



# College Football Bowl \$eason

By the numbers...  
2023-24 Edition



COLLEGE FOOTBALL  
**PLAYOFF**



# College Football Bowl Season by the Numbers

# 43

The 2023-24 college football bowl season featured **43** postseason games, including the College Football Playoff semifinals and national championship games



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# 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

## 3

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





# 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 \$eason 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

## **\$6 million**

Each conference gets \$6 million for every football team it sends to a playoff semifinal game. They also get an additional \$4 million for participation in one of the other non-playoff New Year's Six bowl games.



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# College Football Bowl Season by the Numbers

## **\$2.74 million**

There is no additional revenue added for making the national championship game.

-- Each conference gets an additional \$2.74 million to cover travel expenses for each game.



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# College Football Bowl Season by the Numbers

# 17.22 million

Last year's national championship game in which Georgia beat TCU by a score of 65-7 was the least-watched game in CFP history, drawing just 17.22 million viewers.



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# College Football Bowl Season by the Numbers

## 27.2 million

By contrast, this year's CFP semifinal between Michigan and Alabama on Jan. 1st represented one of the 10 most-watched cable TV telecasts ever, drawing 27.2 million viewers.



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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

# 12

The College Football Playoff announced last year that it would expand the postseason from four teams to twelve for the 2025 season.



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# College Football Bowl Season by the Numbers

## 32,780

The Jimmy Kimmel L.A. Bowl between the Oregon State Beavers and the Utah State Aggies in 2021 was the first-ever college football game to be played at the SoFi Stadium (home to the NFL's LA Rams and LA Chargers), drawing nearly 30,000 fans. In 2023, UCLA played Boise State, drawing 32,780 fans.



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# College Football Bowl Season by the Numbers

# 16,238

The first iteration of the Wasabi Fenway Bowl was supposed to be played two years ago. But that December 2020 game was canceled. Then the 2021 game was scrapped because of a COVID-19 outbreak among one of the teams scheduled to play. In 2022, the game was finally played at Fenway Park for the first time, in front of nearly 15,000 fans, with the Louisville Cardinals defeating the Cincinnati Bearcats. This year, the game between Boston College and SMU drew 16,238.





# College Football Bowl Season by the Numbers

## 5,632

The Famous Toastery Bowl between Western Kentucky and Old Dominion was the lowest-attended bowl game this college football season, drawing just 5,632 fans to Charlotte's Jerry Richardson Stadium



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# College Football Bowl Season by the Numbers

# 96,371

The 2024 Rose Bowl between Michigan and Alabama was the highest attended bowl game this college football season, drawing over 96,000 fans



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# College Football Bowl \$eason by the Numbers

## **\$1.5 billion**

According to one estimate, the aggregate economic impact of the nation's college bowl games is \$1.5 billion annually



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# College Football Bowl Season by the Numbers

## \$1,302

The cheapest seat for a ticket to this year's championship game on the secondary market was \$1,302 on the day of the game, nearly \$1,000 more than prices for last year's game which had a get-in price of \$342





# College Football Bowl \$season by the Numbers

## \$1.3 million

According to On3, a firm that projects HS and college athlete NIL values, Michigan's QB J.J. McCarthy is the 14<sup>th</sup> most valuable athlete with a NIL valuation at \$1.4 million while Michael Penix Jr., Washington's QB, ranks #16 with a value of \$1.3 million



# College Football Bowl \$season by the Numbers

## \$4 million

On3 places the NIL values of Colorado's Shedeur Sanders at \$4 million, more than any other college athlete and just slightly less than USC's Bronny James



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# College Football Bowl \$eason

## 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? What is the difference between direct effects and indirect effects?



# College Football Bowl Season by the Numbers



What is licensed merchandise? Why is licensing important to the NCAA, the CFP, and participating schools?



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



The College Football Playoff announced this year that it will expand the postseason from four teams to twelve for the 2025 season. Why do you think they are expanding the number of teams in the playoffs? Why do you think they are moving from four to twelve teams? How do you think that will impact the business of college football?



# 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? Why is NIL important? Why would a business want to partner with a high school or college athlete to promote its brand, products, or services?







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**SOURCES**



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