The NCAA receives most of its annual revenue from two sources. That money is distributed in more than a dozen ways — almost all of which directly support NCAA schools, conferences and nearly half a million student-athletes.

WHERE IT COMES FROM

$821.4M
Division I Men's Basketball Championship television and marketing rights

$129.4M
Championships ticket sales

WHO IS SUPPORTED

Student-athletes are at the heart of the NCAA’s mission.
HOW IT’S DISTRIBUTED

$210.8M
Sport sponsorship and scholarship funds
Distributed to Division I schools to help fund NCAA sports and provide scholarships for college athletes.

$160.5M
Division I basketball performance fund
Distributed to Division I conferences and independent schools based on their performance in the men’s basketball tournament over a rolling six-year period. The money is used to fund NCAA sports and provide scholarships for college athletes.

$96.7M
Division I championships
Provides college athletes the opportunity to compete for a championship and includes support for team travel, food and lodging.

$82.2M
Student assistance fund
Distributed to Division I student-athletes for essential needs that arise during their time in college.

$71.8M
Student-athlete services and championship support
Includes funding for catastrophic injury insurance, drug testing, student-athlete leadership programs, NCAA postgraduate scholarships and additional Association-wide championships support.

$74.3M
Other Association-wide expenses
Includes support for Association-wide legal services, communications and business insurance.

$46.7M
Academic enhancement fund
Distributed to Division I schools to assist with academic programs and services.

$42.3M
Division II allocation
Funds championships, grants and other initiatives for Division II college athletes.

$40.3M
Division I equal conference fund
Distributed equally among Division I basketball-playing conferences that meet athletic and academic standards to play in the men’s basketball tournament. The money is used to fund NCAA sports and provide scholarships for college athletes.

$39.6M
Membership support services
Covers costs related to NCAA governance committees and the annual NCAA Convention.

$39.7M
General and administrative expenses
Funds the day-to-day operations of the NCAA national office, including administrative and financial services, information technology and facilities management.

$28.2M
Division III allocation
Funds championships, grants and other initiatives for Division III college athletes.

$9.5M
Division I conference grants
Distributed to Division I conferences for programs that enhance officiating, compliance, minority opportunities and more.

$3.3M
Educational programs
Supports various educational services for members to help prepare student-athletes for life, including the Women Coaches Academy, the Emerging Leaders Seminars and the Pathway Program.

DID YOU KNOW?

Of 90 NCAA championships, only five (all in Division I) generate as much money as they cost to run:
• Men’s basketball
• Men’s ice hockey
• Men’s lacrosse
• Wrestling
• Baseball

The Division I College Football Playoff and bowl games are independently operated, and the NCAA does not receive revenue from these events.

Beginning in 2019-20, a portion of NCAA revenue will be distributed to Division I schools based on their student-athletes’ academic performance.

Learn about other NCAA 101 topics at ncaa.org/about.