

TOTAL MADNESS

Austin Ames, Brett Reynolds, Evan Gray, Kyle Becker



APPLIED
SPORT
MANAGEMENT
ASSOCIATION



Our Vision

- Promote gender equality by creating a once in a lifetime championship atmosphere that is comfortable for athletes and fans



Demographics

Behind the Women's Tournament Numbers

- Who's already attending?
 - 72% viewers are Female
 - 71% of viewers are under 50 years old
 - 26% are 1st time attendees
- Potential attendees?
 - 35% feel 'very informed' about upcoming sporting events
 - 63% are also college men's basketball fans
 - 44% have attended the women's basketball championship in the past



NCAA Total Madness Joint Final Four

Day/Time	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	6:30 PM	7:00 PM	8:00 PM	9:00 PM	10:00 PM
Thursday	Setup For Games					First Men's Final Four Game			Cleanup and Switchover		Second Men's Final Four Game		
Friday	Setup For Games					First Women's Final Four Game			Cleanup and Switchover		Second Women's Final Four Game		
Saturday	Fan Experience Village							Thomas Rhett Concert					
Sunday	Setup For Game									NCAA Women's Championship Game			
Monday	Setup For Game									NCAA Men's Championship Game			

Could Women's March Madness Make More Money?

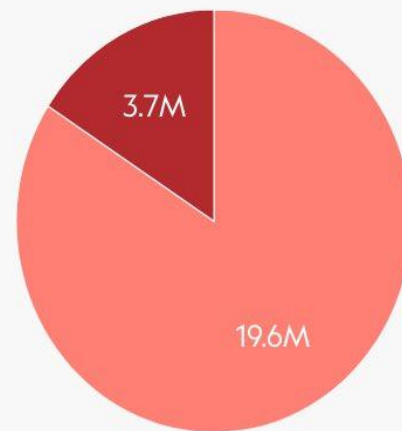
The men's college basketball championship game is roughly six times more popular than the women's game, but the men's media rights deal earns the NCAA nearly 100 times the revenue.

Men's
Women's



2019 March Madness Media Rights Revenue

Total:
\$810.1M



2019 March Madness Title Game Viewers

Total:
23.3M

Media Rights



- The media rights deal that covers the Women's NCAA Basketball tournament was created in 2001
- This deal was renewed in 2011, and remains the current deal until today
- This deal is outdated, as it was created 21 years ago

Media Rights

- The women's basketball could make significantly more revenue if its media rights were separated and sold by itself.
- In 2024, the current media rights deal with ESPN expires, and the NCAA should look to separate women's basketball and increase revenue with a new media rights deal.
- Currently, the women's basketball tournament is combined with all 20 other women's NCAA championships

NCAA Estimated 2021 Media Rights Payments

The NCAA makes more than 20 times as much from its men's March Madness TV deal with CBS and Turner than from its contract with ESPN, which includes the rights to the women's college basketball tournament.



Chart: Lev Akabas • Source: NCAA

Sponsors

- Coca-Cola
- Buffalo Wild Wings
- Great Clips



Great Clips®

Coca-Cola



Source : The Coca Cola Company

The Coca-Cola mission statement is:

- To refresh the world in mind, body, and spirit.
 - To inspire moments of optimism and happiness through our brands and actions.
 - To create value for making a difference.
-
- Will be the sponsor of our fan village and concert
 - The Coca-Cola Company Global Women's Leadership Council
 - Gender Parity effect



Buffalo Wild Wings



Source : World Wide Wings

Buffalo Wild Wings mission statement is:

- WOW people every day, by being
 - guest driven
 - team-focused
 - community-connected
 - dedicated to excellence

- Will host players and coaches for a team dinner
- Meal equity for the Men's and Women's teams



Great Clips

Great Clips®
IT'S GONNA BE GREAT™

Source : Great Clips

Great Clips Mission statement is:

- We pride ourselves on making it easy for customers to get a great haircut at a great price at a time and place that's convenient for them
- Pop Up shop for all athletes and coaches participating in Total Madness
- Offer haircuts to all races and genders
- "Look good, play good."



