



CU to raise prices on 2009 football season tickets

By Neill Woelk

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BOULDER, Colo. — It's almost certainly not the news Colorado football fans will want to hear in light of current economic woes.

But after four seasons of holding season ticket prices at the same level, CU officials will increase the price of football season tickets for 2009, a move athletic director Mike Bohn said will produce roughly \$470,000 more in revenue next year.

Bohn made the announcement Monday morning.

"It's not something we took lightly," Bohn said. "The process we went through was a lengthy one. We spent literally hundreds of hours reviewing our ticket data and working with one of the top economists in the nation to make certain our plan reflected what our needs are as a program and a department for the upcoming year."

Approximately 34 percent of the seats in Folsom — the two highest-priced levels — will be affected by the increase. Tickets in those areas, amounting to about 18,000 seats, will increase \$8 per seat, bumping the per-game price to \$58.

Bohn said the price increase was reached in part by following the consumer price index average of inflation over an eight-year span.

Other seats to see an increase will be Folsom's premium seats — the club level and luxury suites, as well as the Flatirons Club. Those seats will be increased \$5 per game.

The rest of Folsom's tickets — about 66 percent of the stadium's seating capacity — will remain the same, with some season tickets still available for \$180.

A season ticket in the sections affected by the increase for 2009 will cost \$348. Because next year's season ticket package will include six games instead of seven, a season ticket this year will actually cost \$7 less than in 2008.

Prices for the other three levels remain unchanged, ranging from \$180 to \$300 for the six home games. In addition, the donation levels for all price levels will remain unchanged.

As for student tickets, no decision has yet been made, but Bohn said a price increase there is also likely.

Bohn noted that CU is the only BCS school that has not raised prices since 2005. He also noted that in the time when season tickets have remained static:

-- In-state tuition costs at CU have increased 70 percent.

-- Out-of-state tuition costs have increased 23 percent.

-- Room-and-board costs have increased 45 percent.

Approximately 17 percent of the athletic department's \$45 million budget last year went to financial aid for athletes. CU's athletic budget last year was 10th in the Big 12 and ranked No. 56 out of 66 BCS schools.

CU's total scholarship bill will exceed \$8 million this year for the first time.

Bohn also noted that CU's football program is currently the only team that generates a positive cash flow, helping finance all 16 of CU's sports programs, as well as the spirit and dance teams, the mascot programs and marching band enhancements.

"We talked about raising the prices of the other levels in the stadium," Bohn said, "but based on the current economic news, we wanted to be as fair as possible to our season ticket holders.

"Our interest is to try to keep every single season ticket holder. With a season ticket still available for \$180, we believe that Colorado football remains affordable entertainment and is a valuable contributor to our statewide economy."

CU 2009 schedule

Sept. 5 — COLORADO ST.

Sept. 12 — at Miami, Ohio

Sept. 19 — WYOMING

Oct. 1 (tentative) — at West Virginia

Oct. 10 — at Texas

Oct. 17 — KANSAS

Oct. 24 — at Kansas State

Oct. 31 — MISSOURI

Nov. 7 — TEXAS A & M

Nov. 14 — at Iowa State

Nov. 21 — at Oklahoma State

Nov. 27 — NEBRASKA



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