



2009 COLORADO ATHLETICS

***WELCOME TO THE
YOUR TEAM
TOWN HALL MEETINGS***



TOWN HALL MEETINGS

- Opportunity for you, our CU constituents to hear from us
 - Hear about the state of the athletic department
 - Ask questions!
 - Give us feedback!



***HOW MANY CONFERENCE TITLES HAS CU ATHLETICS WON
SINCE INCEPTION OF
"YOUR TEAM" CAMPAIGN – APRIL 2005?***

A – 1

B – 2

C – 5

D – 9

E – 11



ACCOMPLISHMENTS SINCE INCEPTION OF "YOUR TEAM" CAMPAIGN – APRIL 2005

- Two NCAA Team Championships
 - Skiing (2006), Men's Cross Country (2006)
- Nine conference championships
 - Men's track & field (1), skiing (2), men's cross country (3) women's cross country (3)



ACCOMPLISHMENTS SINCE INCEPTION OF “YOUR TEAM” CAMPAIGN – APRIL 2005

- 10 NCAA Individual Championships
 - 8 skiing (5 Nordic, 3 alpine)
 - 2 women’s outdoor track & field
- 27 NCAA Tournament Appearances
 - Soccer (4), Skiing (4), Men’s Cross Country (4), Women’s Cross Country (3), Track & Field (6), Men’s Golf (3), Volleyball (2), Tennis (1)



ACCOMPLISHMENTS

- CLASSROOM FALL 2008 -

- Football
 - 2.545 Best fall semester GPA in past 12 years
- Men's Basketball
 - 2.713 Best semester GPA in past 7 years
- Women's Cross Country
 - 3.163 4 ½ years with semester GPA over 3.0
- Women's Skiing
 - 3.311 Have only been below 3.0 semester once in past 12 years

All Student-Athletes - 2.805

Best FALL GPA in past 12 years!



ACCOMPLISHMENTS SINCE INCEPTION OF “YOUR TEAM” CAMPAIGN – APRIL 2005

- STEPS Program: Success Training and Exit Plan for Seniors
 - Learn to Earn
 - Personal Financial Planning
 - Exit Physical and Interview with Athletic
- Student Wellness
 - Sheila Ridley
 - Counseling and Psychological Services



ACCOMPLISHMENTS SINCE INCEPTION OF “YOUR TEAM” CAMPAIGN – APRIL 2005

- Ralphie's Green Stampede
 - CU the first BCS school in nation to have zero waste on football game days
 - Significant partnership with WhiteWave Foods in Broomfield
 - Energy credits for Governor's Initiative
 - Partnership with CU Environmental Center and CU Recycling
 - For more information, visit CUBuffs.com/green.



ACCOMPLISHMENTS SINCE INCEPTION OF "YOUR TEAM" CAMPAIGN – APRIL 2005

–Pearl Street Stampede





ACCOMPLISHMENTS SINCE INCEPTION OF “YOUR TEAM” CAMPAIGN – APRIL 2005

–Healthy Kids Day





ACCOMPLISHMENTS SINCE INCEPTION OF "YOUR TEAM" CAMPAIGN – APRIL 2005

- Ralphie's Independence Day Blast
- AVP Tour brought to Folsom
- National Girls and Women in Sports Day



ACCOMPLISHMENTS SINCE INCEPTION OF "YOUR TEAM" CAMPAIGN – APRIL 2005

- Colorado National Golf Club





ACCOMPLISHMENTS SINCE INCEPTION OF "YOUR TEAM" CAMPAIGN – APRIL 2005

- Upgrades to the football locker room





ACCOMPLISHMENTS SINCE INCEPTION OF "YOUR TEAM" CAMPAIGN – APRIL 2005

- Upgrades to the men's basketball locker room





ACCOMPLISHMENTS SINCE INCEPTION OF "YOUR TEAM" CAMPAIGN – APRIL 2005

- New basketball floor and weight room at Coors Events Center
- New men's and women's basketball operations center





ACCOMPLISHMENTS SINCE INCEPTION OF "YOUR TEAM" CAMPAIGN – APRIL 2005

- New scoreboard at Prentup Field





ACCOMPLISHMENTS SINCE INCEPTION OF "YOUR TEAM" CAMPAIGN – APRIL 2005

- Investment in a \$3 million multi-purpose indoor practice bubble



- \$500,000 investment in quarterback simulation unit and state of the art video editing software for men's and women's basketball programs



