

# MARKETING COLLEGE ATHLETICS





# OBJECTIVE

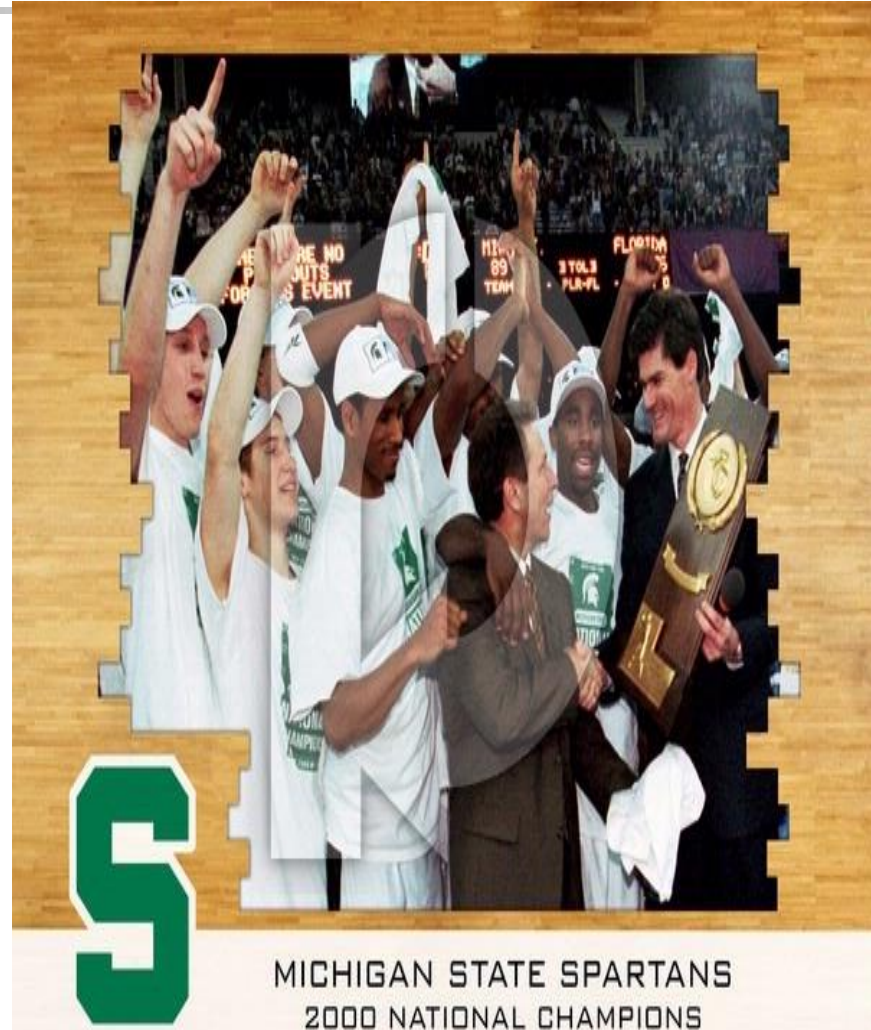
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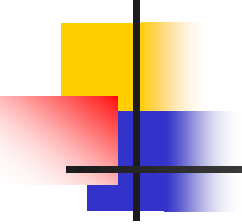
- Be able to understand the impact of college athletics/amateur sports, while applying marketing strategies



# EFFECTS ON COLLEGIATE SPORTS

- Winning college teams have a strong economic impact for their community region & state. It is imperative that colleges maintain a strong public image and ethical practices.



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- The National Collegiate Athletic Association (NCAA) is the governing body for most college & university programs.





# JOINING THE NCAA

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- Need accreditation by the agency of its region.
- Offer at least four intercollegiate sports for men & women (one in each of the traditional seasons)
- Comply with all NCAA rules
- Cooperate with NCAA enforcement program

# Ethics & Character

- Ethical behavior is based on solid principles, which are high standards of rules and guidelines in both business and personal life that define a person's character through their actions.





