviews and player practice location.

If any member of your team is planning to attend Tuesday's practice at the **Raiders Practice Facility**, please notify Jessica Williams.

Please note that credential pick up is at the Luxor Hotel on the times listed on Page 6, as well as at UNLV's Fertitta center prior to the start of practices.

There are no on-field post-practice communication with players allowed. All interviews must be conducted at the team hotel during allotted interview times. Pages 4 and 5 of this document detail our interview processes.



Important Game Week Information

PLAYER INTERVIEW PROCESS

The East-West Shrine Bowl Cluster Interview Process aims to provide every credentialed media personnel ample access and time to speak with every player on the roster from Friday, January 27th to Sunday, January 29th. Exact times for each day are included in the Game Week Schedule.

Media will be allowed in the Players' Lounge (*see Luxor Hotel and Resort, page 6 of document*) 10 minutes before the first interview times indicated on the Game Week schedule.

Players are grouped into five clusters per team (total of ten total clusters), approximately 12-13 players per cluster. Each cluster will be in the Players' Lounge for 60 minutes.

Each cluster will have a Shrine Bowl personnel assistant to assist you and the players. We expect cooperation from each media member in communicating with other media members to be respectful of both the player's time as well as your peers.

There is ten total hours assigned for Cluster Interviews between January 27th and January 29th, allowing for each media entity to meet with each cluster, and therefore every player, for an hour over the course of the weekend.

Additional interviews upon request will be available on Monday and Tuesday may be used for more extensive interviews or for players you may not have spoken to in Cluster Interviews.

HAPPY HOUR EVENTS

From Thursday, January 26th through Tuesday, January 31st, we have media credentialed Happy Hour discounts for food and drink at the Luxor Hotel. You will receive Happy Hour information at check-in. We thank you for coming to the Shrine Bowl and hope you can enjoy your time after interview/practice time.

ADDITIONAL PARTNERS

During the week of practice, you will see our partner Breakaway Data conducting movement data capture and analytics for player and NFL personnel use.

Additionally, we hope you can connect with the top private positional coaches that will be in attendance and have worked with our team during the year. They'll be at practice and available during the week: Jordan Palmer, Jeff Christensen, Steve Calhoun, Les Spellman, David Robinson, Nate O'Neal, Rischad Whitfield, and Tevin Allen, among others.



Luxor Hotel & Casino Team Hotel

PARKING/ARRIVAL

Media may park in the Luxor's parking garage or arrive at the Luxor via Taxi/Uber for best access to interview rooms (*location 1*).

ACCESS

All media will be permitted to interview players during Media Interview times at the "Players Lounge" (*location 4*) located on the Casino floor.

Only special credentialed and approved media may use Egyptian Ballroom 3 (*enter through location 2*) after receiving approval. All media will be required to use the Players Lounge for media interviews.

CREDENTIAL PICKUP

January 26

10 a.m. - 5 p.m. at Luxor

January 27

10 a.m. - 5 p.m. at Luxor

January 28

7:30 a.m. - 11:30 a.m. (at UNLV)

