

 College Sports



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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	TUITION	VISITORS	COACH_PAY	RECRUITING	TEAM_TRAVEL	GAMES	MARKETING	TITLEXP
1	Crimson Tide	\$8,824,492	\$2,193,500	\$13,118,559	\$1,029,523	\$3,580,868	\$1,345,797	\$3,460,518	\$123,370,004
2	Buckeyes	\$13,184,957	\$6,248,917	\$14,108,419	\$1,137,016	\$5,225,694	\$10,364,206	\$2,602,886	\$114,264,848
3	Longhorns	\$6,993,766	\$2,599,256	\$17,810,365	\$1,291,852	\$6,991,985	\$16,230,167	\$6,867,642	\$110,996,365
4	Volunteers	\$9,780,350	\$2,250,000	\$16,655,628	\$1,789,301	\$5,611,586	\$2,126,101	\$5,632,325	\$100,507,146
5	Gators	\$6,482,515	\$2,803,232	\$13,574,263	\$1,468,044	\$6,162,438	\$4,801,014	\$5,941,289	\$98,775,583
6	Badgers	\$8,788,071	\$2,554,562	\$12,805,872	\$754,972	\$8,189,121	\$6,960,819	\$2,569,796	\$93,008,125
7	Cowboys	\$6,609,989	\$938,631	\$9,167,517	\$733,802	\$4,208,548	\$1,788,463	\$1,438,376	\$89,801,118
8	Wolverines	\$13,584,477	\$1,905,538	\$13,561,605	\$1,333,040	\$6,914,132	\$2,524,741	\$2,174,835	\$85,496,004
9	Spartans	\$8,901,044	\$5,669,052	\$10,527,226	\$1,067,088	\$4,478,011	\$3,617,147	\$1,110,438	\$83,444,368
10	Tigers	\$7,779,905	\$1,843,292	\$12,810,268	\$1,078,187	\$4,142,660	\$4,039,261	\$846,694	\$81,150,829
RK	TEAM	TUITION	VISITORS	COACH_PAY	RECRUITING	TEAM_TRAVEL	GAMES	MARKETING	TITLEXP
11	Nittany Lions*	\$10,596,768	--	--	\$935,014	--	--	--	\$79,275,354
12	Aggies	\$5,437,790	\$2,791,535	\$11,597,811	\$939,973	\$6,495,033	\$2,079,364	\$137,219	\$77,426,317
13	Sooners	\$7,346,156	\$1,736,664	\$12,951,543	\$1,568,125	\$5,240,672	\$6,720,662	\$1,136,574	\$76,945,882
14	Trojans*	\$10,877,442	--	--	\$971,767	--	--	--	\$76,409,919
15	Cardinal*	\$15,825,345	--	--	\$879,583	--	--	--	\$75,127,232
16	Cornhuskers	\$8,166,819	\$2,490,197	\$9,413,168	\$1,083,385	\$3,143,311	\$3,096,467	\$424,450	\$74,981,110
17	Bulldogs	\$6,665,226	\$1,505,700	\$11,811,911	\$1,302,076	\$3,189,022	\$8,300,790	\$1,529,037	\$71,993,533
18	Hawkeyes	\$7,579,781	\$1,195,500	\$12,093,032	\$977,795	\$4,232,662	\$2,757,147	\$1,678,560	\$71,602,594
19	Wildcats	\$8,072,145	\$2,426,671	\$11,349,295	\$1,118,738	\$3,995,639	\$3,764,237	\$2,853,999	\$71,079,982
20	Tigers	\$7,141,616	\$2,667,720	\$11,324,094	\$1,452,521	\$3,739,973	\$2,648,904	\$5,185,438	\$69,841,200
RK	TEAM	TUITION	VISITORS	COACH_PAY	RECRUITING	TEAM_TRAVEL	GAMES	MARKETING	TITLEXP
21	Blue Devils*	\$13,043,010	--	--	\$1,560,829	--	--	--	\$67,820,334
22	Bruins	\$8,768,645	\$2,359,444	\$9,768,187	\$696,473	\$5,565,053	\$4,308,300	\$2,955,998	\$66,088,264
23	Tar Heels	\$7,521,420	\$2,425,981	\$11,404,126	\$1,126,532	\$3,090,422	\$3,337,412	\$675,982	\$65,929,532
24	Cavaliers	\$9,567,702	\$2,270,958	\$10,558,573	\$1,280,853	\$5,505,386	\$4,224,569	\$1,293,303	\$65,838,543
25	Jayhawks	\$7,844,822	\$2,075,519	\$10,940,531	\$986,411	\$8,294,163	\$2,304,710	\$1,651,053	\$65,748,366
26	Seminoles	\$7,794,848	\$2,116,433	\$9,716,062	\$956,182	\$4,761,978	\$1,235,704	\$1,775,425	\$65,583,105
27	Razorbacks	\$6,657,930	\$2,943,556	\$10,467,565	\$1,342,876	\$5,184,214	\$3,982,662	\$1,249,530	\$64,632,499
28	Gamecocks	\$9,040,952	\$1,359,042	\$6,613,638	\$878,556	\$3,467,730	\$3,728,426	\$3,552,139	\$64,516,437

