



1. A culture of excellence

- Over half of the teams finished in the top 20 nationally in 2012-13
- Broad-based competitive excellence, finishing in the top 25 of NACDA Director's Cup
- 90% graduation rate of student athletes exhausting eligibility
- Fall 2009-2012 freshman admission GPA of 3.5

2. National rankings

- #1 football attendance as % of stadium capacity (106.4% for 2012 season)
- #16 in total revenue generated (FY 2012)
- #28 in average home football attendance (2012)
- #56 in stadium seating capacity

3. Key facts

- 19 sports
- 485 student athletes
- 230 full-time employees
- \$93M budget in FY 2014



**ATHLETICS
DEPARTMENT
OVERVIEW**



**ATHLETICS DEPARTMENT
OVERVIEW**

ATHLETIC DEPARTMENT GOALS

- Culture of Excellence
- Exceptional Student-Athlete Experience
- Broaden, unite and strengthen our Oregon Family
- Enhance resources to match expectations
- Compete for championships in all sports

2013-14 DEPARTMENT SNAPSHOT

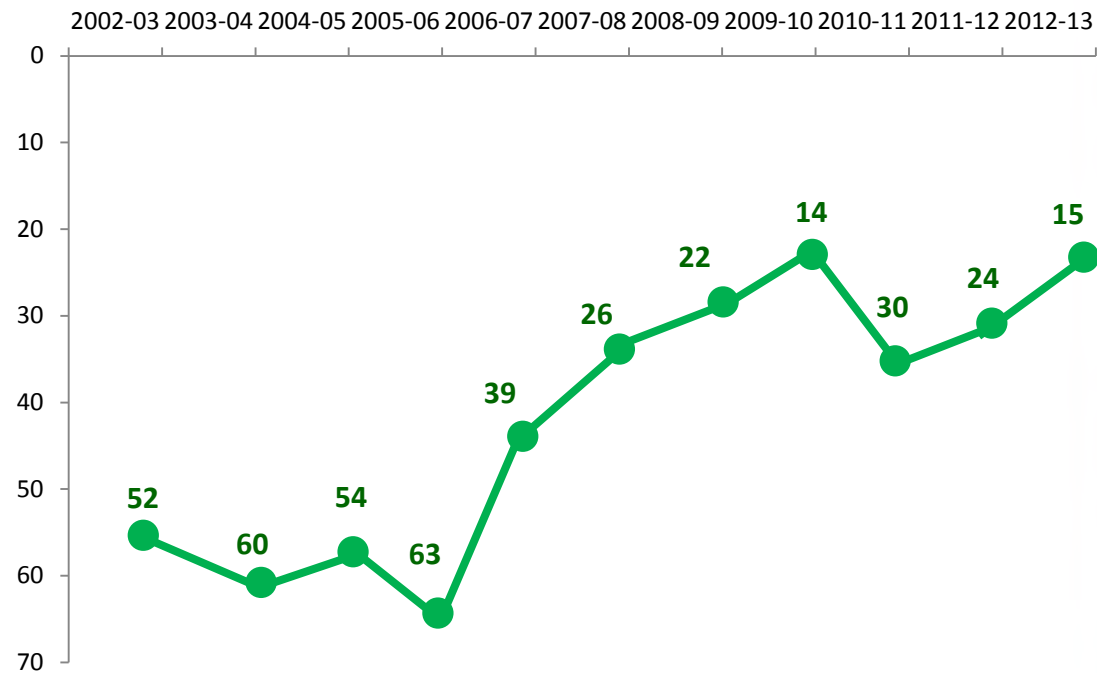
- 19 Sports
- 485 Student-Athletes
- 230 FT Employees
- \$93.0M FY14 Budget (flat from FY13)
- Innovation
- Strong National Brand

ACADEMIC EXCELLENCE

- Nearly 50% of S-As at cumulative GPA of 3.0
- 90% graduation rate for S-As exhausting eligibility
- Overall Academic Progress Rate (APR) = 971
- Added 6 Academic All-Americans
- Graduation Success Rate (GSR) of 80%
- Fall 2009-2012 freshman S-A admit GPA = 3.5

