

# **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 a \$10 Amazon 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 **January 25<sup>th</sup>** 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**

2. For the last 13 years, one brand has built a “Heisman House” campaign around college football, featuring past Heisman Trophy winners. Which brand is it?

**Nissan**

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 Classic between the Missouri Tigers and Ohio State Buckeyes in Arlington, Texas?

**The game was played at AT&T Stadium in Arlington, Texas.**

5. Which two companies held the naming rights to this year's playoff semifinal games?

**Prudential held the naming rights to the Rose Bowl game between Alabama and Michigan and Allstate held the rights to the Sugar Bowl game between Texas and Washington**

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

**Home Depot**

7. CBS only held the broadcast to one game this year. What was it, which schools played in the game, and who won?

**CBS aired the Tony the Tiger Bowl in which the Notre Dame defeated Oregon State by a score of 40-8.**

8. Maryland beat Auburn in a bowl game this year. What company held the naming rights to the stadium at which the game was played?

**The Music City Bowl was played at Nissan Stadium in Nashville.**

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 2023 Rose Bowl game?

**94,873**

11. What is the 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 2023-24 college football season (including the national championship game)?

**43 (including the National Championship game)**

13. This year's CFP semifinal between Michigan and Alabama on Jan. 1 represented one of the 10 most-watched cable TV telecasts of all time. How many people watched the game?

**27.2 million fans watched the game on television.**

14. How many teams will make the postseason college football playoffs in the 2025 season?

**The CFP will expand the number of teams from 4 to 12 in the 2025 season**

15. Who was the presenting sponsor of this year's Jimmy Kimmel LA Bowl?

**Stifel**

16. When does ESPN's contract as the sole rights holder for the CFP expire?

**ESPN is the sole rights holder in a 12-year contract, which expires after the 2025 season.**

17. In 2022, one company discontinued its association with what is now known as the ReliaQuest Bowl. It was the longest continuous title sponsorship in college bowl history. What company was it?

**Outback Steakhouse. Though it had signed a six-year extension in 2019, its parent company decided to discontinue its association with the game in March 2022 in a cost-cutting measure, ending the longest continuous title sponsorship in college bowl history and resulting in a temporary renaming of the game to Tampa Bay Bowl. In June 2022, Tampa-based cybersecurity company ReliaQuest was announced as the new title sponsor.**

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

**Alabama – Nike  
Michigan – Jordan Brand  
Texas – Nike  
Washington – Adidas**

19. Which bowl game featured two teams that are sponsored by Under Armour, and what are the two teams?

**Northwestern beat Utah 14-7 in this year's Las Vegas Bowl. Both schools are sponsored by Under Armour.**

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

**Allstate is an insurance company**

21. What is the oldest college football bowl game?

**The Rose Bowl**

22. According to NIL valuation firm On3, which current college football quarterback has the highest projected NIL value?

**On3 projects the NIL value of Colorado's QB Shedeur Sanders to be an estimated \$4 million.**

23. How many people tuned in to watch this year's Sugar Bowl between Washington and Texas?

**The Washington-Texas Sugar Bowl drew 18.4 million viewers, down 18% from last year's Georgia-Ohio State Peach Bowl (22.45M) and is the least-watched New Year's Day semifinal in CFP history.**

24. According to USA Today, which collegiate athletic program generated the most revenue in 2022 (the latest rankings)?

**According to the report, Ohio State raked in \$251.6 million in 2022, more than any other collegiate athletic program – NOTE that this is across all sports, not just football (source: <https://www.on3.com/news/usa-today-releases-top-25-total-revenue-college-athletics-programs>)**

25. Which college football program has the most Instagram followers?

**Alabama leads the way on Instagram with 1.2 million followers.**

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**ENTRY DEADLINE: JANUARY 25th @3 PM PST**