

At least the Ducks aren't the Bucks

Sports tickets are a hot commodity, no doubt about it.

And the more controversial, successful or bizarre a sports team or individual is, the hotter the associated ticket is.

Take, for example, Tuesday night's Milwaukee Bucks game, which was plumb sold out.

Considering that the Milwaukee Bucks are indeed strangers to sell-out crowds, it doesn't take a brain surgeon to figure out that the

majority of those fans were there to see the Chicago Bulls get their record 70th win of the season. Now, had Tuesday night been the Bulls'

69th win or even 71st win of the season, the game would not have been as hot of a commodity as it was. But an unusual atmosphere seems to draw people out of the woodwork — no matter if they have to pay the \$200 price tag that scalpers put on the head of a Milwaukee home game or not.

Just to get to smell that record-setting air is enough to justify shelling out the cash. It doesn't, however, take just that once-in-a-lifetime event to drive ticket prices sky-high. Just one excellent player, one pensioner returning from a suspension or one player with a weird tattoo or crazy hairstyle coming into town can drive people into a ticket-buying frenzy, creating a demand for tickets that drives the price up proportionally.

As students at this University, many of us have seen the rather shady characters hanging outside of McArthur Court before the big UCLA or Arizona games, asking either if you have tickets (that they can buy and quickly turn around and sell for a profit) or if you want tickets (at an enormously high price).

One time I saw a guy on University Street buy and sell three pairs of tickets in less than five minutes — and the bills exchanged weren't \$1 or even \$10 bills.

Court-side non-student tickets were \$16.50 per game last year — that is, after the initial \$500 donation that a ticket-holder shells out. That's a lot of money to pay for a game — and Oregon fans don't get to see Michael Jordan lead his

OPINION



Tom Kearney



Oregon's Club Sports Crew had a strong outing at the Dexter Reservoir Covered Bridge Regatta, led by the women's Varsity Eight (above), which had its way with Puget Sound and Willamette while en-route to a first-place finish.

Skydiving team added to Club Sports roster

Oregon Club Sports has added a skydiving team to its list of club sports. The Flying Ducks will compete against Oregon State, Arizona State and Arizona and also perform at some exhibitions.

Oregon set for Pacific tourney this weekend

Sixteen women's volleyball teams, including the Oregon Club Sports women's volleyball team, will converge upon Pacific University this Sunday for a regional tournament.

The tournament seeds teams

from AA to BB, and last season Oregon went in as an A seed only to be dropped to a BB seed — where it won the bracket. But Oregon's Donna Goode doesn't want that to happen again.

"Hopefully we will stay in A," Goode said. "We probably won't take it, but I would rather be in the middle of A than win it at BB."

Ducks sail into third place at Fern Ridge

The Oregon Club Sports sailing team took third place in the women's national eliminations at Fern Ridge last weekend.

Western Washington earned a chance to compete in the

national meet in Wisconsin with the first-place finish. Washington picked up the second-place finish in the three team race.

"I learned a lot more this weekend than in the past three weeks," Oregon's Ingrid Van Heeckeren said.

Ironically, after a week of stormy weather, the Fern Ridge race was delayed three hours because of a lack of wind.

— Ryan Frank

Final tally says Ducks had strong outings

The results are in from Oregon Club Sport crew's Dexter Reservoir Covered Bridge Regatta



ta and both the men's and women's teams showed well in many races.

Perhaps the most exciting race of the day was the men's Varsity Eight final. The Ducks surged past Puget Sound in the last 200 meters to finish the 2,000-meter race in 6-minutes, 17.02 seconds, just ahead of

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Nike apparel acutely apparent at college games

■ **MARKETING:** Eleven colleges are outfitted from head to toe by the globally-known company

BEAVERTON (AP) — At U.S. colleges and universities, Nike is the undisputed sports apparel powerhouse. It has 200 to 250 colleges under contract for either football, basketball or both.

The deal Mike Krzyzewski of Duke signed with Nike is believed to be the biggest of any coach anywhere. Georgetown's John Thompson sits on Nike's board of directors.

Eleven colleges — Florida State, North Carolina, Miami, Colorado, Illinois, Michigan, Ohio State, Penn State, Oregon, Southern Cal and Alabama — have lucrative "all-around" contracts with Nike. Reebok has similar agreements with UCLA, Texas and Wisconsin.

The companies provide shoes and uniforms for all sports and pay the universities millions of dollars. In exchange, Nike and Reebok get worldwide marketing rights to the university's athletic merchandise.

Michigan is second only to Notre Dame in athletic merchandise sales among U.S. universi-

ties. Notre Dame handles its own merchandising and has agreements with several companies.

In its deal signed last year, Ohio State will receive an estimated \$9.25 million over five years. The university's coaches will divide \$725,000 a year and Nike will pay \$100,000 per year for marketing and advertising.

"If people could get away from this attitude that Nike is in this to control these universities, they would better understand what these things are all about," said Steve Miller, former director of college sports marketing. "They are outstanding business arrangements where we make money and the universities make money."



- **WEDNESDAY:** Professional Sports
- **TODAY:** College and Olympic Sports
- **FRIDAY:** Oregon Sports

The connections can be traced to the late 1970s, when Sonny Vaccaro, now with Adidas, worked for Nike. Vaccaro, well-connected with basketball coaches, told Knight that if Nike wanted to make its mark in college sports, it should start paying coaches to have their teams wear its shoes.

"What I opened up was a whole new business," Vaccaro said. "That's a fact. Shoe contracts was a whole new industry. In most cases now, the coaches make more from their shoe contracts than their university pays them."

Eventually, Nike decided it would be better to have an agreement with the entire university than just individual coaches. Most of its new deals with coaches, even for just one sport, are with the university and not the individual.

The only problem with these deals, Vaccaro said, is that none of the money goes to the athletes who are generating it.

"I don't think there's anything wrong with the universities making deals," he said. "I think what's wrong is part of the money

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