The bowl game will allow University officials to contact alumni and solicit private donations, Brand said

"Whether we like it or not. the real world is such that people are more likely to make contact with the University and donate money through our visibility in athletics." Brand said.

The maximum size of the official party is being kept to 14 people, which is a conservative figure compared to the number of people other universities send to bowl games. Brand

The University does not know the total cost of the trip because the number of officials

who will accept invitations has not been determined. Walton

The athletic department estimated a \$200,000 to \$300,000 deficit because the University was required to buy 14,000 tickets, but Brand said the school could break even from the bowl game.

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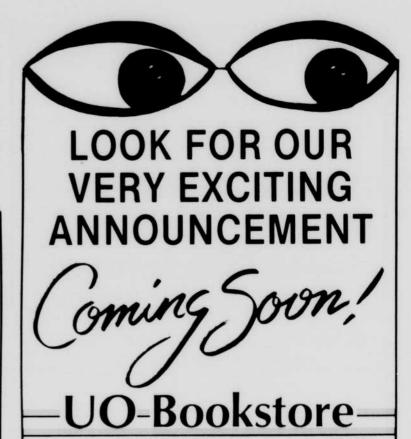
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