



Rose Bowl berth offers more than football game

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Oregon Daily Emerald

On Jan. 2, 1995 approximately 400,000 people will be watching the No. 12 Oregon Ducks take on No. 2 Penn State in the 81st edition of the Rose Bowl.

There will be parades and floats and other opportunities — like a 60-second spot on ABC — for the promotion of Oregon, its football team, marching band and the University in general.

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The football team was better off financially even before the Rose Bowl announcement. The Ducks, who were only scheduled to be televised once this season, were actually televised five times, each broadcast receiving \$150,000. They received \$600,000 more than expected, according to Sandy Walton, business manager of the athletic department at Oregon.

This money will be borrowed by the marching band so that they can buy new uniforms. It will also go toward the purchase of some new medical equipment the Ducks will take with them to Pasadena, said Walton.

With the extra money that comes into the athletic department from the Rose Bowl "we'll do some upgrading," Walton said.

Since 1989, Oregon has been to three bowl games — two Independence Bowls and one Freedom Bowl. Because these bowls just pay a flat fee to teams and don't pay travel and non-travel expenses, Oregon either broke even or lost money by participating.

According to Dan Williams, vice president for administration and director of athletics at Oregon, approximately \$10-12,000 was lost on the last two Independence Bowls in which Oregon played.

IN THE GREEN

■ **ROSE BOWL PAYOFF:** The Pac-10 and the Big 10 each receive \$6.5 million.

■ **MERCHANDISING:** Manufacturers pay 14 percent in royalties on Rose Bowl merchandise. Seven percent goes to the Pasadena Tournament of Roses licensing department. The other 7 percent goes to Penn State or Oregon — depending on which logos are used.

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During the Freedom Bowl the University just broke even, he said.

A unique fixture of the Rose Bowl is that it gives teams extra money so they can afford to bring their band, cheerleaders and other enthusiasts to Pasadena.

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According to Jim Muldoon, an assistant commissioner specializing in public relations for the Pac-10 Conference, \$6.5 million from the Tournament of the Roses is split ten ways between all of the teams in the Pac-10 Conference.

All ten teams receive approximately \$500,000 each year, regardless of whether or not they are competing in the Rose Bowl.

The same amount of money, \$6.5 million, is also given to the Big Ten Conference.

The money that Oregon receives from the Tournament of the Roses goes directly into the operating budget of the athletic department, said Williams.

This year, since the Ducks defeated Oregon State and earned a Rose Bowl

bid, they will also receive 400 round trip coach tickets to Pasadena and an extra \$860,000 toward non-travel expenses, such as food and housing.

"If you manage that well you can save a little money but not much," Williams said. "It's very valuable but not in a dollars and cents way."

"The real advantage is not financial, it is the visibility that you get for your football team."

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For many, the visibility and publicity are the exciting part of the game. And for others, the money gained from a Rose Bowl berth provides the excitement — as the University of Wisconsin found out last year.

"The significant impact of the Rose Bowl came in the area of licensing royalties," said Vince Sweeney, marketing and licensing director of the athletic department at the University of Wisconsin at Madison. The Badgers represented the Big Ten in last year's Rose Bowl.

According to Sweeney, the year before the Rose Bowl, Wisconsin made \$300,000 in licensing royalties. The year of the Rose Bowl, the gross revenue had increased by nearly 470 percent to \$1.4 million.

A large amount of the revenue Wisconsin made from licensing its Badger and university logos went toward scholarships from the chancellors office, and nearly \$500,000 went to the construction of an athletic supports system, which is a tutorial and resource service accessible to all students, Sweeney said.

According to Matt Dyste, licensing director at Oregon, manufacturers pay 14 percent in royalties on Rose Bowl merchandise they produce.

Seven percent of this money goes to

the Pasadena Tournament of Roses licensing department and the other seven percent is divided between the schools represented on the product, Dyste said.

So, if a T-shirt has a Rose Bowl logo and an Oregon Duck logo, Oregon will receive seven percent of the sale. If the shirt also has a Penn State logo, Oregon would get 3.5 percent of the royalties and Penn State would also receive 3.5 percent.

The money Oregon earns from licensing royalties will go first to support the licensing, public affairs and development department. After that it will be directed toward funding other departments, Dyste said.

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"There are many benefits, and Oregon will experience all of them, I'm sure," Sweeney said. "(The Rose Bowl) obviously helped from a recruiting standpoint and an alumni standpoint."

Alumni are more likely to give to their alma mater if they are enthusiastic about how well the school is doing, explained Sweeney.

"You can expect an increase in donations from the enthusiasm generated," said Muldoon.

Money is already pouring into the Oregon Bookstore and the Duck Shop at Autzen Stadium from the blossoming sales of Rose Bowl products.

"We're estimating we'll do, on Rose Bowl merchandise sales from now and the game, somewhere between \$500,000 to \$750,000," said University Bookstore general manager Jim Williams.

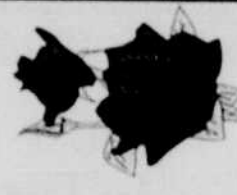
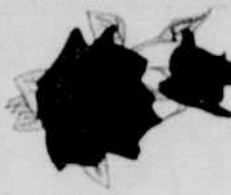
Williams said he anticipates the student and faculty discount on books at the University Bookstore will go up from nine to 10 or 11 percent because of Rose Bowl item profits.

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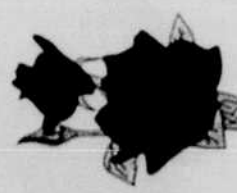
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