BROAD-BASED COMPETITIVE EXCELLENCE

Finish in Top 25 of NACDA Directors Cup*



*National measure of broad-based competitive excellence

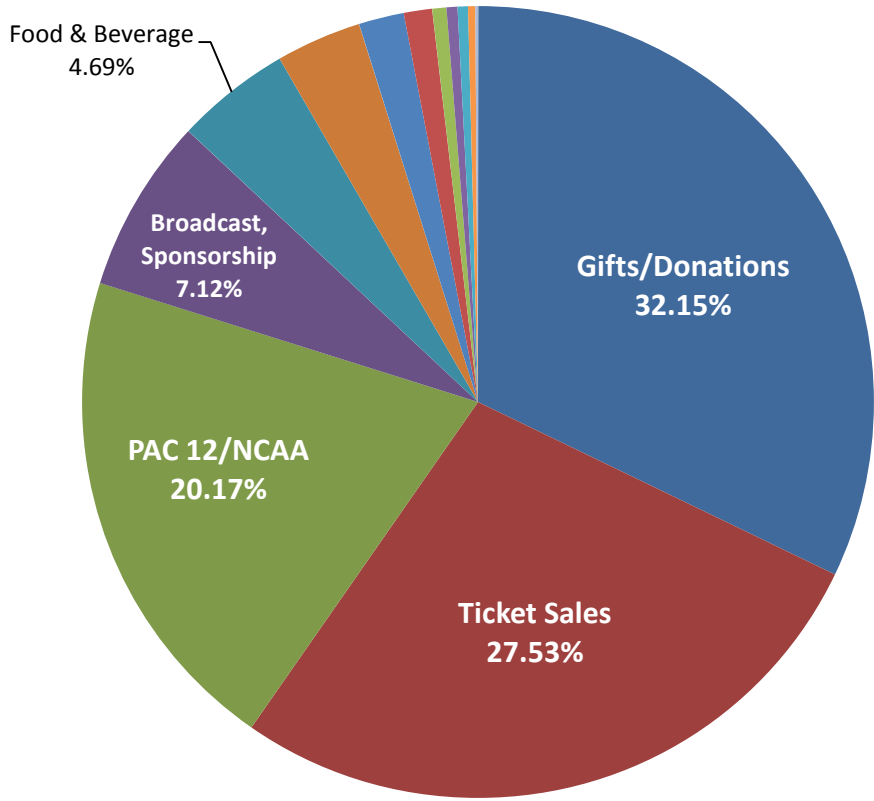
2012-13 HIGHLIGHTS

- Highest point total ever – 929.75
- Over half our teams finished in Top 20 nationally
- For 6th straight year we had the highest finish for a school with 18 sports or less
- Only school in Director's Cup history to finish in the Top 15 with 18 sports or less (we've done it twice)