# RULE BREAKING (ETHICS)

- **OSU's self-imposed punishment snuffs out all victories from 2010**
- **Not eligible for bowl games**
- **Loss of millions in potential revenue**



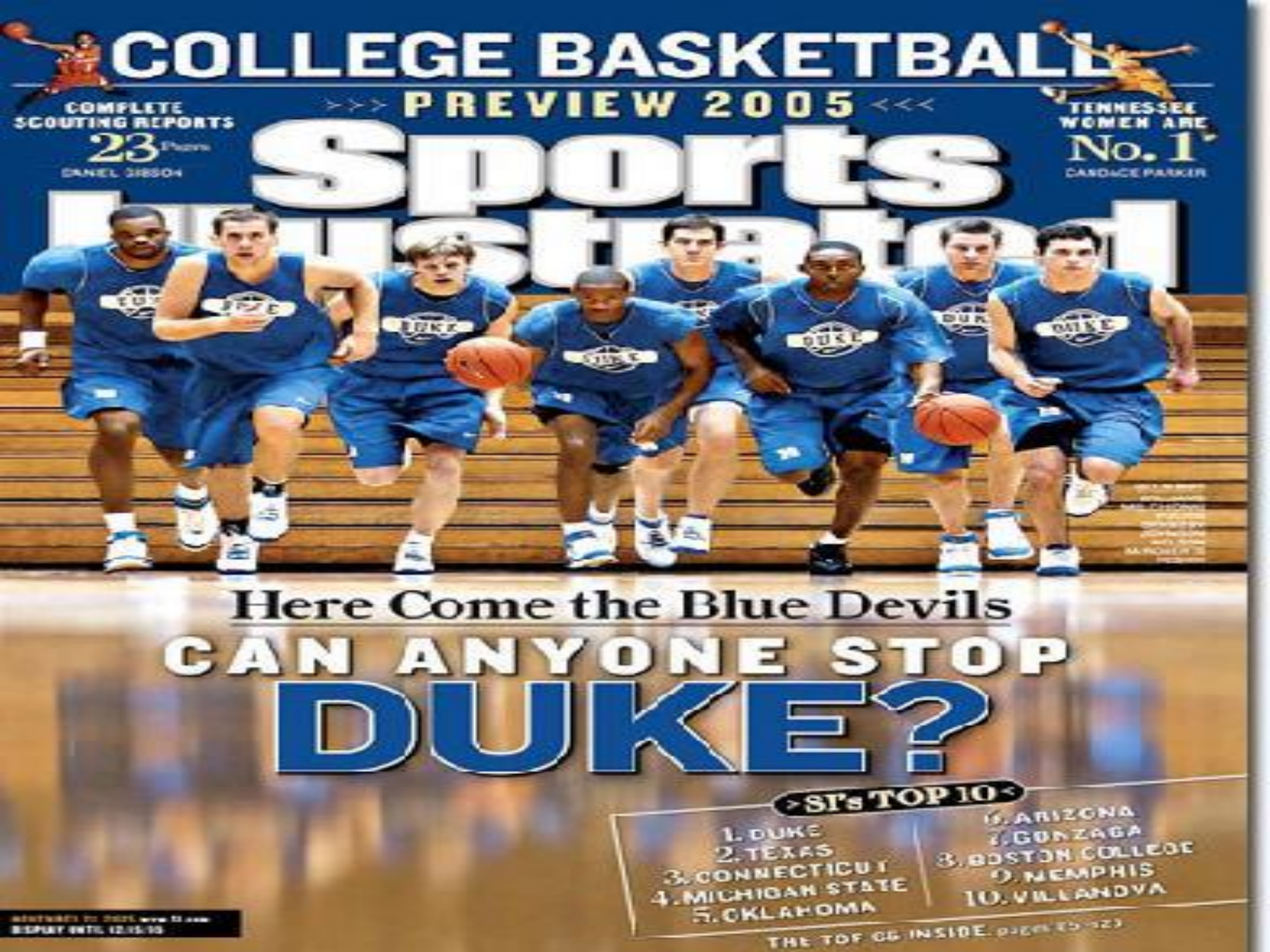


# Why so much emphasis on team ratings?

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- Leads to increased exposure and promotion for teams & schools.
- Highly ranked teams build excitement, strong attendance, fan loyalty, and leads to televised network contracts.
- This leads to increased revenue for the schools and top recruiting opportunities.





