**College Football Sports Biz Scavenger Hunt**



*Students at Sports Career Consulting member schools are eligible to participate in our college football scavenger hunt. To enter, teachers will submit the names of eligible students via email to* [*chris@sportscareerconsulting.com*](mailto:chris@sportscareerconsulting.com)*. We will select three winners at random from all the submissions with 20 or more* ***correct*** *answers. Those three lucky winners will receive their choice from several options (iTunes, Amazon, Starbucks etc) for a $10 gift card!*

***ENTRY INSTRUCTIONS:***

1. *Students will answer the “scavenger hunt” questions below*
2. *TEACHERS, please email the names of ALL students in your class who correctly answered at least 20 of the 25 questions to* [*chris@sportscareerconsulting.com*](mailto:chris@sportscareerconsulting.com) *by* ***Monday, January 24h*** *by 3:00 PM Pacific Time.* ***IMPORTANT****: Be sure to put Scavenger Hunt Contest Entry in the subject line!*

***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**

1. 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**

1. What company sponsored this year’s Cotton Bowl?

**Goodyear**

1. 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**

1. 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.**

1. Which company is the presenting sponsor for ESPN’s popular college football “Game Day” program?

**Home Depot**

1. 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**

1. 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**

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

**“The Grandaddy of Them All”**

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

**87,842**

1. What is the record attendance for a Rose Bowl game?

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

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

**44**

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

**5**

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

**Holiday Bowl**

1. Who was the sponsor of that bowl game?

**San Diego County Credit Union**

1. 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.**

1. 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**

1. 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**

1. 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**

1. What *type* of company sponsored this year’s Sugar Bowl?

**Allstate is an insurance company**

1. What is the oldest college football bowl game?

**The Rose Bowl**

1. 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.**

1. 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**

1. 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** [**espnlafayette.com**](https://espnlafayette.com/best-and-worst-of-2021-bowl-game-swag-bags/)**)**

1. 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**

**Please email the names of ALL students in your class who correctly answered at least 20 of the 25 questions to** [**chris@sportscareerconsulting.com**](mailto:chris@sportscareerconsulting.com) **& be sure to put “ Scavenger Hunt Contest Entry” in the subject line if you would like your students to have a chance to win a prize!**

**ENTRY DEADLINE: MONDAY, JANUARY 24th @ 3 PM PST**