

COLLEGE FOOTBALL REVENUES & EXPENDITURES, BY DIVISION

College football revenues grew from \$1.9 billion to more than \$3.2 billion between 2003 and 2009, an increase in excess of 70%. Expenses grew from \$1.3 billion to \$2.1 billion during the same period, an increase in excess of 66%.

NCAA member schools account for the dominant share of revenues and expenses, with 97% of the revenues and 95% of all expenses, whereas they have only an estimated 75% of all schools with football programs.

DEFINITION OF REVENUES SHOWN IN TABLE BELOW

All revenues attributable to intercollegiate football 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 football 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

EXAMPLE OF REVENUES NOT SHOWN IN TABLE BELOW

This would include revenues from gifts or media contracts in the name of the athletic department generally, rather than in the name of football specifically, even if these revenues were allocated to football after having been received.

COLLEGE FOOTBALL REVENUES AND EXPENDITURES, BY DIVISION (in \$ - Add 000)

Division	2003	2004	2005	2006	2007	2008	2009	% of total 2009	% Change 2003-2009
NAIA									
NAIA I Revenues	\$ 17,677	\$ 18,657	\$ 27,175	\$ 30,624	\$ 34,056	\$ 35,866	\$ 38,394		
NAIA I Expenses	\$ 17,325	\$ 17,609	\$ 26,281	\$ 28,636	\$ 33,911	\$ 35,351	\$ 37,361		
NAIA II Revenues	\$ 10,321	\$ 14,392	\$ 21,373	\$ 23,453	\$ 26,783	\$ 31,985	\$ 33,273		
NAIA II Expenses	\$ 14,653	\$ 14,430	\$ 21,311	\$ 22,939	\$ 26,699	\$ 31,649	\$ 32,944		
TOTAL NAIA REVENUES	\$ 27,998	\$ 33,049	\$ 48,548	\$ 54,077	\$ 60,839	\$ 67,851	\$ 71,667	2.0	156.0
TOTAL NAIA EXPENSES	\$ 31,978	\$ 32,039	\$ 47,592	\$ 51,575	\$ 60,610	\$ 67,000	\$ 70,305	3.3	119.9
NCAA									
NCAA I-A Revenues	\$ 1,579,597	\$ 1,635,430	\$ 1,803,692	\$ 2,035,063	\$ 2,280,370	\$ 2,415,504	\$ 2,575,439	79.3	63.0
NCAA I-A Expenses	\$ 897,526	\$ 974,517	\$ 1,082,598	\$ 1,223,068	\$ 1,299,599	\$ 1,436,163	\$ 1,471,961	68.7	64.0
NCAA I-AA Revenues	\$ 151,062	\$ 177,290	\$ 200,003	\$ 226,046	\$ 257,969	\$ 292,913	\$ 319,184	9.8	111.3
NCAA I-AA Expenses	\$ 191,606	\$ 205,784	\$ 230,643	\$ 256,290	\$ 283,118	\$ 310,540	\$ 324,164	15.1	69.2
NCAA I-AAA Revenues*	\$ 2,376	\$ 528	\$ 517	\$ 757	\$ 316	\$ -	\$ 5,177	0.2	117.9
NCAA I-AAA Expenses*	\$ 3,289	\$ 534	\$ 545	\$ 716	\$ 376	\$ -	\$ 5,177	0.2	57.4
NCAA II w/FB Revenues	\$ 69,030	\$ 86,423	\$ 103,089	\$ 116,686	\$ 131,363	\$ 142,569	\$ 157,446	4.8	128.1
NCAA II w/FB Expenses	\$ 82,367	\$ 92,719	\$ 108,914	\$ 122,992	\$ 135,966	\$ 144,568	\$ 155,963	7.3	89.4
NCAA III w/FB Revenues	\$ 41,847	\$ 49,403	\$ 55,113	\$ 62,432	\$ 69,755	\$ 76,038	\$ 78,780	2.4	88.3
NCAA III w/FB Expenses	\$ 48,954	\$ 52,848	\$ 59,230	\$ 65,983	\$ 71,501	\$ 76,460	\$ 77,803	3.6	58.9
TOTAL NCAA REVENUES	\$ 1,843,912	\$ 1,949,074	\$ 2,162,414	\$ 2,440,984	\$ 2,739,773	\$ 2,927,024	\$ 3,136,026	96.5	70.1
TOTAL NCAA EXPENSES	\$ 1,223,742	\$ 1,326,402	\$ 1,481,930	\$ 1,669,049	\$ 1,790,560	\$ 1,967,731	\$ 2,035,068	94.9	66.3
NCCAA									
NCCAA I Revenues	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
NCCAA I Expenses	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
NCCAA II Revenues*	\$ 71	\$ 84	\$ 120	\$ 94	\$ 354	\$ 597	\$ 728		
NCCAA II Expenses*	\$ 70	\$ 79	\$ 120	\$ 94	\$ 354	\$ 597	\$ 728		
TOTAL NCCAA REVENUES	\$ 71	\$ 84	\$ 120	\$ 94	\$ 354	\$ 597	\$ 728		
TOTAL NCCAA EXPENSES	\$ 70	\$ 79	\$ 120	\$ 94	\$ 354	\$ 597	\$ 728		
NJCAA									
NJCAA I Revenues*	\$ 9,362	\$ 12,096	\$ 14,157	\$ 15,095	\$ 18,947	\$ 19,080	\$ 20,948	0.7	123.8
NJCAA I Expenses*	\$ 11,342	\$ 11,675	\$ 13,982	\$ 15,074	\$ 18,451	\$ 18,984	\$ 20,191	0.9	78.0
OTHER									
Other Revenues*	\$ 7,328	\$ 9,012	\$ 11,447	\$ 12,315	\$ 13,399	\$ 14,286	\$ 13,176	0.4	79.8
Other Expenses*	\$ 8,022	\$ 8,005	\$ 10,173	\$ 10,946	\$ 12,586	\$ 13,194	\$ 12,408	0.6	54.7
TOTAL									
REVENUES	\$ 1,892,475	\$ 2,007,934	\$ 2,242,011	\$ 2,528,025	\$ 2,839,543	\$ 3,035,196	\$ 3,247,813	100.0	71.6
EXPENSES	\$ 1,279,546	\$ 1,382,767	\$ 1,559,295	\$ 1,753,204	\$ 1,888,806	\$ 2,073,809	\$ 2,143,886	100.0	67.6

Source: U.S. Department of Education

* Most of these schools do not offer football