# COLLEGE BASKETBALL

COMPLETE SCOUTING REPORTS

23 Photos

DANIEL SIBSON

>>> PREVIEW 2005 <<<

TENNESSEE WOMEN ARE  
**No. 1**  
CARDACE PARKER

# Sports

# Illustrated



Here Come the Blue Devils

CAN ANYONE STOP

**DUKE?**

**> SI'S TOP 10 <**

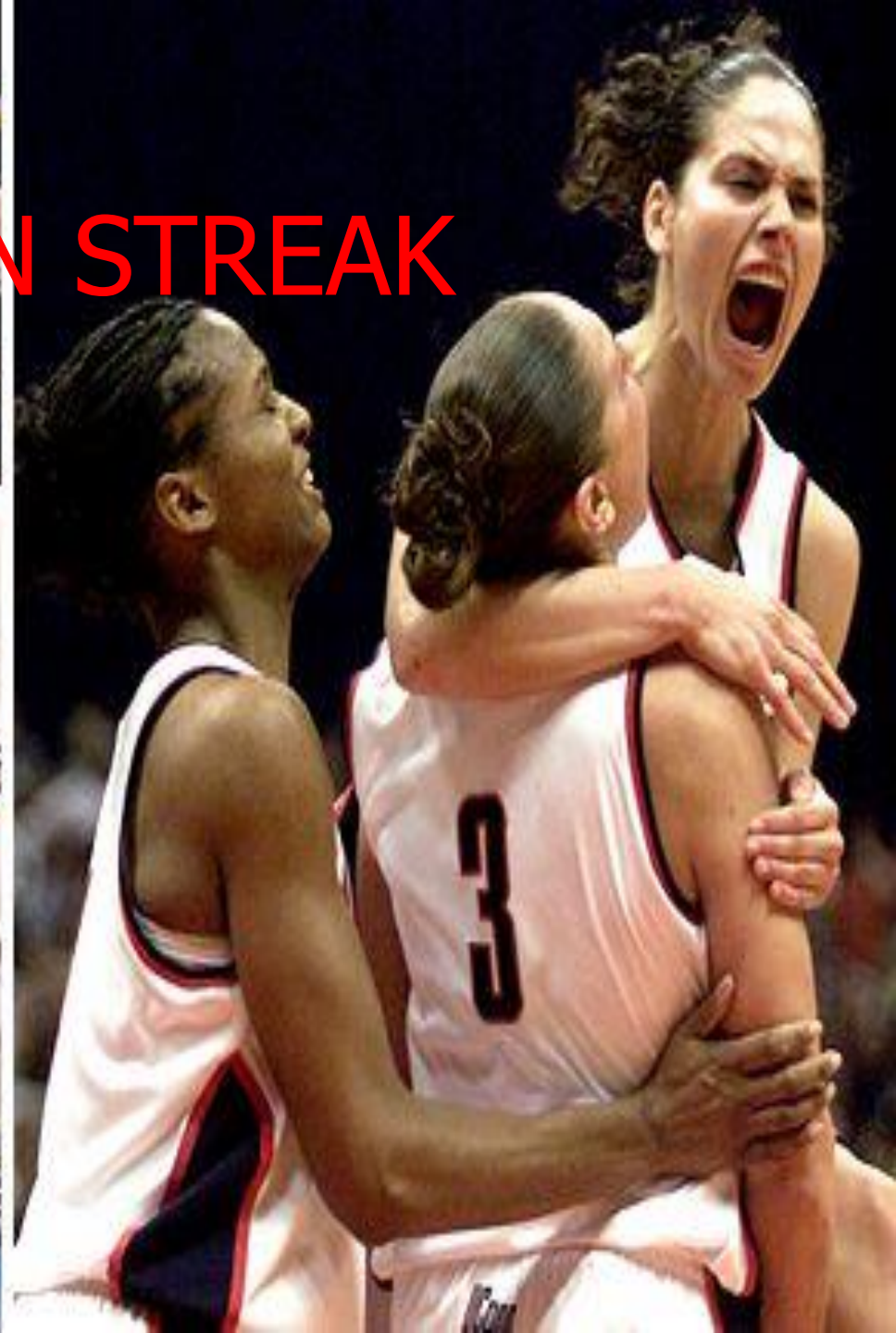
1. DUKE
2. TEXAS
3. CONNECTICUT
4. MICHIGAN STATE
5. OKLAHOMA

6. ARIZONA
7. GONZAGA
8. BOSTON COLLEGE
9. MEMPHIS
10. VILLANOVA

THE TOP 65 INSIDE. PAGES 23-27



90 GAME WIN STREAK









# STATISTICS

- In 1999 football teams in major bowl games received an avg. of \$12.5 million. Other bowl games paid \$700,000 to \$3.6 million.
- U of Kentucky generated \$3.3 million of fan spending for local business in 1997.
