

College Football Sports Biz Scavenger Hunt



1. Which brand had the presenting rights to this year's college football national championship game?
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?
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 Classic between the Missouri Tigers and Ohio State Buckeyes in Arlington, Texas?
5. Which two companies held the naming rights to this year's playoff semifinal games?
6. Which company is the presenting sponsor for ESPN's popular college football "Game Day" program?
7. CBS only held the broadcast to one game this year. What was it, which schools played in the game, and who won?
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?
9. What is the nickname given to the annual Rose Bowl game?

10. What was the attendance figure for the 2023 Rose Bowl game?
11. What is the record attendance for a 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)?
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?
14. How many teams will make the postseason college football playoffs in the 2025 season?
15. Who was the presenting sponsor of this year's Jimmy Kimmel LA Bowl?
16. When does ESPN's contract as the sole rights holder for the CFP expire?
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?
18. Which athletic apparel brand sponsors each of the four teams that participated in this year's college football playoff?
19. Which bowl game featured two teams that are sponsored by Under Armour, and what are the two teams?
20. What type of company sponsored this year's Sugar Bowl? What type of business are they?

21. What is the oldest college football bowl game?
22. According to NIL valuation firm On3, which current college football quarterback has the highest projected NIL value?
23. How many people tuned in to watch this year's Sugar Bowl between Washington and Texas?
24. According to USA Today, which collegiate athletic program generated the most revenue in 2022 (the latest rankings)?
25. Which college football program has the most Instagram followers?