ACCOMPLISHMENTS SINCE INCEPTION OF "YOUR TEAM" CAMPAIGN – APRIL 2005



- \$500,000 in renovations to Potts Field, plus a new throwing cage adjacent to Potts



ACCOMPLISHMENTS SINCE LAST TOWN MEETINGS: FACILITIES

- Hosted four NCAA Championships (two soccer, one volleyball, one skiing)
- Hosting 2010 NCAA Skiing Championships (Steamboat)





ACCOMPLISHMENTS SINCE INCEPTION OF "YOUR TEAM" CAMPAIGN: FACILITIES

- Soccer locker rooms at Prentup Field
- Installed a new natural grass field in Folsom
- Hosted three rounds of WNIT Postseason Tournament
- Office upgrades to soccer and volleyball programs
- Office upgrades for golf and tennis programs
- Total Varsity Room redesign, used by department and teams
- Upgrading ticketing systems and storage/security features
- Alter-G training/rehab treadmill for track and cross country programs



HOW MANY MORE FOOTBALL SEASON TICKETS WERE SOLD IN 2008 THAN 2005?

A – No
increase

B – 200

C – 1,000

D – 3,800

E – 5,500



ACCOMPLISHMENTS SINCE INCEPTION OF "YOUR TEAM" CAMPAIGN – APRIL 2005

- Season tickets in 2005:
17,000
- Season tickets in 2008:
22,500



ACCOMPLISHMENTS

- Aforementioned accomplishments are the result of so many who collaborated to make good things happen for the long term.



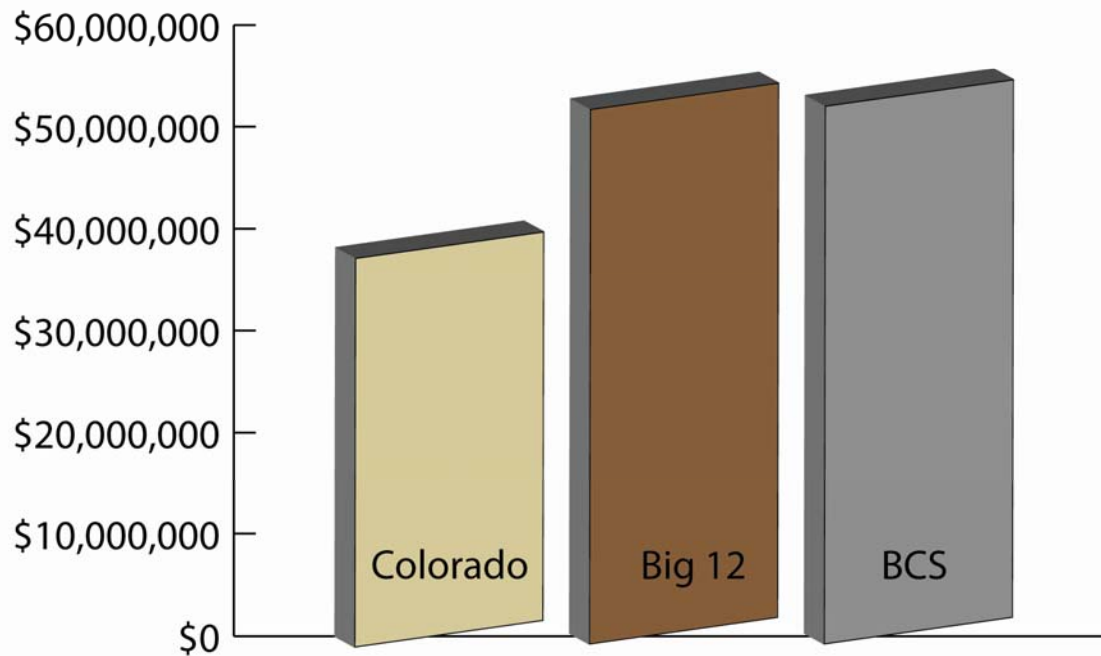
BUDGETARY STATUS

For 2007-08, CU Athletic Department's budget was ranked:

- 10th of the Big 12 schools
- 56 of 66 BCS schools



BUDGETARY STATUS



By comparison, CU Athletic Department's budget was:

- Slightly ***less than one-half*** of the largest Big 12 budget
- Approximately ***one-third*** of the largest BCS school budget
- In the ***bottom quartile*** of all BCS budgets



WHAT IS THE TOTAL SCHOLARSHIP BILL FOR ATHLETICS

A- None. University
pays for
scholarships.

