

FINANCIAL IMPACT

(DIVISION I-A (FBS) vs DIVISION I-AA (FCS))

Conference /Television/Corporate Revenues (2009-10 Projections)

	<u>DIVISION I-A</u>	<u>DIVISION I-AA</u>	<u>DIFFERENCE</u>
	Wyoming (MWC)	Big Sky Conference	
Number of Teams Participating	9	9	0
Number of Football Scholarships	85	63	22
Cost of Football Scholarships	\$1,667,020	\$1,235,556	\$431,464
Conference Television Revenues	\$1,222,222	\$0	\$1,222,222
Bowl Championship (BCS) Revenues	\$129,259	\$0	\$129,259
Conference Basketball Tournament Revenues	\$85,000	\$0	\$85,000
Corporate Sponsorship Revenues	<u>\$1,250,000</u>	<u>\$625,000</u>	<u>\$625,000</u>
CONFERENCE/TELEVISION/CORPORATE REVENUES	\$2,686,481	\$680,000	\$2,061,481
Value of Advertising from Televised Games			
National Broadcast (Football)	\$11,000,000 (11 games)	\$1,000,000 (1 game)	\$10,000,000
National Broadcast (Basketball)	<u>\$1,650,000 (22 games)</u>	<u>\$150,000 (2 games)</u>	<u>\$1,500,000</u>
TOTAL ADVERTISING VALUE FROM TELEVISED GAMES	\$12,650,000	\$1,150,000	\$11,500,000