

## *The Economy's Impact on NCAA Division I External Revenues*

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NCAA Division I Athletic programs need to generate significant revenues from external areas such as corporate sponsorship, ticketing, fundraising, and merchandising in order to meet university budget goals and provide the necessary resources to be competitive in the high stakes “arms race” of college athletics.

The recent downturn in the economy has caused corporations to cut jobs, budgets, and re-forecast revenues. Are college and university athletic programs affected by this economic downturn? In this study, we created an email survey and requested responses from 343 NCAA Division I Directors of External Affairs (Associate AD, Assistant AD, Director, or other similar title) to determine if the economy has affected their ability from an institutional perspective to generate revenues. We will present our survey results and identify what external revenue streams have been affected according to NCAA Division I External Affairs contacts. Preliminary results indicate that over 90% of survey respondents feel that the economy has negatively impacted their ability to generate revenue. Additionally, cash corporate sponsorship agreements have been the most challenging revenue stream for NCAA I Athletic Programs to secure in this current economic environment.

In our presentation, we will also explore the factors administrators believe play the most significant role in their ability to generate revenues annually. NCAA Division I Athletic Programs have seen a reduction in External Affairs budgets and staffing, travel, professional development, media guides, and radio/television advertising. Additionally, we have examined season and single game ticket sales in premium / non-premium locations for Football and Men's/Women's Basketball to see if there has been positive or negative effects on sales and revenues in the past two seasons (2008-09 and 2009-10) and we will discuss the results.