FY2014: Total Revenue = \$93M

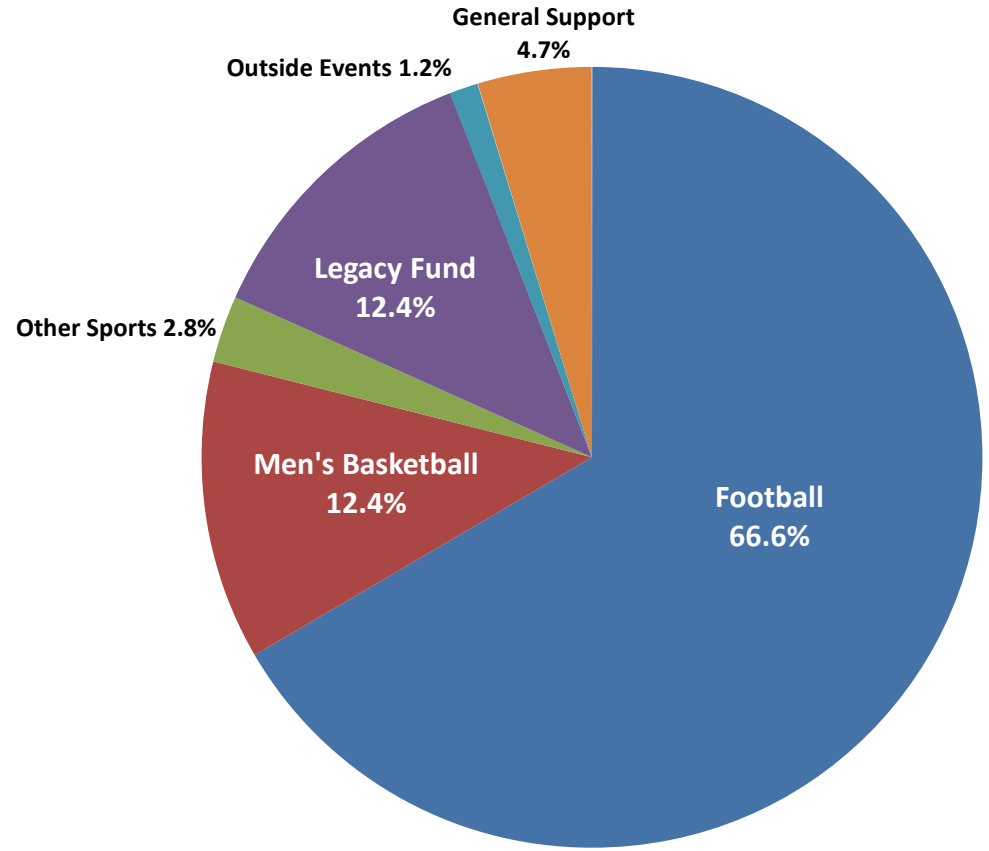
Revenues By Type

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FY2014: Total Revenue = \$93M

REVENUES BY SPORT/AREA

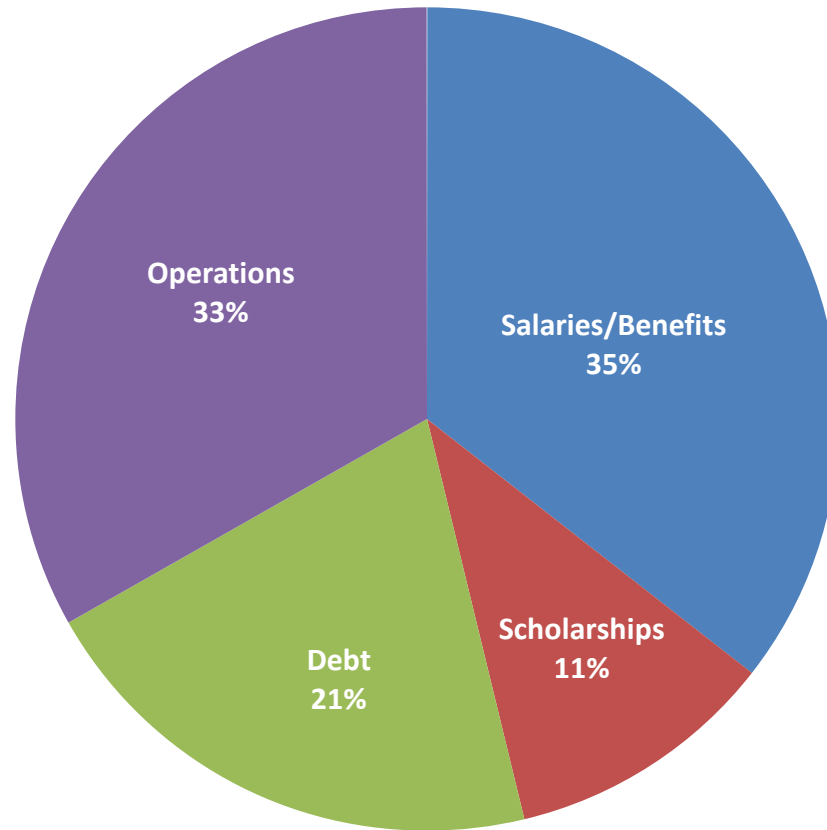


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FY2014: Total Expenses = \$93M

