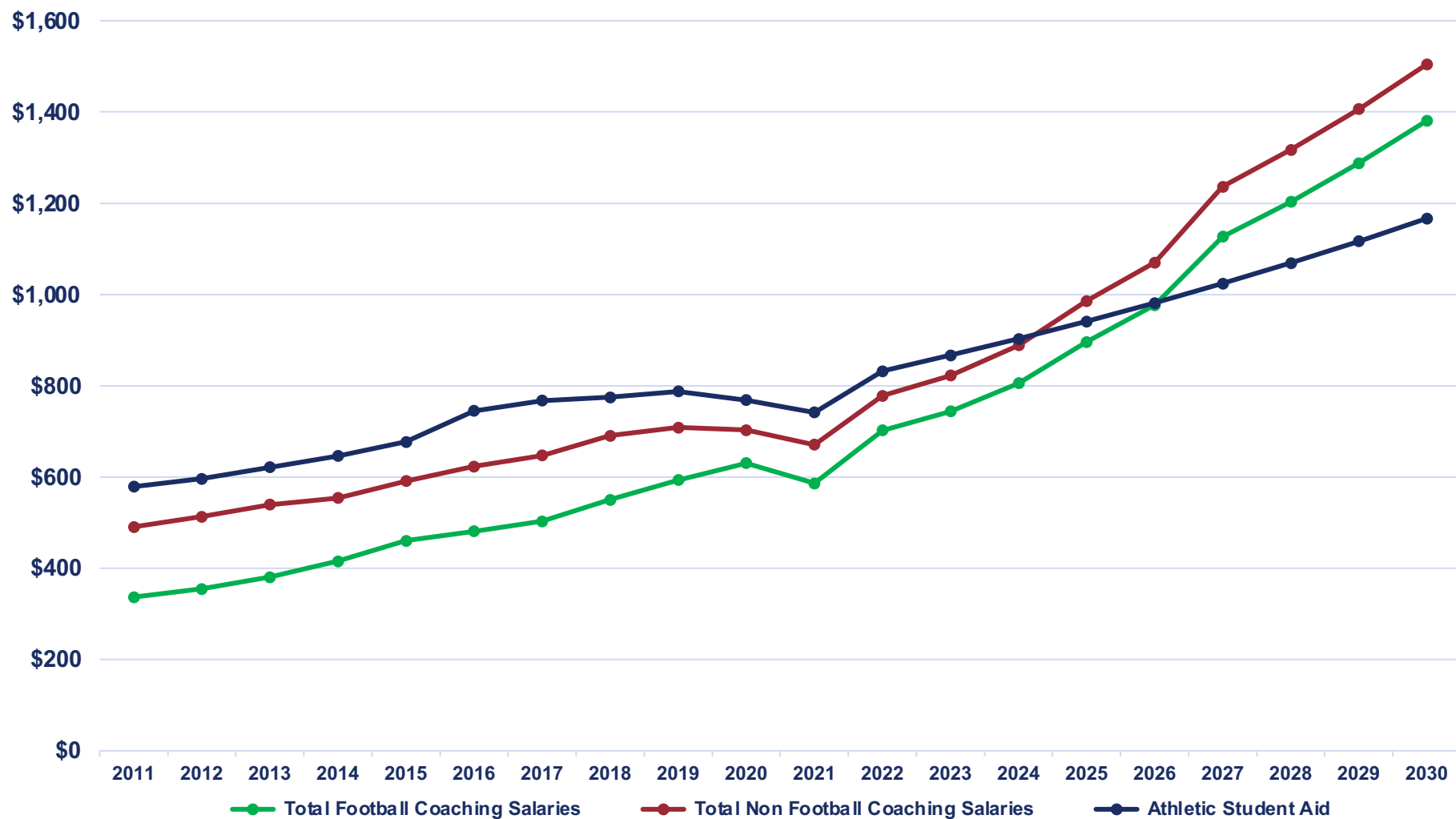




Growth in Coaching Salaries and Student Aid

52 FBS-POWER 5 Public Institutions - 2022-2030 **PROJECTED**



Total Non-Football Coaching Salaries: Trend increase is based on a % of revenue and increase to **\$1.5B** in 2030 up **207%** since 2011.

