

College Football Sports Biz Scavenger Hunt



HELPFUL HINT: In addition to online searches, students might consider reviewing this year's edition of our College Football by the Numbers PowerPoint!

1. Which brand had the presenting rights to this year's college football national championship game?

AT&T

2. Dr. Pepper kicked off their association with college football with an advertising campaign that featured a mascot. The mascot was "retired" in 2018, even though Dr. Pepper engages in marketing activations throughout the college bowl season. What was the mascot's first and last name?

Larry Culpepper

3. What company sponsored this year's Cotton Bowl?

Goodyear

4. What company has the naming rights to the stadium that hosted this year's Cotton Bowl between the Cincinnati Bearcats and Alabama Crimson Tide in Arlington, Texas?

The game was played at AT&T Stadium

5. How much does each conference whose teams participate in the Cotton, Fiesta, Peach or National Championship bowl game receive for expenses?

Each conference whose teams participate in the Cotton, Fiesta, or Peach Bowl, or in the national championship, receives \$2.63 million for expenses — an increase from \$2.43 million last season.

6. Which company is the presenting sponsor for ESPN's popular college football "Game Day" program?

Home Depot

7. What network aired this year's Sun Bowl and which schools played in the game?

CBS aired the Sun Bowl in which the Central Michigan Chippewas defeated the Washington State Cougars by a score of 24-21

8. What brand sponsored this year's Sun Bowl?

Kellogg's Frosted Flakes sponsored the event, and it is called the Tony the Tiger Sun Bowl

9. What is the nickname given to the annual Rose Bowl game?

"The Granddaddy of Them All"

10. What was the attendance figure for the 2022 Rose Bowl game?

87,842

11. What is the all-time record attendance for a Rose Bowl game?

A record 106,869 fans attended the 1973 Rose Bowl game

12. How many bowl games were scheduled to be played in the 2021-22 college football season (including the national championship game)?

44

13. How many games resulted in covid related cancelations in the 2021-22 bowl season?

5

14. Of the canceled Bowl Games, one was reportedly offering a payout of \$6.5 million (according to Forbes). Which game was it?

Holiday Bowl

15. Who was the sponsor of that bowl game?

San Diego County Credit Union

16. How much did ESPN pay for the 12-year deal that provides them with the rights to broadcast the three-game College Football Playoff (and four other bowl games)?

\$5.6 billion or \$7.3 billion would be acceptable answers, based on which report students read. Reports surfaced when the original deal was signed that the network paid \$5.6 billion but Sports Business Journal suggested later the deal was worth \$7.3 billion.

17. The California Raisin Bowl, which was played in Fresno from 1981 to 1991, relocated to what market in 1992 (where it is still played today)?

Las Vegas, Nevada

18. Which athletic apparel brand sponsors each of the four teams participating in this year's college football playoff?

Cincinnati Bearcats – Under Armour
Michigan Wolverines – Jordan Brand
Alabama Crimson Tide – Nike
Georgia Bulldogs – Nike

19. Which two teams participated in the first-ever college football game played at SoFi Stadium in Los Angeles?

This year's Jimmy Kimmel L.A. Bowl, played at SoFi Stadium, featured the Oregon State Beavers and Utah State Aggies, the venue's first-ever college football game

20. What type of company sponsored this year's Sugar Bowl?

Allstate is an insurance company

21. What is the oldest college football bowl game?

The Rose Bowl

22. According to Sports Business Journal, how many NIL deals did Alabama QB Bryce Young have over the course of the 2021-22 college football season?

The Sports Business Journal reported in December that Alabama quarterback Bryce Young had 14 NIL deals over the course of the 2021 season with an estimated value of more than \$1 million.

23. How many people reportedly tuned in to watch the 2022 Rose Bowl game between Utah and Ohio State?

With an average of 16.6 million viewers, the 2022 Rose Bowl between Utah and Ohio State tied for second-most watched game of the college football season

24. Many bowl games provide players with gift bags for participating in the event. This year, one bowl game gave out a belt buckle, a cowboy hat, and a bandana.

The TaxAct Texas Bowl provided players from LSU and Kansas State with a Nike backpack, a hat and drawstring bag, a belt buckle, a cowboy hat, and a bandana (via espn.lafayette.com)

25. According to this Yahoo! Sports [report](#), what was the most profitable college football program in 2021?

According to the report, the Texas A&M Aggies are the most profitable college football program with an average annual profit of \$94 million