B - \$100,000

C - \$2,000,000

D - \$8,000,000

E - \$12,000,000



EXPENSES

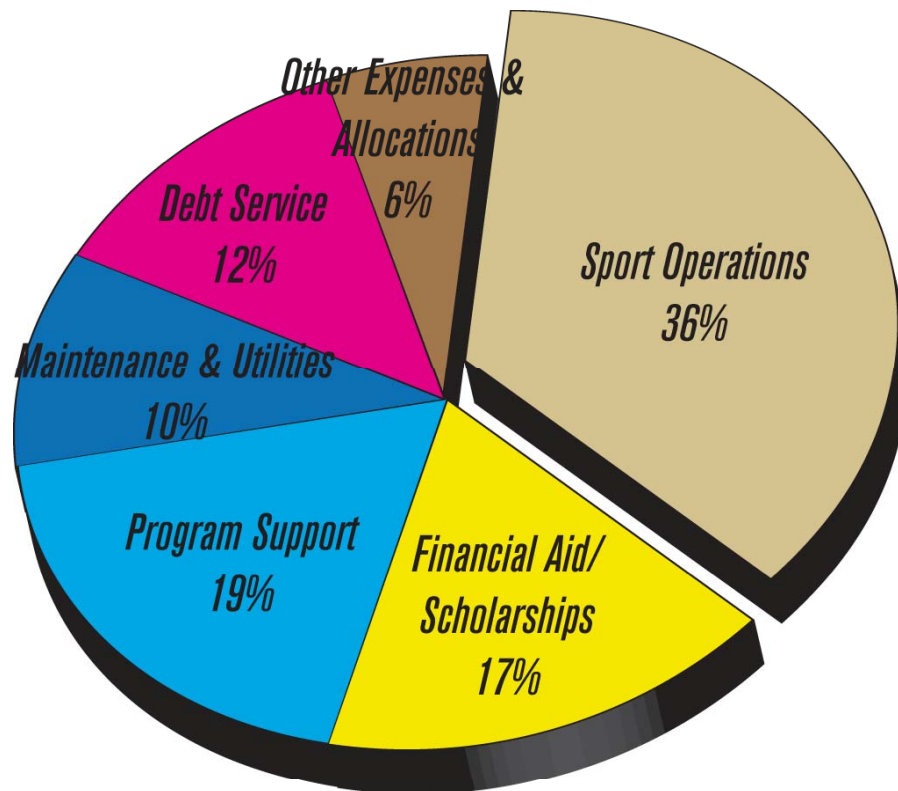
Did you know...

Football revenue helps finance:

- All 16 intercollegiate sport programs
- Spirit and dance team programs
- National Champion Mascot Chip programs
- Golden Buffalo Marching Band enhancements
- Ralphie Live Mascot Program



EXPENSES



Costs have increased.

For example:

- **Financial aid/Scholarships:** tuition and room and board increases have outpaced inflation
- **Facilities:** costs of maintenance, utilities, etc.
- **Team Travel:** travel, luggage fees, surcharges, etc.

