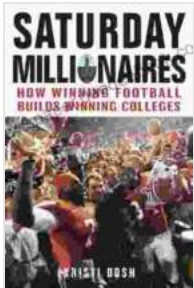


Saturday Millionaires: How Winning Football Builds Winning Colleges



Saturday Millionaires: How Winning Football Builds Winning Colleges by Kristi Dosh

★★★★☆ 4.1 out of 5

Language : English
File size : 3338 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 302 pages



College football is a big business, and the stakes are only getting higher. In 2019, the NCAA reported that the total revenue for all Division I football programs was \$1.1 billion. And that number is only expected to grow in the years to come.

With so much money at stake, it's no wonder that colleges are ng everything they can to win football games. They're spending millions of dollars on new stadiums, hiring top-notch coaches, and recruiting the best players. And it's all paying off.

Winning football teams are generating more revenue than ever before. And that money is being used to improve the entire college experience, from academics to athletics to student life.

The Virtuous Cycle of Success

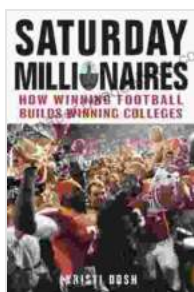
There is a virtuous cycle that exists between winning football and winning colleges. When a football team wins, it generates more revenue. That revenue can then be used to improve the academic programs, the athletic facilities, and the student experience. And when the college experience is improved, it attracts more students and better faculty. And that leads to even more success on the football field.

Here are some specific examples of how winning football can help colleges:

- **Increased revenue:** Winning football teams generate more revenue from ticket sales, merchandise sales, and television contracts. This revenue can be used to fund a variety of initiatives, including academic programs, athletic facilities, and student scholarships.
- **Improved academic programs:** Winning football teams can help to attract top students to a college or university. These students can then contribute to the academic community and help to raise the overall quality of the institution.
- **Enhanced athletic facilities:** Winning football teams can help to justify the construction or renovation of athletic facilities. These facilities can be used by both the football team and other athletic programs, and they can also be used to host community events.
- **Improved student life:** Winning football teams can help to create a sense of community and pride on campus. This can lead to increased student involvement in campus activities and a more positive overall student experience.

Winning football is not the only thing that matters in college, but it can certainly help. When a football team wins, it can generate revenue, improve academic programs, enhance athletic facilities, and improve student life. And that can lead to a virtuous cycle of success that benefits the entire college community.

So, if you're a college president or athletic director, you should do everything you can to support your football team. It's not just about winning games. It's about building a winning college.



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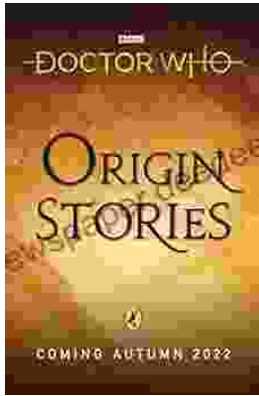
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