



College Football Bowl \$eason

By the numbers...
2021-22 Edition



COLLEGE FOOTBALL
PLAYOFF

College Football Bowl Season by the Numbers

44

The 2021-22 college football bowl season was scheduled to feature 44 bowl games (up from 26 last year due to the pandemic), including the College Football Playoff and the national championship games



College Football Bowl Season by the Numbers

1968-1984

Compare that to 1968, when there were 11 bowls, or even 1984, when there were 18



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College Football Bowl Season by the Numbers

1997-2006

In the late 1990s the bowl field began expanding rapidly, reaching 20 games in 1997, 25 in 2000 and 32 in 2006



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College Football Bowl Season by the Numbers

5

The 2021-22 college football bowl season saw 5 games canceled due to covid outbreaks, including the Hawai'i Bowl, Military Bowl, Fenway Bowl, Arizona Bowl, and Holiday Bowl



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College Football Bowl Season by the Numbers

\$6.5 million

Of the games canceled, the Holiday Bowl is by far the most prestigious, having a payout reportedly topping \$6.5 million, according to a Forbes report



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College Football Bowl Season by the Numbers

3

Of the games, ESPN (and its affiliates including ABC and ESPN2) held the broadcast rights to all but three of them (Barstool Sports held the rights to the Arizona Bowl, Fox had the rights to the canceled Holiday Bowl and the Tony the Tiger Bowl aired on CBS)



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College Football Bowl \$season by the Numbers

\$35 million

Industry experts estimate title sponsors for the “New Year’s Six” bowl games (Capital One, Allstate, Goodyear, Northwestern Mutual, Chick-fil-A, PlayStation) typically pay around \$35 million each for their title sponsorships in a package that includes advertising spots throughout the college football regular season)



Source: <http://www.miamiherald.com/news/business/biz-monday/article52690925.html#storylink=cpy>

**NEW
YEAR'S
SIX**



College Football Bowl \$season by the Numbers

\$80 million

College bowl game season is a big event for the Central Florida's sports industry, bringing in \$80 million in economic impact (according to a story published in the *Orlando Business Journal*)



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College Football Bowl Season by the Numbers

\$5.6 billion

ESPN has a lot at stake with ratings for the College Football Playoff...the network invested \$5.64 billion in a 12-year deal to televise the 4-team playoff in 2012



College Football Bowl \$season by the Numbers

\$2.6 million

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.



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College Football Bowl Season by the Numbers

17.2 million

The Orange Bowl College Football Playoff semifinal featuring Georgia's 34-11 win over Michigan drew 17.2 million viewers, making it the second highest rated bowl game this college football season



College Football Bowl \$season by the Numbers

22.6 million

Monday's national championship between Georgia and Alabama, despite drawing more viewers than any other bowl game this season with an average of 22.6 million viewers, ranked as the second-lowest title game viewership in 16 years.



COLLEGE FOOTBALL
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College Football Bowl Season by the Numbers

34.2 million

The inaugural CFP national championship in 2015 between Oregon and Ohio State still holds the record for the highest viewership of the playoff era with an average of 34.2 million viewers.



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College Football Bowl Season by the Numbers

29,896

The Jimmy Kimmel L.A. Bowl between the Oregon State Beavers and the Utah State Aggies was the first-ever college football game to be played at the new SoFi Stadium (home to the NFL's LA Rams and LA Chargers), drawing nearly 30,000 fans



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College Football Bowl Season by the Numbers

6,557

The Myrtle Beach Bowl between the Old Dominion Monarchs and Tulsa Golden Hurricanes was the lowest attended bowl game this college football season, drawing just over 6,500 fans



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College Football Bowl Season by the Numbers

87,842

The 2022 Rose Bowl between the Ohio State Buckeyes and the Utah Utes was the highest attended bowl game this college football season, drawing nearly 88,000 fans



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College Football Bowl Season by the Numbers

\$1.5 billion

According to a report published two years ago, the economic impact of the nation's college bowl games is \$1.5 billion annually



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College Football Bowl \$eason by the Numbers

\$94 million

According to a Yahoo! Sports report, the Texas A&M Aggies are the most profitable college football program with an average annual profit of \$94 million, narrowly edging out the Texas Longhorns (\$92 million average annual profit)



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College Football Bowl \$eason by the Numbers

\$400

After starting at the \$1,000 level for get-in price when the teams were finalized, prices leveled off at roughly below \$400 for the cheapest seat making it one of the least-expensive ticket prices for a National Championship game in years



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College Football Bowl \$season by the Numbers

\$1 million

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



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Discussion Questions



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College Football Bowl Season by the Numbers



What are broadcast rights? Why do you think ESPN invested so much in the rights to the college football playoffs?



What are ratings? Why are they important to sponsors and advertisers?



College Football Bowl Season by the Numbers



What is economic impact? Why is it an important concept when it relates to mega events like the Super Bowl, Olympic Games and NCAA Tournament?



What factors influence economic impact? How do you think the pandemic influenced the impact of this year's bowl games on the economies of host cities?



College Football Bowl Season by the Numbers



How do you think the pandemic has impacted the business of college football? How did it impact this year's bowl season?



Why do you think companies invest millions for the naming rights to bowl games? Why is sponsorship important to organizers of a bowl game? Can you name 5 sponsors of this year's bowl games?



College Football Bowl Season by the Numbers



Ratings were down for this year's title game compared to other non-covid seasons in the past decade. Do you think college football business professionals (including Bowl Game organizers, sponsors, the NCAA and its conferences and broadcast partners) should be worried? Why or why not?



College Football Bowl Season by the Numbers



What is leadership? Why is leadership important? Why do you think leadership might be particularly important when navigating the pandemic and preparing for the future?



What is NIL?