2 p.m. - 5 p.m. at Luxor

January 29

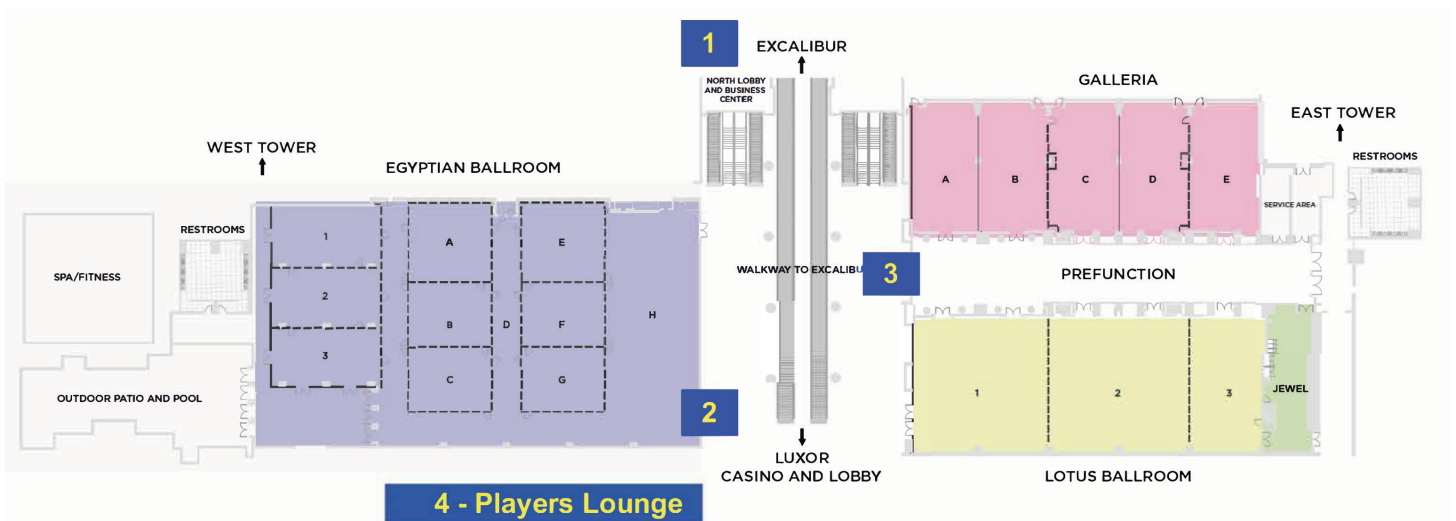
7:30 a.m. - 11:30 a.m. (at UNLV)

2 p.m. - 5 p.m. at Luxor

January 30

7:30 a.m. - 11:30 a.m. (at UNLV)

2 p.m. - 5 p.m. at Luxor



JANUARY 28-30, 2023

UNLV Fertitta Center Player Practice

ADDRESS:

Earl E. Wilson Baseball Stadium
4350 S. University Center Drive

Media enters at Gate 2

PARKING

Parking at UNLV's Fertitta Center is free, and fully available in the parking lot on the East Side of the Practice facility.

PARKING/ARRIVAL

NFL personnel will enter through the Fertitta Center (marked as 1 on the map). Media will enter the field in the Southeast Corner of the map (*marked as 2 on the map*).

Entry onto the field and Credential pickup begins at 7:30 a.m.

ACCESS

NFL Executives will have exclusive access to the balconies within the Fertitta Center (*marked as 3 on the map*).

Bleachers will be available for NFL personnel and media during practice (*marked as 4 on the map*).

SCHEDULE

Gates Open at 7:30 a.m. for entry into facility

January 28

East Team: 8:15 - 9:45 a.m.

West Team: 10 - 11:30 a.m.

January 29

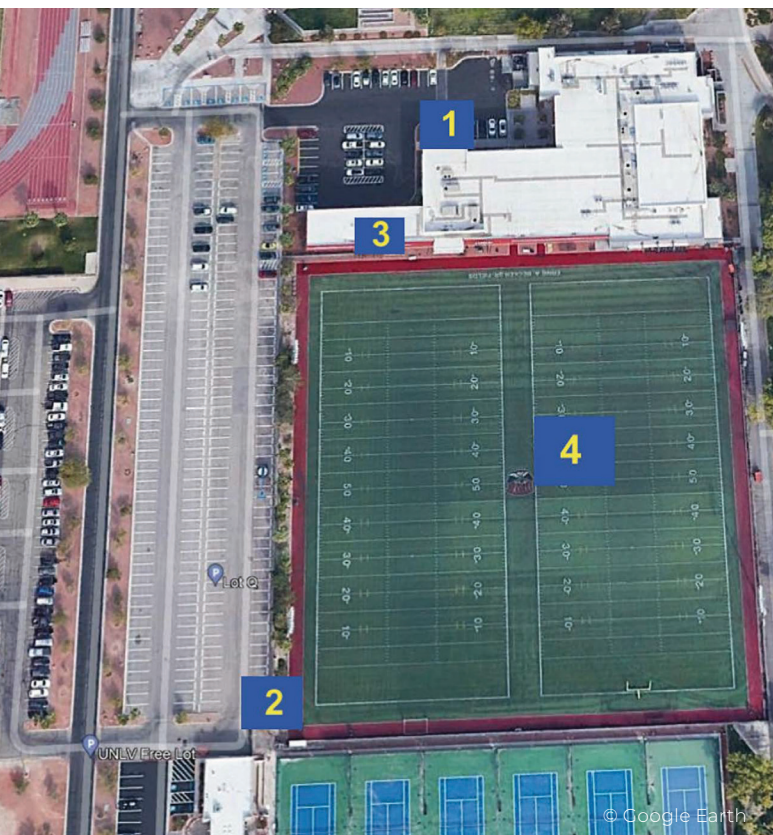
East Team: 10 - 11:30 a.m.

