Where the Money Comes From…
Sources of Athletic Budget Revenue for NCAA Division I Public Institutions, 2018

- **FBS Total**: 109 Schools
  - FBS Budget: $207m - $16m

- **FBS Quartile 1**: 27 Schools
  - $207m – $117m

- **FBS Quartile 2**: 27 Schools
  - $116m – $65m

- **FBS Quartile 3**: 27 Schools
  - $61m – $36m

- **FBS Quartile 4**: 28 Schools
  - $36m – $16m

- **FCS Total**: 76 Schools
  - FCS Budget: $52m - $4m

- **NFS Total**: 46 Schools
  - NFS Budget: $35m - $4m

**Revenues**
- **Other Revenue**: 4%
- **Corporate Sponsorship, Advertising, Licensing**: 8%
- **Donor Contributions**: 35%
- **Competition Guarantees**: 25%
- **NCAA/Conference Distributions, Media Rights, and Post-Season Football**: 44%
- **Ticket Sales**: 40%
- **Institutional/Government Support**: 35%
- **Student Fees**: 24%

**Data Source:** 2017-18 NCAA Financial Reports

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[Image of a bar chart showing the distribution of athletic budget revenues across different sources and institutions, grouped by FBS and FCS divisions. The chart visually represents the proportion of revenue derived from each source, with specific values indicated for various quartiles and total schools within each category.]
Where the Money Goes…
Sources of Athletic Budget Expenses for NCAA Division I Public Institutions, 2018

Data Source: 2017-18 NCAA Financial Reports