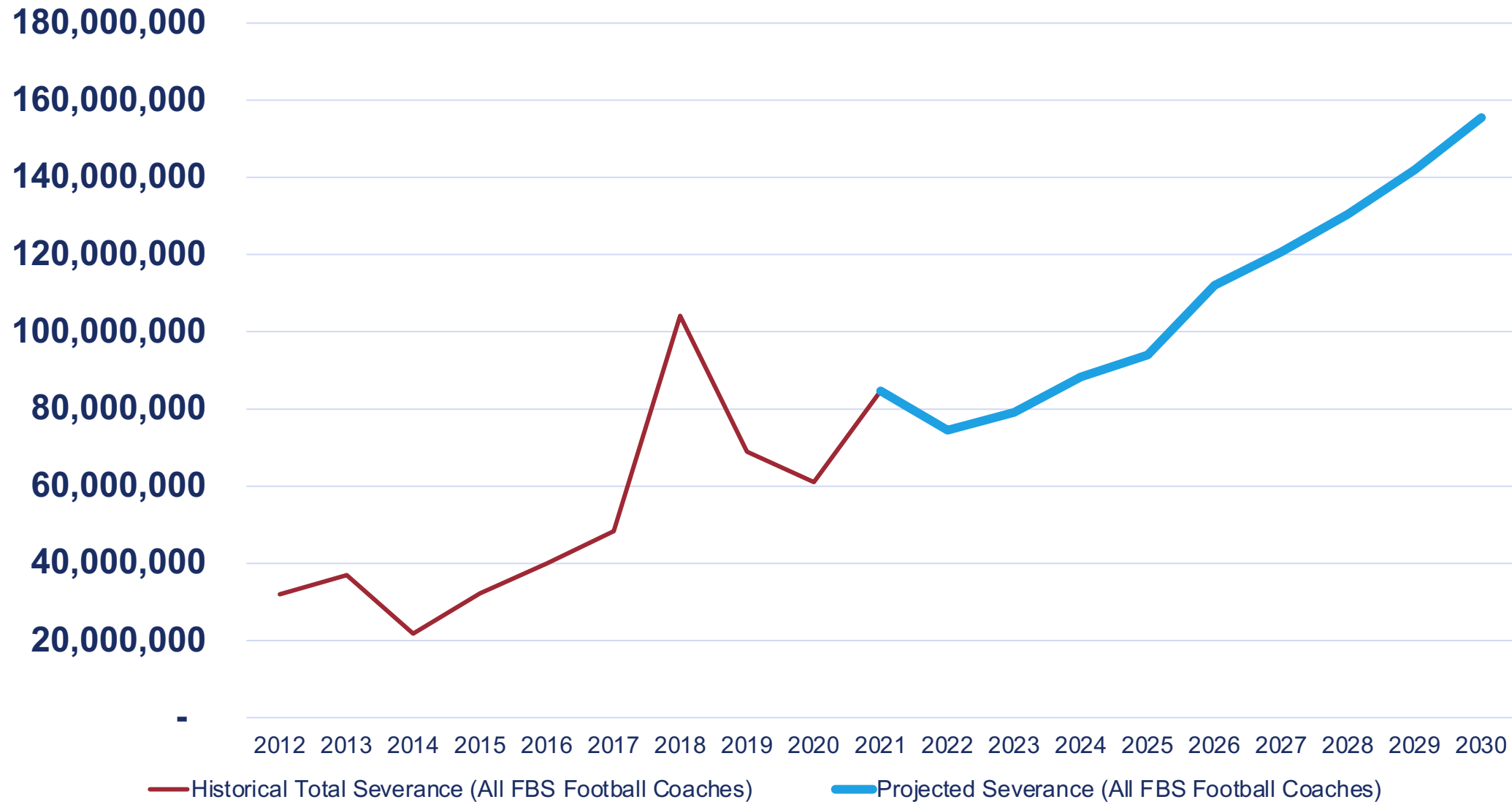
Football Coaches Salaries: Trend increase is based on a % of revenue and increase to **\$1.4B** in 2030 up **310%** since 2011. *For 575 "Countable" coaches in the 52 public P5 schools reporting data.*

Athletic Student Aid: Trend is based on the annual growth rate from 2015-2019 which equals an annual increase of 4.0%. Projected to increase to **\$1.2B** in 2030 up **102%** since 2011. *More than 30,000 athletes at the P5 schools represented in data.*



