

COLLEGE ATHLETIC REVENUES & EXPENDITURES, ALL SPORTS, BY DIVISION

Total college athletic revenues (all sports combined) grew from \$6.9 billion to more than \$11.8 billion between 2003 and 2009, an increase of more than 70%. Expenses grew from \$6.8 billion to \$11.3 billion during the same period, an increase of nearly 67%.

NCAA member schools account for the dominant share of revenues and expenses, with over 90% of all revenues and 90% of all expenses, despite the fact that the NCAA represents approximately 50% of all schools offering athletic programs.

DEFINITION OF REVENUES SHOWN IN TABLE BELOW

All revenues attributable to intercollegiate activities. This includes revenues from appearance guarantees and options, contributions from alumni and others, institutional royalties, signage and other sponsorships, sports camps, state or other government support, student activity fees, ticket and luxury box sales, and any other revenues attributable to intercollegiate athletic activities.

DEFINITION OF EXPENSES SHOWN IN TABLE BELOW

All expenses attributable to intercollegiate activities. This includes appearance guarantees and options, athletically related student aid, contract services, equipment, fundraising activities, operating expenses, promotional activities, recruiting expenses, salaries and benefits, supplies, travel, and any other expenses attributable to intercollegiate athletic activities.

COLLEGE ATHLETIC REVENUES AND EXPENDITURES, ALL SPORTS BY DIVISION (in \$ - Add 000) (Source: U.S. Dept. of Educ.)

