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Banking on bowl games

A comparison of the revenue awarded to the University in its last four major bowl appearances:

	'02 Fiesta Bowl	'00 Holiday Bowl	'96 Cotton Bowl	'95 Rose Bowl
Total Pac-10 share:	\$11,787,000	\$2 million	\$2 million	\$6,740,000
UO participation share:	\$1,150,000	\$92,000	\$74,000	\$555,000
UO membership share:	\$1 million	\$1,090,000	\$1,250,000	\$1,180,000

Russell Weller Emerald Source: UO Athletic Department

Bowl games

continued from page 1

This year's Fiesta Bowl generated an \$11,787,000 base share for each team in the Pacific-10 and Big 12 conferences.

The Rose Bowl, which hosted this year's National Championship, has a separate contract and pays its participants directly when Pasadena hosts a non-BCS game. Then, according to BCS rules, the conferences split the money among the schools in the conferences - the "member share." Each Pac-10 and Big 12 school will receive a member share of slightly more than \$1 million this year.

"Every conference has a different distribution scheme," Rose Bowl CEO Mitch Dorger said. "The Pac-10 is a 'full-share' conference, meaning whatever comes in is divided by a certain number and allocated in an equal share."

The Big 12 also is a full-share conference, Dorger said.

Besides payments to teams and conferences, the BCS contributes \$4.2 million of the total sum to Division I and II conferences to ensure college football's overall health. The BCS also pays \$100,000 to the foundation that manages the weekly BCS rankings - the National Football Foundation and College Hall of Fame.

BCS revenues, which come from ABC Sports and the bowl executives,

are more lucrative than payments from non-BCS bowls, Cotton Bowl spokesman Michael Konradi said.

"This year, our payout was approximately \$2.5 million (base share) to each team," he said. "It's the second highest payout of a non-BCS bowl behind the Citrus, but it's significantly less than what the Ducks made for going to the Fiesta."

But the BCS also awards a flat payout - the "participation share" - to the teams just for making it to the bowl game.

Heeke said the University's participation share was about \$1.1 million, and nearly all of it paid for Fiesta Bowl travel expenses such as hotels, a chartered plane and, chips aside, meals.

Player perks

But it was tough to put the chips aside this year at the Fiesta Bowl, if only because of availability and sheer volume, Athletic Department officials said.

Each bowl generally awards participating student athletes with gifts, but the decadence of those gifts has limits.

Under NCAA rules, a bowl must limit its gifts to each player participating in its shindig to \$300. For the Ducks, that meant Fiesta Bowl T-shirts, jackets, and the aforementioned, corn-based hors d'oeuvres.

"As with most rules, we try to set a standard for everyone," NCAA spokeswoman Jane Jankowski said. "If there's no limit, you create a competition that we prefer not to have, with one sponsor trying to outdo another."

E-mail higher education reporter Eric Martin at ericmartin@dailyemerald.com.

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