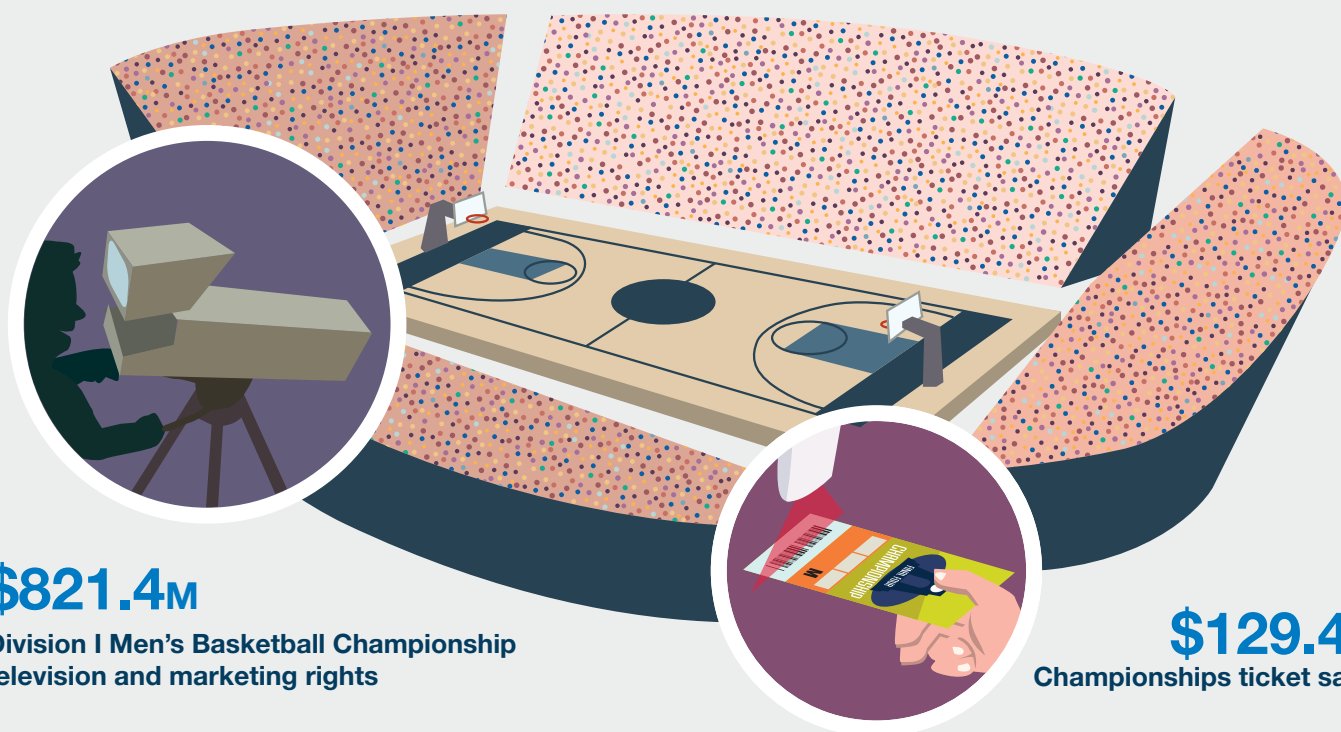


Where Does The Money Go?

NCAA 101

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 IT SUPPORTS

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.

\$50.3M

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.

\$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.

\$39.6M

Membership support services

Covers costs related to NCAA governance committees and the annual NCAA Convention.

\$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.

\$74.3M

Other Association-wide expenses

Includes support for Association-wide legal services, communications and business insurance.

\$39.7M

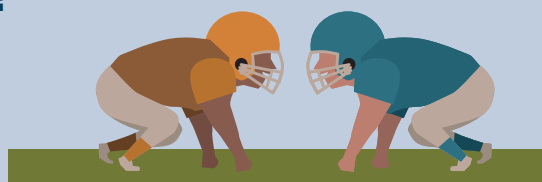
General and administrative expenses

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

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.