Promotional Synergy

- Understanding the importance of March Madness
- Creating a new Identity
- The “Total Madness” Idea
- Create excitement for a new event



Budget

- Gender Equality
- Strive for cost efficiency
- Feasible
- Major Expenses
- Revenue Generation



2027 Projected Tournament Revenue

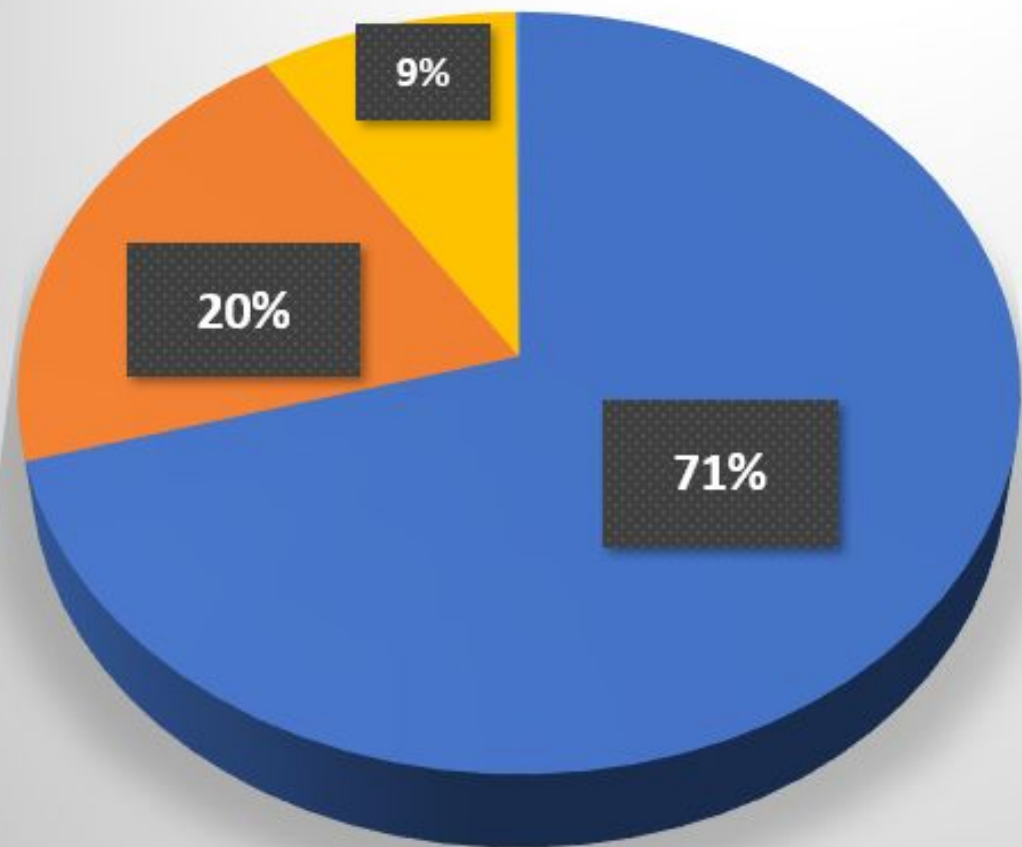
NCAA Men's Basketball Revenue Breakdown 2012-2027	2012	2013	2014	2015	2016	2017	2018	2019
TV and Marketing rights fees	\$637.99	\$653.75	\$678.24	\$698.92	\$718.13	\$739.25	\$759.84	\$780.78
Championships and Invitation tournaments	\$91.72	\$99.57	\$103.37	\$107.84	\$111.11	\$116.46	\$120.03	\$160.08
Investment Income, net	\$26.59	\$37.26	\$74.04	-\$18.50	\$32.08	\$42.42	\$20.39	\$13.11
Sales and services	\$21.74	\$24.58	\$25.49	\$26.64	\$28.89	\$27.33	\$51.71	\$49.86
Contributions - facilities/other	\$0.05	\$6.36	\$8.99	\$6.22	\$6.15	\$6.07	\$5.99	\$2.82
Total	\$778.10	\$821.52	\$890.13	\$821.12	\$896.35	\$931.53	\$957.97	\$1,006.65

Source: Statista

(In millions of dollars)