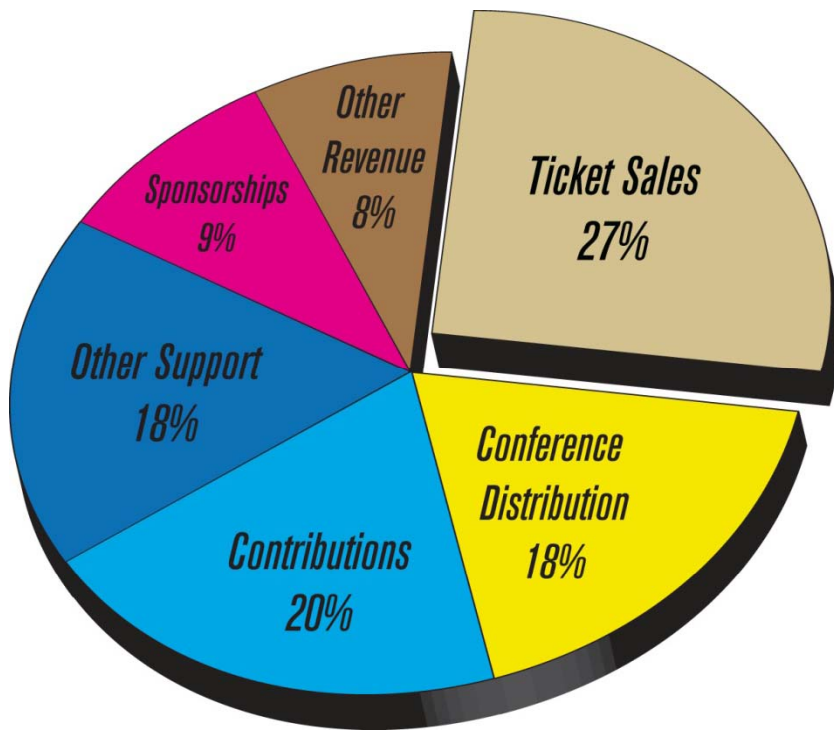


WHO SETS FOOTBALL AND BASKETBALL GAME TIMES?

- A – Dan Hawkins
- B – Mike Bohn
- C – TV Networks
- D – Jeff Bzdelik
- E – Big 12 Conference



REVENUES

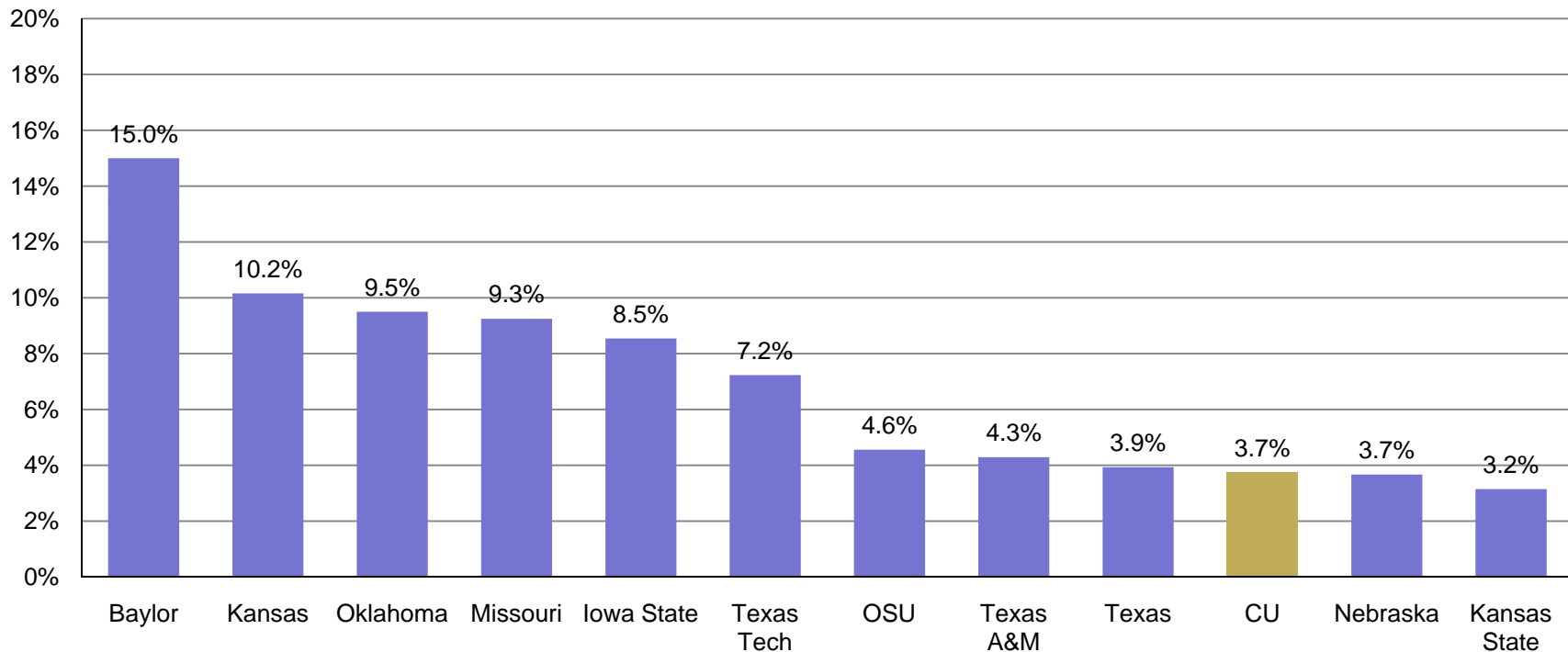


- Football ticket sales are over a quarter of total Department revenues
- Price level one ticket prices have remained flat since the 2004 season
- Price levels 2-5 have remained flat since 2005



HEAD FOOTBALL COACH SALARY

(AS A % OF THE FOOTBALL BUDGET)



- Some argue that the head coaches salaries nationwide are a major culprit in rising expenses.