Head and Assistant Football Coaches Severance

FBS Institutions – 2022-2030 **CONSERVATIVE PROJECTION**



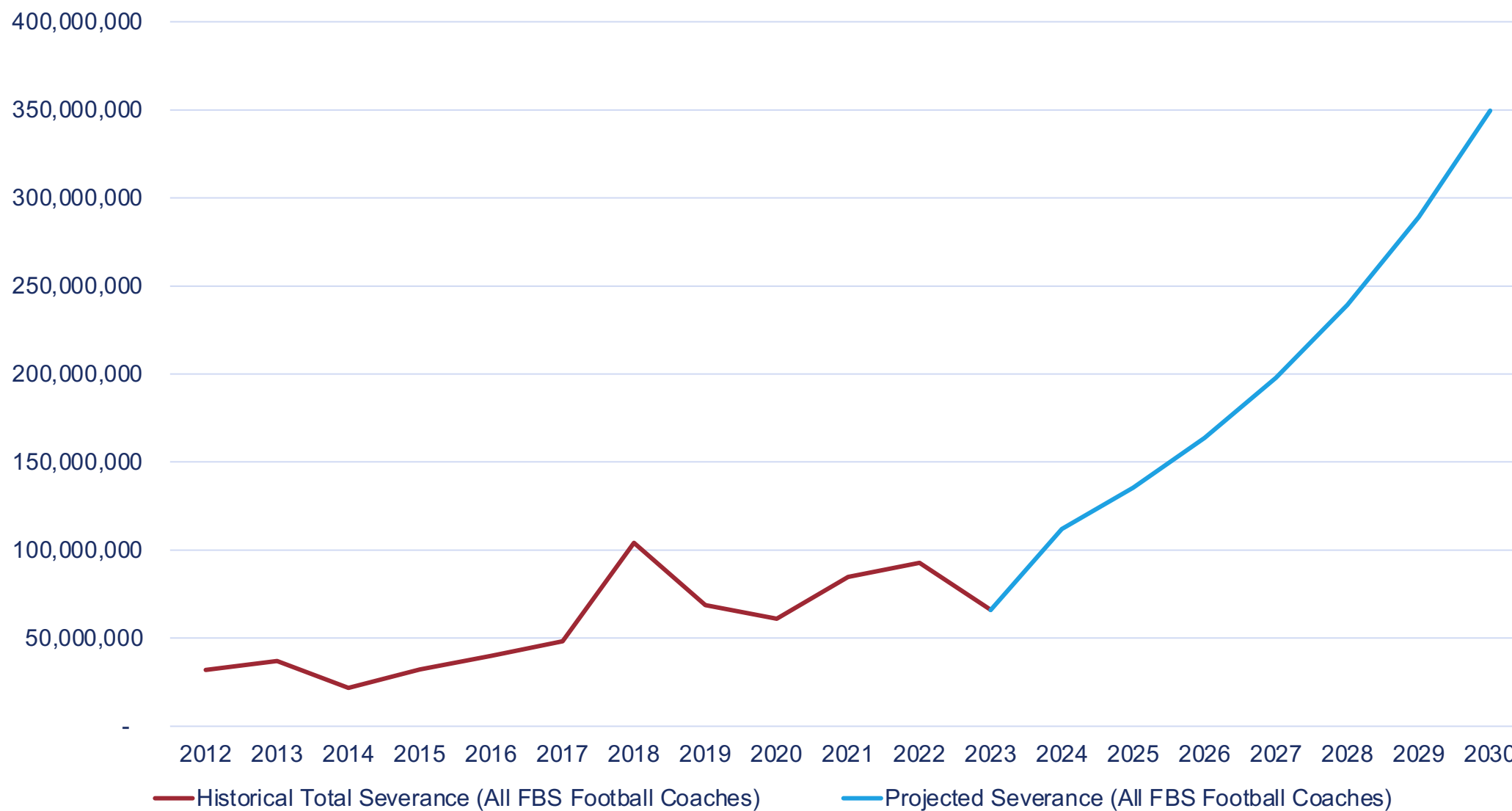
The projected increase in football coach severance is based on the average % of revenue from 2015 – 2021

Football Coaches Severance is projected to increase to **\$155M** in 2030.



Head and Assistant Football Coaches Severance

FBS Institutions – 2023-2030 **PROJECTION BASED ON GROWTH RATE SINCE CFP BEGAN**



The projected increase in FBS football coach severance is based on the annual growth rate of severances from 2015 -2019 which equals an annual increase of 21%.

Football Coaches Severance is projected to increase to **\$350M** in 2030.