Projected 2022	Projected 2023	Projected 2024	Projected 2025	Projected 2026	Projected 2027
\$803.64	\$827.17	\$851.39	\$876.31	\$901.97	\$928.38
\$174.03	\$189.19	\$205.67	\$223.59	\$243.07	\$264.24
\$7.21	\$3.97	\$2.18	\$1.20	\$0.66	\$0.36
\$57.69	\$66.75	\$77.23	\$89.36	\$103.39	\$119.63
\$2.60	\$2.40	\$2.21	\$2.04	\$1.89	\$1.74
\$1,045.17	\$1,089.48	\$1,138.69	\$1,192.51	\$1,250.98	\$1,314.36

30.57% Total Increase from 2019 Pre-COVID to 2027 Total Madness



- TV and Marketing rights fees
- Championships and Invitation tournaments
- Investment Income, net
- Sales and services

2019 Final Four Pre-COVID Budget

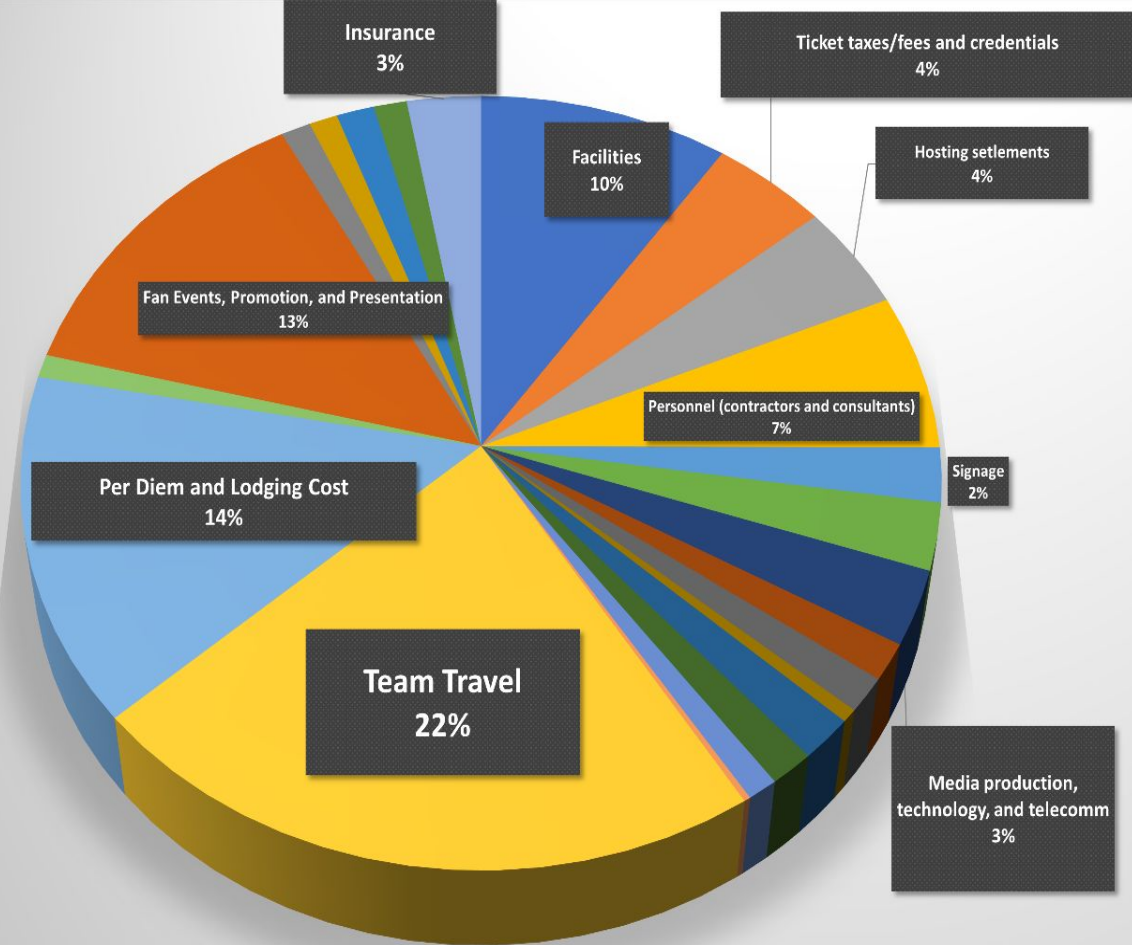
Basketball Direct Game Expense	Men's	Women's	Difference
Facilities	\$6,130,414	\$700,076	\$5,430,338
Ticket taxes/fees and credentials	\$3,116,118	\$48,638	\$3,067,480
Hosting settlements	\$2,757,194	\$421,398	\$2,335,796
Personnel (contractors and consultants)	\$3,360,150	\$1,284,147	\$2,076,003
Signage	\$1,524,471	\$87,760	\$1,436,711
Equipment	\$1,659,911	\$311,726	\$1,348,185
Media production, technology, and telecomm	\$1,713,688	\$488,910	\$1,224,778
Other travel	\$974,815	\$111,274	\$863,541
Hospitality and catering	\$783,063	\$244,289	\$538,774
Apparel	\$316,733	\$59,342	\$257,391
Officials	\$750,454	\$510,300	\$240,154
Awards/mementos	\$629,464	\$406,828	\$222,636
Promotion	\$338,380	\$374,402	-\$36,022
Office and professional services	\$27,483	\$124,821	-\$97,338
Basketball Other Direct Expense			
Team Travel	\$9,404,705	\$6,446,786	\$2,957,919
Per Diem and Lodging Cost	\$6,189,663	\$4,107,888	\$2,081,775
Committee Expense	\$427,184	\$262,264	\$164,920
Basketball Support Expenses			
Fan Events, Promotion, and Presentation	\$8,496,045	\$949,777	\$7,546,268
NCAA Marketing and Ticketing Expense	\$651,759	\$162,723	\$489,036
Credit Card Fees	\$707,218	\$67,419	\$639,799
NCAA Champs Functional Group Expenses	\$714,833	\$319,797	\$395,036
Playing Rules and Officiating Equipment	\$487,773	\$417,367	\$70,406
Insurance	\$2,025,211		\$2,025,211
Total Disbursements	\$53,186,729	\$17,907,932	\$35,278,797

