

Choice Privileges Kicks Off 2025 Season of VIP College Football Experiences

The popular experiences return for a fourth season, offering exclusive access to 15 top teams competing for the college football championship, including titleholder, Ohio State University, and, newly added this season, the University of South Carolina

NORTH BETHESDA, Md., Aug. 4, 2025 /PRNewswire/ -- Choice Privileges, the award-winning rewards program from Choice Hotels International, Inc. (NYSE: CHH), is back with its **fourth season of College Sports Gameday Experiences**

Through Choice Hotels' partnership with Learfield, the media and technology company powering college athletics, members can use their Choice Privileges points to bid on **40 VIP packages—including four live today—throughout the 2025 college football season**. Packages offer premium game tickets, pre-game and sideline passes, gift cards, and more. Fans can get frontline access to 15 teams, including national champions, **Ohio State University**, fan favorites **University of Michigan**, **University of Alabama**, and **University of South Carolina**, newly added to Choice Privileges' lineup this year. Other participating teams are University of Arkansas, University of Florida, Indiana University Bloomington, University of Kansas, University of Louisville, University of Minnesota, University of Nevada, Las Vegas, University of Oklahoma, Oregon State University, Texas A&M University, and University of Wisconsin.

Recently recognized as the **#1 hotel rewards program by both U.S. News & World Report and WalletHub**, Choice Privileges continues to give members more ways to access the experiences they love most.

"Many of our members are passionate college sports fans. Last season, they redeemed nearly 6 million points to bid on our gameday experiences. With a broad range of hotels located within 10 miles of the stadiums hosting this year's featured matchups, we're the ideal pick to help fans experience all the action. This kind of unique program value—one that brings them closer to the teams they love—is something we're proud to deliver year after year," said **Nandika Suri, Vice President, Loyalty, Choice Hotels International**. "As we kick off our fourth season, we're excited to keep rewarding our members and continue making Choice Privileges a gateway to their most unforgettable moments."

Members can use points to bid on **Platinum and Silver VIP packages** through the Choice Privileges auction platform, starting with four kickoff matchups that are now live. Future experiences will be open throughout the season:

Platinum Experiences:

- **August 30, 2025: University of Texas at Austin vs. Ohio State University vs.** (Access to Ohio State)
- **September 6, 2025: University of Michigan vs. University of Oklahoma** (Access to University of Oklahoma)

Silver Experiences:

- **August 30, 2025: University of California, Berkeley vs. Oregon State University** (Access to Oregon State)
- **September 6, 2025: University of California, Los Angeles vs. University of Nevada, Las Vegas** (Access to UNLV)

Each package offers members unmatched access:

Platinum VIP Experience

- 2 pre-game hospitality passes
- 2 pre-game sideline passes
- 2-night hotel stay at a Choice-branded hotel at five featured games
- 2 game tickets
- 1 parking pass
- \$100 team store gift card
- \$1,500 in travel gift cards (\$750 per person)

Silver VIP Experience

- 2 pre-game hospitality passes
- 2 escorted sideline passes
- 2 game tickets
- \$50 team store gift card

Stay Near the Action

Platinum winners will receive a free two-night stay at participating hotels near the gameday action for five matchups:

- [Comfort Suites Grove City - Columbus South](#) -- (University of Texas at Austin vs. Ohio State University on Aug. 30, 2025)
- [Sleep Inn & Suites Norman near University](#) -- (University of Michigan vs. University of Oklahoma on Sept. 6, 2025)
- [Comfort Suites Gainesville Near University](#) -- (University of Texas at Austin vs. University of Florida on Oct. 4, 2025)
- [Comfort Inn & Suites Downtown near University](#) -- (University of Tennessee vs. University of Alabama on Oct. 18, 2025)
- [Cambria Hotel Columbia Downtown the Vista](#) -- (Alabama vs. University of South Carolina on Oct. 25, 2025)

More Ways to Win and Earn

Members [can sign up to join Choice Privileges today](#) to begin earning points on hotel stays to bid on these experiences. The **Choice Privileges® Mastercard®** also offers a fast way to earn points, including through a limited time offer* for new cardholders to earn 60,000 bonus points after qualifying purchases. Members with **Choice Privileges® Mastercard®** or **Choice Privileges® Select Mastercard®** can also earn points on everyday purchases at gas stations, grocery stores, and other categories.

Members can also enter the **Choice Privileges 1-million-point sweepstakes** through October 7 for a chance to win prizes ranging from 100,000 to 1-million points to plan their dream travels.

*Terms apply. Offer current as of August 2025.

About Choice Privileges®


The award-winning Choice Privileges rewards program enables members to earn and redeem points for reward nights at over 7,000 Choice-branded hotels across a diverse portfolio of brands in 46 countries and territories. Points can also be earned and/or redeemed with partners like Bluegreen Vacations, Penn Entertainment, and Westgate Resorts. Members can also exchange points for airline miles or redeem them for gift cards with popular restaurants and retail stores, stays at the luxurious Preferred Hotels & Resorts, and even VIP college football experiences. Choice Privileges Mastercard holders can earn more points faster, including on everyday spending. To enroll in the free Choice Privileges program or learn more about the Choice Privileges Mastercard credit cards, visit www.choicehotels.com/choice-privileges.

About Choice Hotels®

Choice Hotels International, Inc. (NYSE: CHH), is one of the largest lodging franchisors in the world, with over 7,500 hotels, representing nearly 650,000 rooms, in 46 countries and territories. A wide-ranging portfolio of 22 brands that includes full-service upper upscale, midscale, extended stay, and economy properties enables Choice® to meet travelers' needs in more places and for more occasions while driving more value for franchise owners and shareholders. The award-winning Choice Privileges® rewards program and co-brand credit card options provide members with a fast and easy way to earn reward nights and personalized perks. For more information, visit www.choicehotels.com.

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