West Team: 8:15 - 9:45 a.m.

January 30:

East Team: 8:15 - 9:45 a.m.

West Team: 10 - 11:30 a.m.



MEDIA DAY EVENT

East-West Shrine Bowl Players Take Part in “Watch Me Challenge”

WEDNESDAY, FEBRUARY 1, 2023

9 – 11:30 A.M.; MEDIA EVENT BEGINS AT 9:45 A.M.

Allegiant Stadium | 3333 Al Davis Way, Las Vegas, NV 89118

More than 130 college football players and coaches participating in this year’s 98th East-West Shrine Bowl will take part in a “Watch Me Challenge” Media Event on February 1 from 9:45 - 11:30 a.m. at Allegiant Stadium. This will be a unique opportunity for the media to interview players and gather b-roll/photos with them as they engage with Shriners Children’s patients’ through a series of fun, sports-related challenges. This is also an opportunity for the players to learn more about Shriners Children’s mission and the obstacles their patients overcome.

All players, coaches and Shriners Children’s patients will be available for interviews during this time. The Annual Pat Tilman Award will also be awarded to one player at this time.



East-West Shrine Bowl FAQ

98TH EAST-WEST SHRINE BOWL

Thursday, February 2, 2023

Allegiant Stadium

3333 Al Davis Way, Las Vegas, NV 89118

5:30 p.m. PST Kickoff

Televised by NFL Network

Contact Information

General Media Inquiries

Jessica Williams, BAM Marketing

618-772-2349

jwilliams@bammarketingagency.com

Football Inquiries

Eric Galko, Director of Football Operations/
Player Personnel, East-West Shrine Bowl

EGalko@ShrineBowl.com

CREDENTIALS

To apply for media credentials, visit shrinebowl.com/credentials. Credential pickup will be at the Luxor Resort & Casino as well as practice fields each day prior to the start of practice.

GAME TICKETS

A 25% discount is available for group tickets (minimum 10 tickets). Tickets may be purchased in advance online through shrinebowl.com. Tickets are also available at Allegiant Stadium Box Offices.

HOST HOTEL

Luxor Hotel and Casino

3900 S Las Vegas Blvd, Las Vegas, NV 89119

INTERVIEWS

During the week, all credentialed media will have more than five hours of structured interview time with East-West Shrine Bowl players at our host hotel, the Luxor Resort & Casino. Players will have limited availability on-field after practice, with a focus on structured player interviews.

WEIGH-INS

The Official Player Weigh-Ins will not be open to media or NFL personnel. Weigh-in results will be available to media at shrinebowl.com after all players are checked in.

SHRINERS CHILDREN'S

shrinerschildrens.org

2900 N. Rocky Point Dr., Tampa, FL 33607

813-281-0300

EAST-WEST SHRINE BOWL OFFICE

shrinebowl.com

2900 N. Rocky Point Dr., Tampa, FL 33607

813-281-8686

SHARE YOUR EXPERIENCE

Please remember to tag East-West Shrine Bowl on our social channels or feel free to use this year's event hashtags:

#whosnext and **#ShrineBowl2023**