- A city with a popular football team can expect to earn (per game): \$3million in ticket sales, \$2- 400,000 in hotel sales, approx. \$400,000 in stadium food sales, and \$2-400,000 for local restaurants, shopping, and transportation.





# ECONOMIC IMPACT OF COLLEGE ATHLETICS

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- Local businesses greatly benefit from collegiate events. Hotels, restaurants, gas stations, concession stands, and souvenir shops.
- Sponsorship of college athletics helps finance or generate revenue.
- Licensing: the legal right to reproduce a team's logo in exchange for payment.
- Conference realignment to create new rivalries.

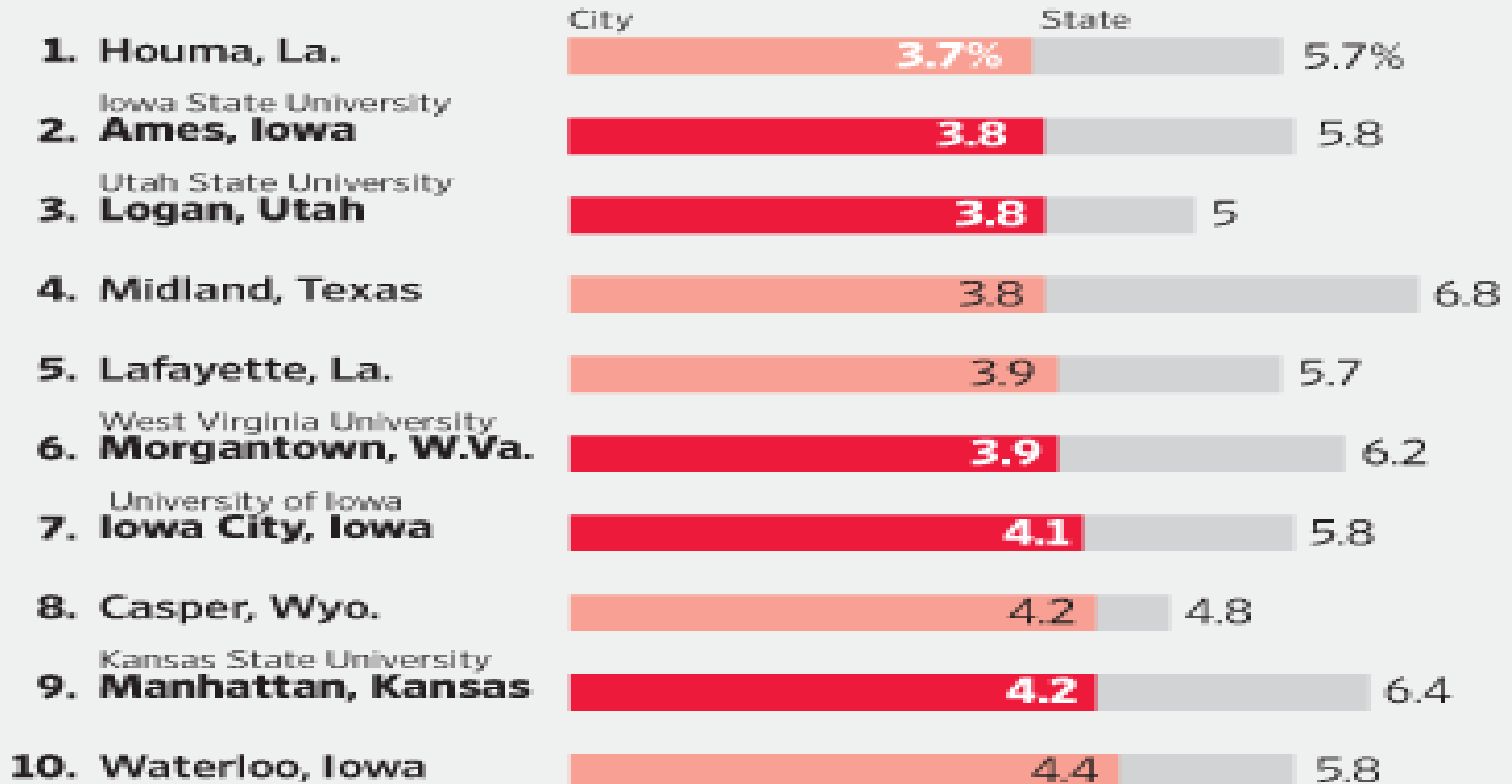
# The AIER College Destinations Index, 2010