Division	2003	2004	2005	2006	2007	2008	2009	% of total (2009)	% Change '03-'09
NAIA									
NAIA I Revenues	\$ 143,920	\$ 191,490	\$ 251,068	\$ 281,319	\$ 315,438	\$ 337,675	\$ 363,453	3.1	
NAIA I Expenses	\$ 157,586	\$ 177,075	\$ 242,194	\$ 270,561	\$ 307,882	\$ 326,530	\$ 353,768	3.1	
NAIA II Revenues	\$ 86,626	\$ 133,343	\$ 189,046	\$ 205,135	\$ 225,203	\$ 255,280	\$ 275,492	2.3	
NAIA II Expenses	\$ 111,708	\$ 128,286	\$ 183,015	\$ 200,502	\$ 220,987	\$ 252,066	\$ 271,787	2.4	
TOTAL NAIA REVENUES	\$ 230,546	\$ 324,833	\$ 440,114	\$ 486,454	\$ 540,641	\$ 592,955	\$ 638,945	5.4	177.1
TOTAL NAIA EXPENSES	\$ 269,294	\$ 305,361	\$ 425,209	\$ 471,063	\$ 528,869	\$ 578,596	\$ 625,555	5.5	132.3
NCAA									
NCAA I-A Revenues	\$ 3,745,386	\$ 4,037,991	\$ 4,516,515	\$ 4,896,840	\$ 5,274,342	\$ 5,586,085	\$ 5,887,439	49.9	57.2
NCAA I-A Expenses	\$ 3,538,837	\$ 3,829,301	\$ 4,260,952	\$ 4,633,488	\$ 4,939,637	\$ 5,328,464	\$ 5,500,650	48.7	55.4
NCAA I-AA Revenues	\$ 1,004,228	\$ 1,157,137	\$ 1,276,937	\$ 1,409,325	\$ 1,525,118	\$ 1,634,590	\$ 1,720,236	14.6	71.3
NCAA I-AA Expenses	\$ 998,198	\$ 1,106,347	\$ 1,238,234	\$ 1,378,706	\$ 1,503,121	\$ 1,608,033	\$ 1,687,522	14.9	69.1
NCAA I-AAA Revenues	\$ 670,750	\$ 767,314	\$ 837,398	\$ 918,888	\$ 983,342	\$ 1,049,963	\$ 1,084,488	9.2	61.7
NCAA I-AAA Expenses	\$ 657,967	\$ 739,527	\$ 811,107	\$ 879,180	\$ 974,318	\$ 1,033,548	\$ 1,071,010	9.5	62.8
NCAA II w/FB Revenues	\$ 372,427	\$ 455,201	\$ 524,183	\$ 569,762	\$ 622,850	\$ 662,516	\$ 697,057	5.9	87.2
NCAA II w/FB Expenses	\$ 382,387	\$ 424,307	\$ 499,044	\$ 550,841	\$ 609,226	\$ 649,852	\$ 682,532	6.0	78.5
NCAA II wo/FB Revenues	\$ 202,852	\$ 264,055	\$ 315,295	\$ 355,018	\$ 392,747	\$ 430,287	\$ 454,052	3.8	123.8
NCAA II wo/FB Expenses	\$ 216,857	\$ 250,830	\$ 300,109	\$ 338,062	\$ 383,635	\$ 420,568	\$ 445,541	3.9	105.5
NCAA III w/FB Revenues	\$ 315,065	\$ 380,940	\$ 438,564	\$ 479,732	\$ 509,463	\$ 548,021	\$ 557,110	4.7	76.8
NCAA III w/FB Expenses	\$ 331,403	\$ 360,854	\$ 420,482	\$ 462,980	\$ 498,172	\$ 535,119	\$ 543,985	4.8	64.1
NCAA III wo/FB Revenues	\$ 124,110	\$ 158,192	\$ 176,535	\$ 194,538	\$ 224,313	\$ 235,256	\$ 245,664	2.1	97.9
NCAA III wo/FB Expenses	\$ 122,531	\$ 142,873	\$ 164,252	\$ 187,015	\$ 217,699	\$ 229,547	\$ 239,324	2.1	95.3
TOTAL NCAA REVENUES	\$ 6,434,818	\$ 7,220,830	\$ 8,085,427	\$ 8,824,103	\$ 9,532,175	\$ 10,146,718	\$ 10,646,046	90.2	65.4
TOTAL NCAA EXPENSES	\$ 6,248,180	\$ 6,854,039	\$ 7,694,180	\$ 8,430,272	\$ 9,125,808	\$ 9,805,131	\$ 10,170,564	90.0	62.8
NCCAA									
NCCAA I Revenues	\$ 477	\$ 1,032	\$ 1,099	\$ 989	\$ 1,488	\$ 1,703	\$ 1,769		
NCCAA I Expenses	\$ 424	\$ 965	\$ 1,037	\$ 979	\$ 1,431	\$ 1,693	\$ 1,758		
NCCAA II Revenues	\$ 2,336	\$ 3,823	\$ 5,041	\$ 18,511	\$ 5,225	\$ 5,783	\$ 6,158		
NCCAA II Expenses	\$ 2,591	\$ 3,510	\$ 4,852	\$ 4,744	\$ 5,081	\$ 5,708	\$ 6,147		
TOTAL NCCAA REVENUES	\$ 2,813	\$ 4,855	\$ 6,140	\$ 20,479	\$ 6,713	\$ 7,486	\$ 7,927	0.06	
TOTAL NCCAA EXPENSES	\$ 3,015	\$ 4,475	\$ 5,889	\$ 5,723	\$ 6,512	\$ 7,401	\$ 7,905	0.07	
NJCAA									
NJCAA I Revenues	\$ 100,442	\$ 151,847	\$ 179,786	\$ 196,627	\$ 212,249	\$ 229,006	\$ 239,572	2.1	138.5
NJCAA I Expenses	\$ 121,991	\$ 137,124	\$ 170,110	\$ 188,928	\$ 207,811	\$ 225,208	\$ 234,802	2.0	92.4
NJCAA II Revenues	\$ 22,911	\$ 36,310	\$ 43,851	\$ 47,662	\$ 54,195	\$ 60,078	\$ 62,465		
NJCAA II Expenses	\$ 25,809	\$ 33,276	\$ 42,232	\$ 45,591	\$ 52,957	\$ 58,819	\$ 60,767		
NJCAA III Revenues	\$ 18,705	\$ 25,677	\$ 27,762	\$ 30,712	\$ 34,420	\$ 37,365	\$ 41,327		
NJCAA III Expenses	\$ 19,567	\$ 23,615	\$ 26,011	\$ 29,368	\$ 33,621	\$ 36,487	\$ 40,151		
TOTAL NJCAA REVENUES	\$ 142,058	\$ 213,834	\$ 251,399	\$ 275,001	\$ 300,864	\$ 326,449	\$ 343,364	2.9	141.7
TOTAL NJCAA EXPENSES	\$ 167,367	\$ 194,015	\$ 238,353	\$ 263,887	\$ 294,389	\$ 320,514	\$ 335,720	3.0	101.0
OTHER									
Other Revenues	\$ 81,632	\$ 105,319	\$ 131,961	\$ 140,722	\$ 155,940	\$ 166,415	\$ 167,641	1.4	105.4
Other Expenses	\$ 83,542	\$ 97,238	\$ 121,370	\$ 132,200	\$ 148,795	\$ 158,454	\$ 160,996	1.4	92.7
TOTAL									
REVENUES	\$ 6,892,245	\$ 7,870,131	\$ 8,915,186	\$ 9,746,005	\$ 10,536,540	\$ 11,240,255	\$ 11,804,189	100.0	71.3
EXPENSES	\$ 6,771,787	\$ 7,455,545	\$ 8,485,145	\$ 9,303,369	\$ 10,104,581	\$ 10,870,329	\$ 11,301,007	100.0	66.9