SCHOLARSHIPS

**All academic departments benefit from
scholarship money**

Many people assume athletic scholarships are simply free tuition for athletes. In reality, the Athletic Department pays CU's schools & departments the full tuition directly.

The football team's majors alone include economics, finance, ethnic studies, sociology, architectural engineering, film studies, international affairs, and many others.



SCHOLARSHIPS

For the 2008 season, the Athletic Department funded 230 scholarships total, two-thirds of which were for out-of-state students. The football program had 81 scholarship recipients, and 61 of those were out-of-state.

Between scholarship money and other traffic football brings to the campus, the university itself is the biggest beneficiary of the football program.



HOW MUCH HAS IN-STATE TUITION INCREASED SINCE 2004?

A – 10%

B – 30%

C – 50%

D – 70%

E – 100%

**Out-of-state tuition has gone up 23%,
room and board 28%**



TUITION

	2004-05 Tuition*	2008-09 Tuition*	<i>Increase from 04-05 to 08-09</i>
In-State	\$3,480	\$5,922	<i>70%</i>
Out-of-State	\$20,592	\$25,400	<i>23%</i>

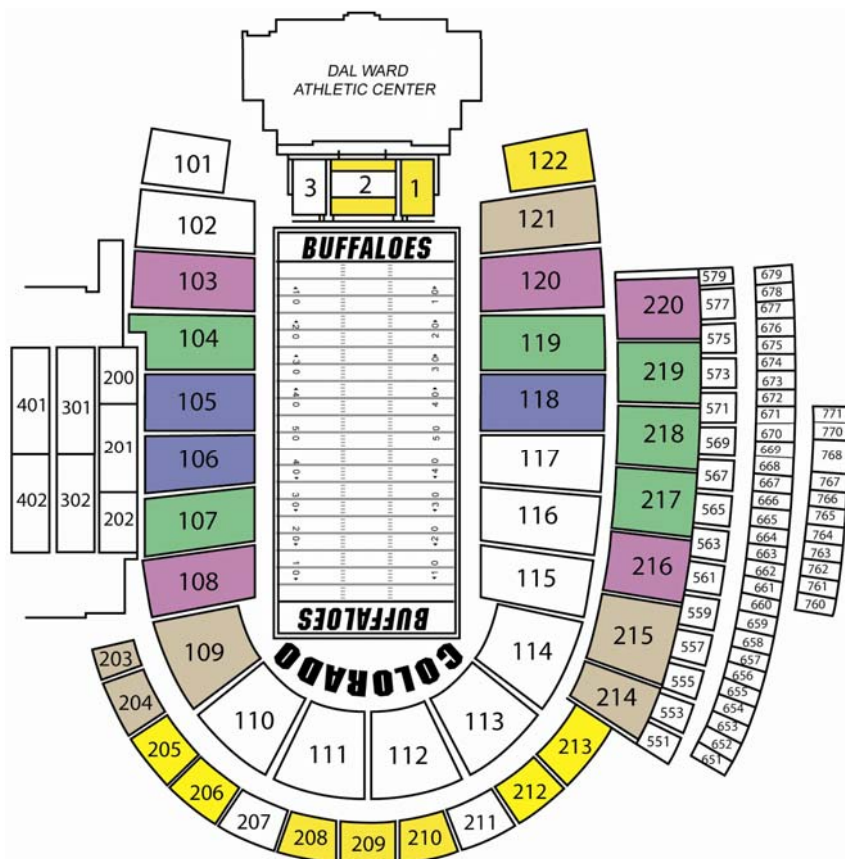
*Tuition figures are for Arts & Sciences. Tuition rates vary and A&S represents the lower end, where business school tuition is \$9,450 (resident) and \$28,600 (non-resident) in 08/09 representing the higher end