Expenses By Type

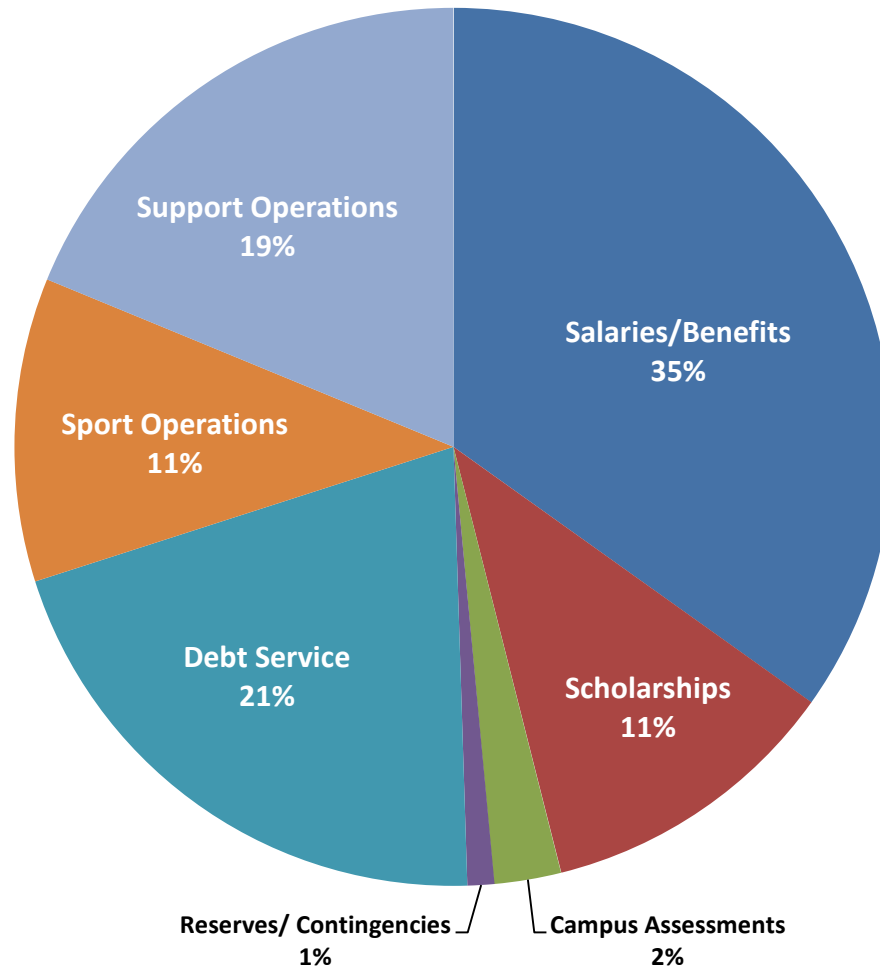
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FY2014: Total Expenses = \$93.M

Expenses By Area

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Donation Growth (All Sources)

Year	Annual Fund	Legacy Fund/ Endowments	Other	Total DAF
2009	\$14,131,237	\$24,345,241	\$13,316,102	\$51,792,580
2010	\$18,611,009	\$25,205,725	\$2,578,171	\$46,394,905
2011	\$17,566,396	\$29,271,535	\$4,763,819	\$51,601,750
2012	\$16,807,694	\$25,479,267	\$11,221,453	\$53,508,414



ATHLETICS DEPARTMENT OVERVIEW

	School	Conference	Total Revenue	Football Stadium Capacity
1	Texas	Big 12	\$163,295,115	100,119
2	Ohio State	Big Ten	\$142,043,057	102,329
3	Michigan	Big Ten	\$140,131,187	109,901
4	Alabama	SEC	\$124,899,945	101,821
5	Florida	SEC	\$120,772,106	88,548
6	Texas A&M	SEC	\$119,702,222	82,589
7	LSU	SEC	\$114,787,786	92,542
8	Penn State	Big Ten	\$108,252,281	106,572
9	Oklahoma	Big 12	\$106,456,616	82,112
10	Auburn	SEC	\$105,951,251	87,451
11	Wisconsin	Big Ten	\$103,803,040	80,321
12	Tennessee	SEC	\$102,884,286	102,455
13	Florida State	ACC	\$100,049,444	82,300
14	Arkansas	SEC	\$99,757,482	72,000
15	Iowa	Big Ten	\$97,902,974	70,585
16	Oregon	PAC-12	\$94,635,829	54,000
17	Michigan State	Big Ten	\$93,946,707	75,005
18	Georgia	SEC	\$91,670,613	92,746
19	Kentucky	SEC	\$88,373,452	67,606
20	Louisville	ACC	\$87,840,501	56,000
			AVERAGE	85,350