29	Golden Bears	\$8,996,598	\$1,832,058	\$13,154,873	\$740,877	\$4,669,065	\$2,356,297	\$2,633,541	\$64,275,307
30	Golden Gophers	\$8,977,632	\$1,134,000	\$11,196,912	\$1,212,843	\$4,660,223	\$2,020,015	\$997,889	\$63,968,805
RK	TEAM	TUITION	VISITORS	COACH_PAY	RECRUITING	TEAM_TRAVEL	GAMES	MARKETING	TITLEXP
31	Fighting Illini	\$8,476,778	\$1,169,060	\$8,528,364	\$1,263,219	\$5,224,639	\$2,835,274	\$1,952,887	\$63,458,807
32	Eagles*	\$13,022,474	--	--	\$719,759	--	--	--	\$61,065,308
33	Fighting Irish*	\$14,527,119	--	--	\$2,287,619	--	--	--	\$60,117,476
34	Tigers	\$8,749,849	\$2,444,692	\$10,152,366	\$1,081,669	\$3,640,243	\$2,729,216	\$3,558,456	\$60,050,712
35	Boilermakers	\$7,231,660	\$4,737,443	\$6,663,779	\$1,110,998	\$4,756,516	\$2,017,038	\$3,081,231	\$59,217,169
36	Hokies	\$6,877,972	\$2,885,323	\$9,195,310	\$824,296	\$4,001,498	\$2,077,903	\$1,505,800	\$59,157,745
37	Huskies	\$7,704,449	\$3,481,483	\$10,068,076	\$928,348	\$4,226,388	\$3,981,197	\$1,022,054	\$57,330,671
38	Terrapins	\$12,505,552	\$2,214,638	\$11,049,175	\$856,074	\$3,194,534	\$2,612,445	\$1,357,632	\$56,844,987
39	Ducks	\$6,929,651	\$2,688,783	\$7,635,199	\$1,141,377	\$4,548,407	\$3,742,545	\$2,883,414	\$56,259,942
40	Cardinals	\$7,645,106	\$1,829,600	\$10,440,122	\$813,074	\$3,823,109	\$1,717,498	\$303,050	\$55,145,760

120 Results

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Glossary

TUITION: Student athletes' tuition and fees

COACH_PAY: Coaches' salaries and benefits

TEAM_TRAVEL: Team travel

VISITORS: Money paid to visiting teams

RECRUITING: Costs of recruiting

GAMES: Game Expenses

MARKETING: Cost to fund raise, market and promote athletics

*Information not provided

TITLEXP: Total operating expenses

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.