Rank	Major Metros (2.5 Million or More Residents)	Rank	Mid-size Metros (1 to 2.5 Million Residents)	Rank	Small Cities (250,000 to 1 Million Residents)	Rank	College Towns (Under 250,000 Residents)
1	San Francisco, CA	1	San Jose, CA	1	Boulder, CO	1	Ithaca, NY
2	New York, NY	2	Austin, TX	2	Ann Arbor, MI	2	State College, PA
3	Washington, DC	3	Raleigh, NC	3	Bridgeport, CT	3	Iowa City, IA
4	Boston, MA	4	Hartford, CT	4	Trenton-Ewing, NJ	4	Ames, IA
5	Seattle, WA	5	Portland, OR	5	Gainesville, FL	5	Champaign-Urbana, IL
6	Baltimore, MD	6	Pittsburgh, PA	6	Madison, WI	6	Charlottesville, VA
7	Los Angeles, CA	7	Salt Lake City, UT	7	Durham, NC	7	Corvallis, OR
8	San Diego, CA	8	Rochester, NY	8	Santa Cruz, CA	8	Bloomington, IN
9	Minneapolis-St. Paul, MN	9	Buffalo, NY	9	Honolulu, HI	9	Lawrence, KS
10	Philadelphia, PA	10	Nashville, TN	10	Fort Collins, CO	10	Logan, UT
11	Chicago, IL	11	Sacramento, CA	11	Santa Barbara, CA	11	Lafayette, IN
12	Denver, CO	12	Richmond, VA	12	New Haven, CT	12	College Station, TX
13	Miami, FL	13	Columbus, OH	13	Lincoln, NE	13	Columbia, MO
14	Phoenix, AZ	14	Tucson, AZ	14	Albany, NY	14	Flagstaff, AZ
15	Atlanta, GA	15	Charlotte, NC	15	San Luis Obispo, CA	15	Bloomington, IL
		16	Providence, RI	16	Naples, FL	16	Burlington, VT
		17	Virginia Beach, VA	17	Manchester, NH	17	Blacksburg, VA
		18	Orlando, FL	18	Oxnard, CA	18	Morgantown, WV
		19	Milwaukee, WI	19	Santa Rosa, CA	19	Athens, GA
		20	Oklahoma City, OK	20	Portland, ME	20	Fargo, ND

# Looking Smart

As the national unemployment rate is 8.5%\* and some cities top 20%, college towns (highlighted below) are the big exception, for now.

## Metropolitan areas with the lowest January unemployment rate



\*Not seasonally adjusted.

Source: Labor Department



Here are the top athletic departments in D1 by revenue. Statistics are from the DOE via the [Orlando Sentinel](#).