University of Oregon National Rankings

- #1 football attendance as % of stadium capacity (106.4% for 2012 season)
- #16 in total revenue generated (FY 2011-12)
- #28 in average home football attendance (2012)
- #56 in stadium seating capacity

OREGON VS. TOP 20 DIVISION I REVENUE GENERATORS

Category	Top 20 Average*	Oregon	Difference	% Difference
Revenue	\$110,357,795	\$94,635,829	(\$15,721,966)	-14.2%
Subsidy	\$2,971,999	\$2,475,860	(\$496,139)	-16.7%
Football Stadium Capacity	85,350	54,000	(31,350)	-36.7%
Football Attendance	83,070	57,490	(25,580)	-30.8%
Ticket Sales (All Sports)	\$32,698,494	\$23,349,642	(\$9,348,852)	-28.6%
Men's Basketball Attendance	12,234	7,630	(4,604)	-37.6%
Director's Cup Finish	21	15	(6)	27.2%

Note:

* Top 20 represents the Top 20 revenue producing Division 1 athletic programs. The list can be found on the previous slide.

*Financial information is based on 2011-12 EADA submissions, football and men's basketball attendance is based on 2012-13 season, and Director's Cup reflects 2012-13 results.

FOOTBALL 2012-13 AP TOP 10

AP RANK	TEAM	CAPACITY	AVG ATT	FOOTBALL REVENUE
1		101,821 (5)	101,722 (3)	\$81,993,762
2		54,000 (56)	57,490 (28)	\$51,921,731
3		102,329 (4)	105,330 (2)	\$58,112,270
4		80,795 (18)	80,795 (16)	\$68,986,659
5		92,746 (8)	92,703 (6)	\$74,989,418
6		82,589 (13)	87,014 (11)	\$44,420,762
7		50,000 (69)	43,343 (57)	\$25,564,646
8		80,250 (20)	80,001 (18)	\$48,065,096
9		88,548 (11)	87,597 (10)	\$74,117,435
10		82,300 (14)	75,601 (19)	\$34,484,786

OUS SYSTEM INSTITUTIONAL SUPPORT

OUS Institution	Direct Institutional Support	Direct Institutional Support To Total Athletics Expenses	Student Incidental Fee Allocation To Total Athletic Expenses	Combined Direct Institutional Support AND Student Incidental Fee Allocation
WOU	\$2,466,786	54%	23%	77%
EOU	\$1,183,336	52%	24%	77%
PSU	\$4,559,507	41%	30%	70%
SOU	\$402,440	48%	16%	64%
OIT	\$832,752	39%	17%	56%
OSU	\$9,059,123	19%	5%	24%
UO	\$0	0%	2%	2%

OUS Board Report (FY2011)

Source: http://www.goducks.com/fls/500/pages/athlfin/OUS-Institutions-AD-Support-Student-Fees.pdf?DB_OEM_ID=500

Pac-12 Institutional Support/Allocated Funding (1 of 2)

Direct Institutional Support (Millions)						
Rank	School	2008-09	2009-10	2010-11	2011-12	Total
1	University of Colorado	\$5.59	\$5.50	\$13.74	\$14.16	\$38.99
2	Arizona State University	\$7.31	\$9.00	\$9.32	\$8.89	\$34.52
3	University of California, Berkeley	\$8.89	\$9.95	\$8.24	\$7.07	\$34.15
4	Oregon State University	\$3.61	\$3.75	\$9.05	\$10.50	\$26.91
5	Washington State University	\$5.88	\$5.36	\$7.67	\$6.05	\$24.96
6	University of Arizona	\$4.72	\$5.70	\$6.39	\$6.19	\$23.00
7	University of Utah	\$3.98	\$4.36	\$3.96	\$3.96	\$16.26
8	University of Washington	\$1.99	\$2.18	\$2.45	\$3.06	\$9.68
9	University of California, Los Angeles	\$0.21	\$0.06	\$0.06	\$0.06	\$0.39
10	University of Oregon	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Student Fees (Millions)						
Rank	School	2008-09	2009-10	2010-11	2011-12	Total
1	University of Utah	\$3.71	\$4.16	\$5.41	\$6.01	\$19.29
2	University of California, Los Angeles	\$2.49	\$2.75	\$2.52	\$2.71	\$10.47
3	University of California, Berkeley	\$3.18	\$2.14	\$2.25	\$2.44	\$10.01
4	Oregon State University	\$2.11	\$2.14	\$2.27	\$2.44	\$8.96
5	Washington State University	\$1.87	\$1.86	\$1.60	\$1.12	\$6.45
6	University of Colorado	\$1.55	\$1.57	\$1.56	\$1.55	\$6.23
7	University of Oregon (3)	\$0.00	\$1.54	\$1.46	\$1.52	\$4.52
8	Arizona State University	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
9	University of Washington	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
10	University of Arizona	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

