



College Athletics Revenues and Expenses - 2008

Delve into the details behind the money that moves college sports. Find out how much athletic departments make from ticket sales, playing in away games, donations, media rights and other sources compared to what they spend on recruiting, tuition, travel, coaches' pay and more. Note: The money categories are just highlights from athletic departments' financials, so they won't add up to the totals at the end. Where a school or other source did not provide information, the field is blank.

Year: 2008

Revenue

[Expenses](#)

| Colleges | | | | | | | | | |
|----------|---------------------------------|--------------|-------------|-------------|--------------|-------------|--------------|--------------|---------------|
| RK | TEAM | TICKETS | STUDENTS | AWAY_GAMES | DONATIONS | UNIVERSITY | MEDIA_RIGHTS | BRANDING | TTLREVENUE |
| 1 | Crimson Tide | \$28,410,419 | \$0 | \$5,500 | \$29,860,400 | \$4,101,515 | \$8,825,964 | \$4,506,056 | \$123,769,841 |
| 2 | Longhorns | \$44,691,119 | \$1,832,229 | \$318,000 | \$35,057,421 | \$0 | \$191,690 | \$16,639,171 | \$120,288,370 |
| 3 | Buckeyes | \$38,608,138 | \$0 | \$3,750,189 | \$27,556,385 | \$0 | \$15,799,713 | \$5,015,349 | \$115,737,022 |
| 4 | Gators | \$21,122,966 | \$2,578,306 | \$283,376 | \$42,630,821 | \$0 | \$3,907,635 | \$10,184,021 | \$106,607,895 |
| 5 | Volunteers | \$29,403,335 | \$1,000,000 | \$250,000 | \$26,405,309 | \$0 | \$6,650,000 | \$4,154,643 | \$101,806,196 |
| 6 | Wolverines | \$40,258,325 | \$0 | \$245,178 | \$15,138,000 | \$58,817 | \$2,025,000 | \$11,087,101 | \$99,027,105 |
| 7 | Cowboys | \$17,528,662 | \$1,934,812 | \$755,765 | \$54,923,758 | \$2,109,205 | \$2,300,000 | \$1,718,005 | \$98,874,092 |
| 8 | Badgers | \$26,936,910 | \$0 | \$330,000 | \$18,777,294 | \$3,356,669 | \$5,660,555 | \$2,705,018 | \$95,118,124 |
| 9 | Aggies | \$30,144,815 | \$0 | \$305,500 | \$28,341,873 | \$3,264,000 | \$0 | \$9,224,632 | \$92,476,146 |
| 10 | Nittany Lions* | -- | -- | -- | -- | -- | -- | -- | \$91,570,233 |
| RK | TEAM | TICKETS | STUDENTS | AWAY_GAMES | DONATIONS | UNIVERSITY | MEDIA_RIGHTS | BRANDING | TTLREVENUE |
| 11 | Tigers | \$21,991,623 | \$5,195,136 | \$106,289 | \$34,897,688 | \$0 | \$4,650,000 | \$6,079,271 | \$89,311,824 |
| 12 | Bulldogs | \$18,716,327 | \$3,073,606 | \$1,966,874 | \$30,542,918 | \$0 | \$4,107,627 | \$8,315,014 | \$85,554,395 |
| 13 | Tigers | \$28,519,228 | \$0 | \$1,498,466 | \$23,252,017 | \$0 | \$6,841,868 | \$2,345,902 | \$85,018,205 |
| 14 | Fighting Irish* | -- | -- | -- | -- | -- | -- | -- | \$83,352,439 |
| 15 | Jayhawks | \$17,630,120 | \$1,907,119 | \$135,500 | \$37,089,914 | \$1,976,277 | \$6,939,857 | \$3,107,370 | \$82,976,047 |
| 16 | Hawkeyes | \$19,103,235 | \$1,487,795 | \$1,544,021 | \$21,404,864 | \$800,000 | \$1,500,000 | \$5,371,577 | \$81,515,865 |
| 17 | Spartans | \$21,870,622 | \$0 | \$4,016,571 | \$19,501,782 | \$298,568 | \$829,600 | \$3,777,152 | \$81,390,686 |
| 18 | Sooners | \$35,162,720 | \$150,000 | \$537,000 | \$13,255,316 | \$0 | \$209,125 | \$9,651,372 | \$77,098,008 |
| 19 | Cardinal* | -- | -- | -- | -- | -- | -- | -- | \$76,661,466 |
| 20 | Trojans* | -- | -- | -- | -- | -- | -- | -- | \$76,409,919 |
| RK | TEAM | TICKETS | STUDENTS | AWAY_GAMES | DONATIONS | UNIVERSITY | MEDIA_RIGHTS | BRANDING | TTLREVENUE |
| 21 | Cornhuskers | \$30,560,065 | \$0 | \$208,000 | \$16,410,663 | \$0 | \$3,908,483 | \$8,858,680 | \$75,492,884 |
| 22 | Seminoles | \$13,393,780 | \$6,590,629 | \$2,132,221 | \$25,190,569 | \$0 | \$291,667 | \$12,284,211 | \$73,458,494 |
| 23 | Wildcats | \$27,263,673 | \$568,996 | \$156,000 | \$11,980,590 | \$0 | \$7,512,601 | \$5,788,505 | \$71,727,243 |
| 24 | Golden Gophers | \$20,361,691 | \$0 | \$225,240 | \$5,149,444 | \$4,241,212 | \$611,000 | \$6,025,620 | \$68,951,692 |
| 25 | Blue Devils* | -- | -- | -- | -- | -- | -- | -- | \$67,820,335 |
| 26 | Fighting Illini | \$14,296,494 | \$2,930,324 | \$1,304,500 | \$14,159,705 | \$1,272,372 | \$1,283,459 | \$4,582,018 | \$67,818,403 |
| 27 | Gamecocks | \$20,821,727 | \$1,987,931 | \$310,000 | \$18,039,591 | \$0 | \$574,921 | \$2,983,978 | \$66,545,953 |
| 28 | Razorbacks | \$28,645,905 | \$0 | \$19,309 | \$12,768,088 | \$1,518,452 | \$1,561,000 | \$2,279,843 | \$66,174,916 |

