

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

5. How much does each conference whose teams participate in the Cotton, Fiesta, Peach or National Championship bowl game receive for expenses?
6. Which company is the presenting sponsor for ESPN's popular college football "Game Day" program?
7. What network aired this year's Sun Bowl and which schools played in the game?
8. What brand sponsored this year's Sun Bowl?
9. What is the nickname given to the annual Rose Bowl game?
10. What was the attendance figure for the 2022 Rose Bowl game?
11. What is the all-time record attendance for a 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)?
13. How many games resulted in covid related cancelations in the 2021-22 bowl season?

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

15. Who was the sponsor of that bowl game?

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)?

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)?

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

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

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

21. What is the oldest college football bowl game?

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?
23. How many people reportedly tuned in to watch the 2022 Rose Bowl game between Utah and Ohio State?
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.
25. According to this Yahoo! Sports [report](#), what was the most profitable college football program in 2021?