

TABLE 3.14
REVENUE DISTRIBUTION PERCENTAGES
DIVISION I - FBS
Fiscal Year 2010
Based on Mean Values

	Public Schools Percent of		Private Schools Percent of		Total Subdivision Percent of	
	Gen. Rev.	Total Rev.	Gen. Rev.	Total Rev.	Gen. Rev.	Total Rev.
Total Ticket Sales	29%	24%	26%	19%	29%	23%
NCAA and conference distributions	20%	16%	23%	16%	21%	16%
Guarantees and options	2%	2%	2%	2%	2%	2%
Cash contributions from alumni and others	27%	22%	23%	16%	26%	21%
Third Party Support	0%	0%	1%	1%	0%	0%
Other:						
Concessions/Programs/Novelties	3%	3%	0%	0%	0%	0%
Broadcast Rights	3%	3%	2%	1%	3%	2%
Royalties/Advertising/Sponsorship	9%	7%	3%	2%	3%	3%
Sports camps	1%	1%	7%	5%	8%	7%
Endowment/Investment Income	2%	1%	1%	1%	1%	1%
Miscellaneous	3%	2%	10%	7%	3%	2%
Total Generated Revenues	100%	82%	100%	71%	100%	80%
Allocated Revenues:						
Direct Institutional Support		8%		0%		0%
Indirect Institutional Support		2%		20%		9%
Student Fees		7%		8%		3%
Direct government support		1%		1%		6%
Total Allocated Revenues		18%		0%		1%
Total All Revenues		100%		29%		20%
				100%		100%

Notes: Generated revenues represent revenues earned by the athletics department and do not include allocated revenues. Allocated revenues include direct institutional support, indirect support, student fees, and governmental support. These percentages are based on mean values, rather than medians. There were 103 public and 17 private institutions reporting.