Pac-12 Institutional Support/Allocated Funding (2 of 2)

Direct State or Other Governmental Support (Millions)						
Rank	School	2008-09	2009-10	2010-11	2011-12	Total
1	University of Oregon (4)	\$1.39	\$1.14	\$0.96	\$0.95	\$4.44
2	Oregon State University	\$1.34	\$1.09	\$0.93	\$0.92	\$4.28
3	Arizona State University	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
4	University of Washington	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5	University of Utah	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
6	Washington State University	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
7	University of Arizona	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
8	University of California, Los Angeles	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
9	University of Colorado	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
10	University of California, Berkeley	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Allocated Funding To Athletics (Millions)						
Rank	School	2008-09	2009-10	2010-11	2011-12	Total
1	University of Colorado	\$7.14	\$7.07	\$15.30	\$15.71	\$45.22
2	University of California, Berkeley	\$12.07	\$12.09	\$10.49	\$9.51	\$44.16
3	Oregon State University	\$7.06	\$6.98	\$12.25	\$13.86	\$40.15
4	University of Utah	\$7.69	\$8.52	\$9.37	\$9.97	\$35.55
5	Arizona State University	\$7.31	\$9.00	\$9.32	\$8.89	\$34.52
6	Washington State University	\$7.75	\$7.22	\$9.27	\$7.17	\$31.41
7	University of Arizona	\$4.72	\$5.70	\$6.39	\$6.19	\$23.00
8	University of California, Los Angeles	\$2.70	\$2.81	\$2.58	\$2.77	\$10.86
9	University of Washington	\$1.99	\$2.18	\$2.45	\$3.06	\$9.68
10	University of Oregon	\$1.39	\$2.68	\$2.42	\$2.47	\$8.96

Notes:

1. The information above was compiled from required annual NCAA EADA submissions.
2. Information for Stanford and University of Southern California is not available.
3. Student fees at University of Oregon are negotiated between Athletics and ASUO for the student ticket allotment at Autzen Stadium and Matt Knight Arena. The student fee revenue received by UO Athletics represents approximately 50% of the face value of the tickets provided to the students.
4. UO Athletics pays 45% of all State/Governmental Support (Lottery Funds) received back to University.
5. UO Athletics currently pays approximately \$2M per year in overhead assessments and an additional \$1M in gift assessments which are used towards funding the UO's central development operations.
6. **Allocated funding includes all funding which is not generated directly by the Department of Athletics including student fees, institutional support, and state/government support.**

Category	Revenues	Expenses	Subsidy	%Subsidy
BCS School Averages	84,625,330	80,305,765	5,472,360	7.86%
PAC 12 School Averages	65,739,899	65,000,175	8,885,299	15.49%
University of Oregon	94,635,829	89,709,350	2,475,860	2.62%
Oregon vs. BCS Averages	10,010,499	9,403,585	(2,996,500)	-5.24%
Oregon vs. PAC 12 Averages	28,895,930	24,709,175	(6,409,439)	-12.87%

Note: The data above is taken from a USA Today compilation of 2011-12 NCAA EADA submissions by 52 Bowl Championship Series (BCS) schools. The data above does not include 11 BCS schools which were not required by open records laws to disclose their NCAA EADA submissions publicly.

