

3 points to understanding NCAA March Madness revenue distribution inequity

1. The NCAA’s constitutional principles require it to operate in a gender equitable way, including providing equitable incentives and rewards for athletics performance.ⁱ
2. The NCAA will reward schools and conferences **\$170 Million** this year for success (participation and wins) of **men’s teams** in the DI men’s basketball tournament and **\$0** for the success of **women’s teams** in the DI women’s basketball tournament.ⁱⁱ
3. Creating a “Women’s Basketball Performance Unit” (similar to the existing “Men’s Basketball Performance Unit”) is **NOT** predicated on having an independent media contract for women’s basketball.ⁱⁱⁱ

It doesn’t matter which sport or sports generate the money. Ensuring that the NCAA revenue distribution is gender equitable is independent of the funding source(s).

[Note: A future media contract for the NCAA DI Women’s Basketball Tournament that is not bundled with other sports, as it is currently, is a separate issue that has no bearing on correcting the NCAA’s inequitable revenue distribution.]

*See [Knight Commission’s letter to NCAA Board on the 50th Anniversary of Title IX in June 2022](#) urging a change.



ⁱ See Roberta Kaplan’s statements to the [Knight Commission on May 16, 2022](#) summarizing her firm’s August 2021 [NCAA-commissioned Kaplan Hecker & Fink Gender Equity report](#) that recommended change: “... Kaplan said that the NCAA’s current revenue distribution is ‘inconsistent with the NCAA’s stated commitment to gender equity.’” [[View Kaplan’s comments beginning 8:30 mark for additional explanation.](#)]

ⁱⁱ https://ncaaorg.s3.amazonaws.com/ncaa/finance/d1/2023D1Fin_RevenueDistributionPlan.pdf

ⁱⁱⁱ See page 93 of the [Kaplan Hecker & Fink report](#): “...the NCAA is a not-for-profit membership organization, not an ‘eat what you kill’ business enterprise.”