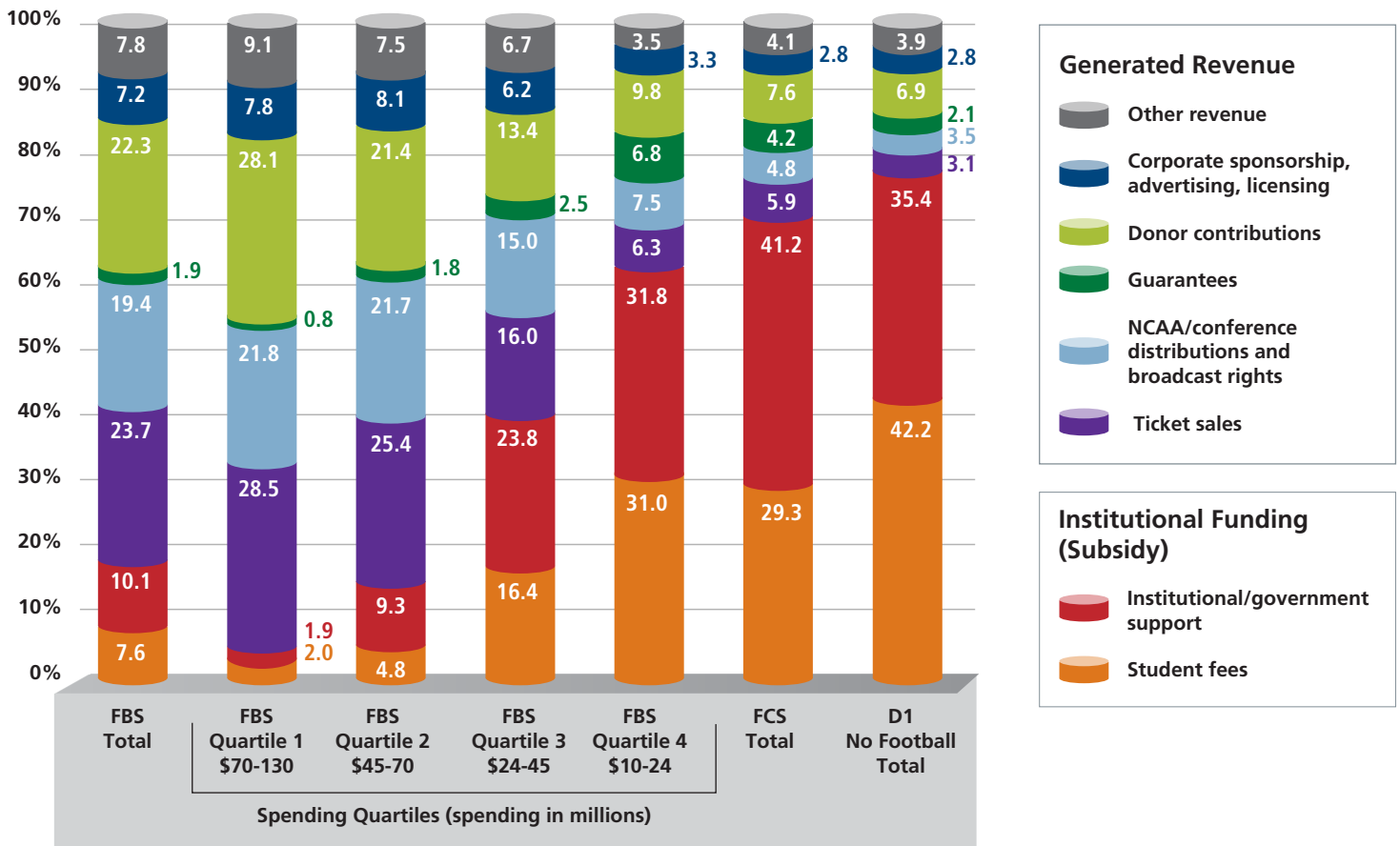


Figure 3:

## Where the Money Comes From...

Sources of Athletic Budget Revenue for Division I Institutions, 2010



This figure shows the major revenue sources for each Division I Subdivision and each FBS Quartile. "Guarantees" are revenues received for participation in away games. The "Other revenue" category includes concessions, endowments, sports camps, third-party compensation, and other revenue.

The data are based on 97 public institutions classified in the Football Bowl Subdivision; 67 public institutions in the Football Championship Subdivision and 38 public institutions in Division I that do not sponsor football.

Note: This analysis includes 11 more non-FBS institutions than the analysis in Figure 1 since Figure 1 required inclusion of accurate unduplicated athlete counts. These data were not available in all cases.

Data Source: USA Today's NCAA Athletics Finance Database.

Source: Knight Commission on Intercollegiate Athletics, 2012.