While price levels stadium-wide have not increased since 2005:

- In-state tuition costs have increased 70%
- Out-of-state tuition costs have increased 23%
- Room and board costs have increased 28%



SEASON TICKETS – PRICE PLAN



	2008 Price Per Game	2009 Price Per Game
Price Level 1	\$50	\$58
Price Level 2	\$50	\$58
Price Level 3	\$50	\$50
Price Level 4	\$40	\$40
Price Level 5	\$30	\$30

Premium season tickets will also be increased by \$5 per game

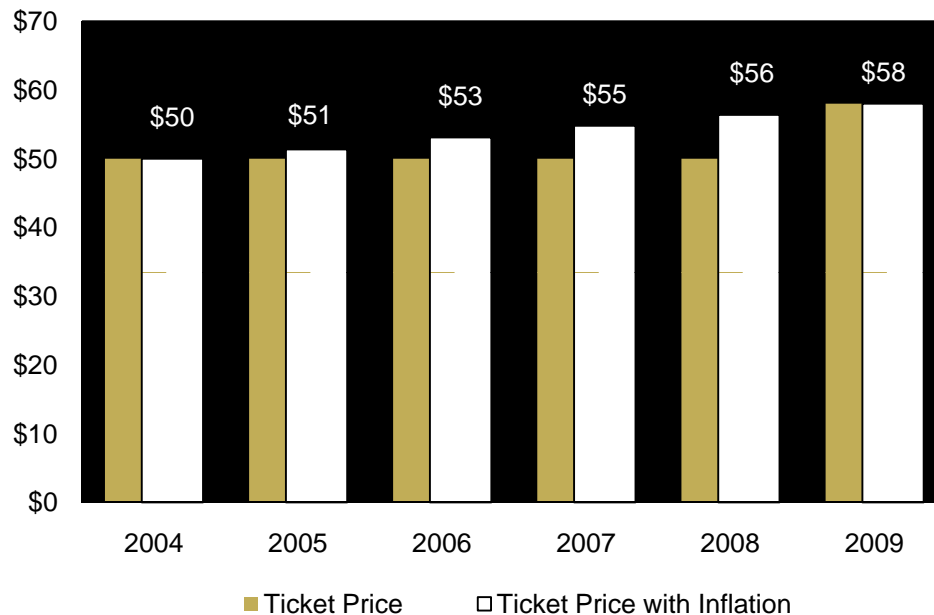


HISTORIC PRICE PLAN

- Price level 5 is **back** to approximately the same level it was in 1995 (\$175)
- Price level 1 has not changed since 2004
- Price levels 2-4 have not changed since 2005



INFLATIONARY EFFECTS



The CPI compound average increase was 2.7% per year over this five year span.

Price level 1 and 2 tickets were set at \$50 for the 2004 season

- To achieve the same real price as in 2004, tickets would need to be **\$58** in 2009.
- Remember, even if CU does not change the ticket price, it still must fund costs that are rising with (or more than) inflation.
- Between 2005 and 2008, season ticket holders have **saved \$90** because prices have not been increased with inflation.