Overall	School	Revenue	Overall	School	Revenue
3rd	Florida	\$106,030,895	23rd	Duke	\$67,820,335
7th	Auburn	\$89,305,326	26th	Virginia	\$65,400,485
8th	Alabama	\$88,869,810	31st	UNC	\$61,263,269
9th	Tennessee	\$88,719,798	32nd	Boston College	\$61,203,340
12th	LSU	\$84,183,362	34th	Clemson	\$59,126,212
13th	Georgia	\$84,020,180	37th	Virginia Tech	\$56,029,172
22nd	Kentucky	\$71,186,184	41st	Maryland	\$54,171,741
24th	South Carolina	\$66,545,953	49th	Georgia Tech	\$47,126,247
27th	Arkansas	\$64,197,470	51st	Miami (Fla.)	\$46,849,990
52nd	Vanderbilt	\$45,521,855	53rd	Florida State	\$45,414,953
65th	Mississippi	\$34,769,709	55th	North Carolina State	\$44,553,795
75th	Mississippi State	\$30,440,090	60th	Wake Forest	\$39,961,624
<b>1</b>	<b>SEC Total</b>	<b>\$853,790,632</b>	<b>4</b>	<b>ACC Total</b>	<b>\$648,921,163</b>
2nd	Ohio State	\$117,953,712	18th	Stanford	\$76,661,466
4th	Michigan	\$99,027,105	19th	USC	\$76,409,919
5th	Wisconsin	\$93,452,334	25th	UCLA	\$66,088,264
6th	Penn State	\$91,570,233	28th	California	\$63,884,710
15th	Iowa	\$81,148,310	33rd	Washington	\$60,729,016
16th	Mich St	\$77,738,746	36th	Oregon	\$56,623,902
29th	Minnesota	\$63,782,454	42nd	Arizona State	\$53,479,441
30th	Purdue	\$62,093,614	48th	Oregon State	\$47,185,827
35th	Illinois	\$57,167,843	50th	Arizona	\$46,988,400
38th	Indiana	\$54,839,398	62nd	Washington State	\$39,621,059
59th	Northwestern	\$41,835,733	<b>5</b>	<b>Pac 10 Total</b>	<b>\$587,672,004</b>
<b>2</b>	<b>Big 10 Total</b>	<b>\$840,609,482</b>	39th	Connecticut	\$54,721,742
1st	Texas	\$120,288,370	40th	West Virginia	\$54,262,716
10th	Oklahoma State	\$88,554,438	44th	Louisville	\$52,203,604
11th	Kansas	\$86,009,257	45th	Rutgers	\$50,181,300
17th	Oklahoma	\$77,098,009	54th	Syracuse	\$44,702,831
20th	Nebraska	\$75,492,884	61st	Pittsburgh	\$39,741,621
21st	Texas A&M	\$74,781,640	66th	USF	\$34,727,263
43rd	Colorado	\$52,631,896	67th	Cincinnati	\$33,886,561
46th	Missouri	\$49,113,786	<b>6</b>	<b>Big East Total</b>	<b>\$364,427,638</b>
47th	KSU	\$48,160,113			
56th	Baylor	\$44,151,763	69th	SMU	\$33,031,503
58th	Texas Tech	\$42,844,855	71st	UNLV	\$32,796,515
63rd	Iowa State	\$38,642,013	72nd	San Diego State	\$31,697,560
<b>3</b>	<b>Big 12 Total</b>	<b>\$797,769,024</b>	73rd	Houston	\$30,856,264
			74th	Air Force Academy	\$30,604,249
14th	Notre Dame	\$83,352,439	77th	New Mexico	\$28,806,308
57th	Texas Christian	\$43,439,777	80th	Utah	\$26,949,005
64th	BYU	\$36,695,623	85th	Wyoming	\$23,717,482
68th	Memphis	\$33,393,717	88th	Colorado State	\$22,093,683



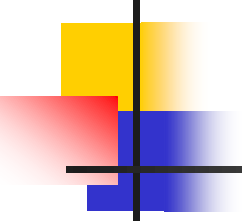
# AMATEUR SPORTS

- Amateur athletes do not get paid for playing a sport.
- Sponsorship & promotion is essential to allow top amateur athletes the opportunity to train and have top of the line equipment.



# IN A NUTSHELL



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- College sports have a positive impact on local economies.
  - They create jobs, entertainment, and a positive atmosphere pumping millions of \$ into state & local economies
  - They also provide an opportunity for future economic growth