| | | | | | | | | | |
|----|--------------|--------------|--------------|-------------|--------------|-------------|--------------|-------------|--------------|
| 29 | Tar Heels | \$17,861,212 | \$6,205,790 | \$1,825,440 | \$15,892,163 | \$0 | \$10,194,418 | \$2,653,080 | \$66,148,186 |
| 30 | Bruins | \$22,402,565 | \$2,646,743 | \$3,587,023 | \$8,354,437 | \$210,000 | \$6,855,613 | \$7,744,834 | \$66,088,264 |
| RK | TEAM | TICKETS | STUDENTS | AWAY_GAMES | DONATIONS | UNIVERSITY | MEDIA_RIGHTS | BRANDING | TTLREVENUE |
| 31 | Hokies | \$17,486,754 | \$6,157,813 | \$236,231 | \$17,345,132 | \$367,642 | \$2,766,994 | \$1,453,744 | \$64,412,343 |
| 32 | Cavalliers | \$14,895,325 | \$11,119,358 | \$1,556,651 | \$18,933,467 | \$0 | \$0 | \$3,561,647 | \$64,396,612 |
| 33 | Golden Bears | \$15,481,732 | \$2,241,249 | \$2,063,356 | \$13,894,187 | \$5,209,697 | \$0 | \$6,373,873 | \$64,326,057 |
| 34 | Boilermakers | \$17,596,957 | \$0 | \$1,091,710 | \$10,411,973 | \$0 | \$0 | \$5,058,518 | \$64,253,784 |
| 35 | Eagles* | -- | -- | -- | -- | -- | -- | -- | \$61,203,340 |
| 36 | Huskies | \$22,556,942 | \$0 | \$1,609,393 | \$12,682,342 | \$1,849,894 | \$925,600 | \$6,589,490 | \$60,729,016 |
| 37 | Terrapins | \$12,115,588 | \$8,601,302 | \$1,573,651 | \$12,612,828 | \$2,698,244 | \$0 | \$5,575,476 | \$59,624,100 |
| 38 | Tigers | \$21,097,510 | \$1,501,216 | \$1,414,151 | \$14,109,137 | \$2,435,268 | \$777,500 | \$2,929,444 | \$59,180,652 |
| 39 | Hoosiers | \$14,389,989 | \$0 | \$180,500 | \$9,848,448 | \$0 | \$0 | \$4,512,149 | \$57,155,333 |
| 40 | Ducks | \$17,410,851 | \$0 | \$830,321 | \$18,347,181 | \$0 | \$2,674,268 | \$519,750 | \$56,623,901 |

120 Results

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Glossary

TICKETS: Ticket Sales

AWAY_GAMES: Money from playing at other colleges

UNIVERSITY: Subsidy from university coffers

STUDENTS: Student Fees

DONATIONS: Outside contributions, donations to athletics

MEDIA_RIGHTS: TV, radio, Internet broadcast deals

BRANDING: Sales of branded novelties, sponsorships, ads

*Information not provided

TTLREVENUE: Total operating revenue

The information comes from detailed financial disclosure forms that schools submit annually to the NCAA. These are for the fiscal year ending in 2008. ESPN requested the forms from all 120 colleges in the Division I Football Bowl Subdivision under state and federal public records laws. Private colleges and others not subject to those laws declined to release their forms. In those cases, ESPN filled in some of the blanks using financial information that public and private schools are required to provide to the U.S. Department of Education Office of Postsecondary Education.