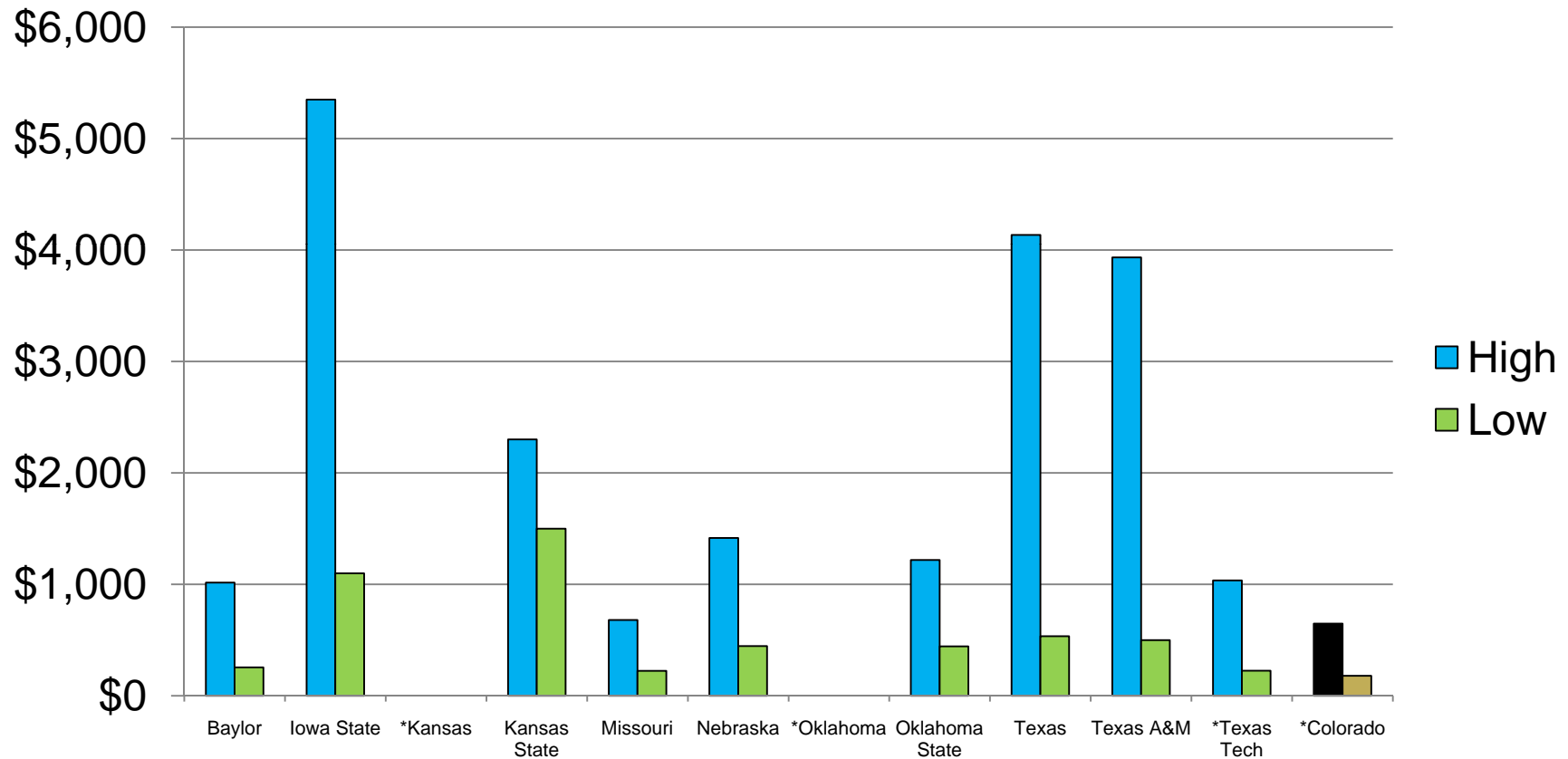
COMPETITORS

- Folsom Field's stadium capacity is approximately:
 - 57% of Texas
 - 65% of Oklahoma
 - 65% of Texas A&M
 - 63% of Nebraska
 - 79% of Missouri
- With a comparatively smaller stadium, it is a challenge for CU to generate the same level of revenue necessary to compete in the Big 12. However...



2008 BIG 12 TICKET PRICES

(STADIUM BOWL SEATING; DONATION INCLUDED)



- Kansas reseats by lifetime giving so donation is unknown and not included
- Oklahoma has an initial gift of \$32,000 for seats between 35s and is therefore not included.
- Baylor, Texas A&M, Texas Tech and CU have lower rates for less popular levels in each section
- Texas Tech has also announced their new plan.



WHAT DID YOU SAY?

The week of January 26, we surveyed our CU football ticket holders and 2,500 people responded.

- Here's what YOU said about football tickets and what's important to YOU:



WHAT IS THE MOST IMPORTANT FACTOR FOR CU FANS WHEN PURCHASING FOOTBALL TICKETS

A – Schedule

B – Seat Location

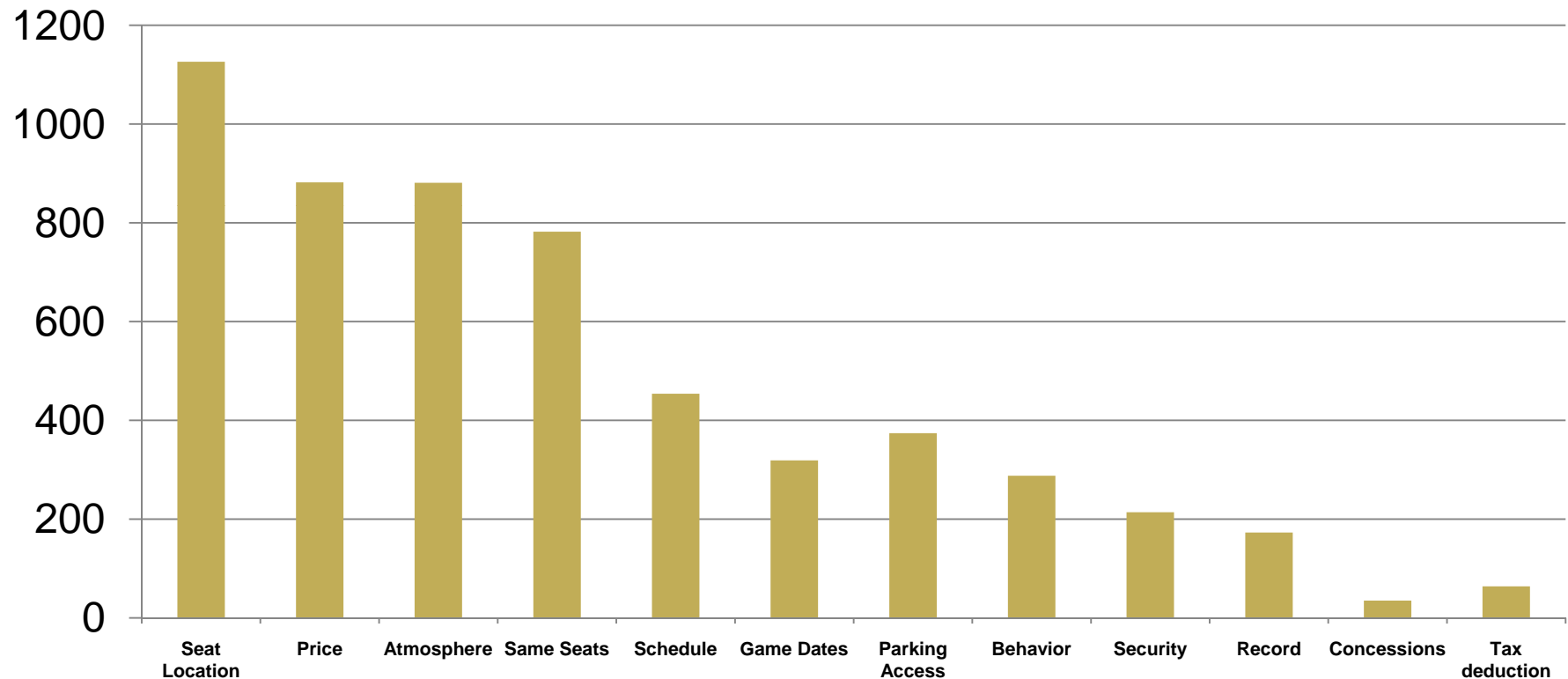
C – Price

D – Previous Year Record

E – Tax Deduction



MOST IMPORTANT FACTORS



Respondents were asked to rate these factors on a scale from most important to unimportant. These reflect the number of people who ranked a factor as most important.



WHERE WE'RE GOING

- New basketball and volleyball practice courts



- New volleyball operations facility



WHERE WE'RE GOING

- New gates up around Folsom on the south side of Colorado Avenue on game days.
- Permanent stadium lighting on the west side.
- Exciting announcements coming soon.



WHAT CAN YOU FIND ON CUBUFFS.COM FOR FREE?

- A – The most up to date news right from the source
- B – FREE highlights of all football and basketball games, as well as most soccer and volleyball matches
- C – The only guaranteed vendor of CU athletics tickets
- D – Official game-worn jersey store
- E – All of the above



CUBUFFS.COM

-
- Most up-to-date news source for CU Athletics
 - ONLY official online source for tickets
 - BuffsTV video programming – most content is free
 - Your place to provide us with feedback



FEEDBACK

- What are your suggestions and questions?
- Ways for you to let us know what you think!
- Visit CUBuffs.com/feedback



BUFFALO BITS

- Drawing for *Colorado Vault*
- Spring Game...APRIL 25
- www.CUBuffs.com/springgame
- Renew or purchase football tickets today!
- Return your iClickers!



Thank you
for being here!
GO BUFFS!