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.¹

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.²

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.³

   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.

---

¹ 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.]


³ 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.”