- Oregon's subsidy includes approximately \$1.5M in student incidental fees which fund the student ticket allocation and approximately \$1.5M in funds allocated from the state lottery. The incidental fees received are approximately 50% of the market value of the tickets allocated to students. Of the \$1M in state lottery funds, 45% is paid back to University through an agreed-upon assessment.

Subsidy Statistics

- Oregon ranks **210th out of 228 Division 1 schools** (highest to lowest) in dollar subsidy and 216th of 228 Division 1 schools (highest to lowest) in subsidy as a % of total revenue.

- Oregon subsidy is the smallest (in dollars and as % of revenue) among the 10 PAC-12 schools reported on.

Athletic Department Spending With University of Oregon

<u>Cash Payments</u>	<u>2012-13</u>
Tuition (75% of S-As are non-residents)	\$7,237,721
University Catering & Conference Services	\$716,069
Other Services	\$1,379,096
Total Cash Payments	\$9,332,886
<u>Assessments</u>	
UO Administrative Assessment (4% plus Lottery Assessment)	\$2,201,101
Foundation Assessment (5%)	\$914,282
Total Assessments	\$3,115,383
Total Cash Payments and Assessments	\$12,448,269

Other Services includes areas such as printing, housing, telecommunications, public safety, and student health center.

Assessments on athletic gifts make up over 50% of all Foundation Assessments collected.

BRAND



- **#8** in fans
- Football Facebook Ranked **#3** – 630K followers



#11 in followers



Instagram

#1 in followers



#1 in subscribers



FY13: **#2** online sales behind Alabama

FY12: **#3** online sales behind Alabama & Notre Dame

Influence

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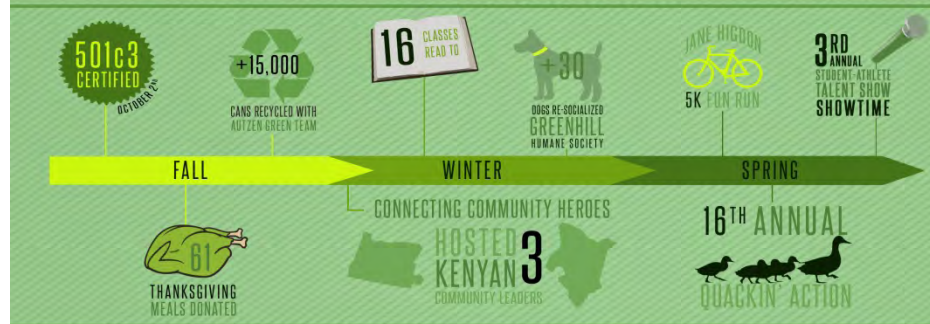
Visibility/Brand

- The 2011 BCS National Championship game between Oregon and Auburn is the most viewed cable broadcast in the history of television. (16.1 rating, 18.66 mil. households)
- We are #2 in online sales in the Team Fanshop Network in FY2013 behind Alabama. In FY2012 we were #3 behind Alabama and Notre Dame. We rank ahead of schools such as Ohio State, Florida, LSU, Kentucky, USC, Florida State, Oklahoma and Nebraska. Gross sales were up 58.3% in FY2012.
- 81.3% of our online sales are outside the state of Oregon, strengthening our position as a National Brand in comparison to Florida State (65%), Florida (66%), USC (53%), Kentucky (72%), Ohio State 68%), and Alabama (79%).
- In FY2012, international merchandise sales increased 58%, women's merchandise increased 37% and kid's merchandise increased by 46%.
- We are one of only two schools to rank in the top ten in Facebook fans, twitter followers and YouTube subscribers
- The Oregon Ducks YouTube page ranks first in college athletics.
- Our football Facebook page ranks 3rd in the NCAA behind only Michigan and LSU with over 660K followers.
- Combined, the Oregon Facebook pages have over 1 million fans.
- GoDucks.com averages 4.5 mil. page views per month



2013 IMPACT REPORT

CHAMPIONS ON THE FIELD, HEROES IN THE COMMUNITY.



ATHLETICS DEPARTMENT OVERVIEW

IMPACT



CAUSES



HIGHLIGHTS



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2012-2013