Source : NCAA External Gender Equity Review. Kaplan Hecker & Fink LLP

2027 Equality Based Budget

Basketball Direct Game Expense	2019 Pre-COVID Budget	30.57% Increase for 2027
Facilities	\$6,830,490	\$9,268,975
Ticket taxes/fees and credentials	\$3,164,756	\$4,294,574
Hosting settlements	\$3,178,592	\$4,313,349
Personnel (contractors and consultants)	\$4,644,297	\$6,302,311
Signage	\$1,612,231	\$2,187,797
Equipment	\$1,971,637	\$2,675,511
Media production, technology, and telecomm	\$2,202,598	\$2,988,925
Other travel	\$1,086,089	\$1,473,823
Hospitality and catering	\$1,027,352	\$1,394,117
Apparel	\$376,075	\$510,334
Officials	\$1,260,754	\$1,710,843
Awards/mementos	\$1,036,292	\$1,406,248
Promotion	\$712,782	\$967,245
Office and professional services	\$152,304	\$206,677
Basketball Other Direct Expense		
Team Travel	\$15,851,491	\$21,510,473
Per Diem and Lodging Cost	\$10,297,551	\$13,973,777
Committee Expense	\$689,448	\$935,581
Basketball Support Expenses		
Fan Events, Promotion, and Presentation	\$9,445,822	\$12,817,980
NCAA Marketing and Ticketing Expense	\$814,482	\$1,105,252
Credit Card Fees	\$774,637	\$1,051,182
NCAA Champs Functional Group Expenses	\$1,034,630	\$1,403,993
Playing Rules and Officiating Equipment	\$905,140	\$1,228,275
Insurance	\$2,025,211	\$2,748,211
Total Disbursements	\$71,094,661	\$96,475,455

Source : NCAA External Gender Equity Review. Kaplan Hecker & Fink LLP



- Facilities
- Ticket taxes/fees and credentials
- Hosting settlements
- Personnel (contractors and consultants)
- Signage
- Equipment
- Media production, technology, and telecomm
- Other travel
- Hospitality and catering
- Apparel
- Officials
- Awards/mementos
- Promotion
- Office and professional services
- Basketball Other Direct Expense
- Team Travel
- Per Diem and Lodging Cost
- Committee Expense
- Basketball Support Expenses
- Fan Events, Promotion, and Presentation
- NCAA Marketing and Ticketing Expense
- Credit Card Fees
- NCAA Champs Functional Group Expenses
- Playing Rules and Officiating Equipment
- Insurance

Questions?