



OKLAHOMA STATE

— ATHLETICS —

DIVISION IA FACULTY ATHLETIC
REPRESENTATIVE BRIEFING



INVESTING IN A WORLD-CLASS EXPERIENCE

\$114,351

AVERAGE PER STUDENT-ATHLETE



SCHOLARSHIP*
\$46,410

TRAVEL
\$35,375

ACADEMIC AWARDS
\$10,489

EQUIPMENT
\$6,311

SPORTS MEDICINE
\$6,117

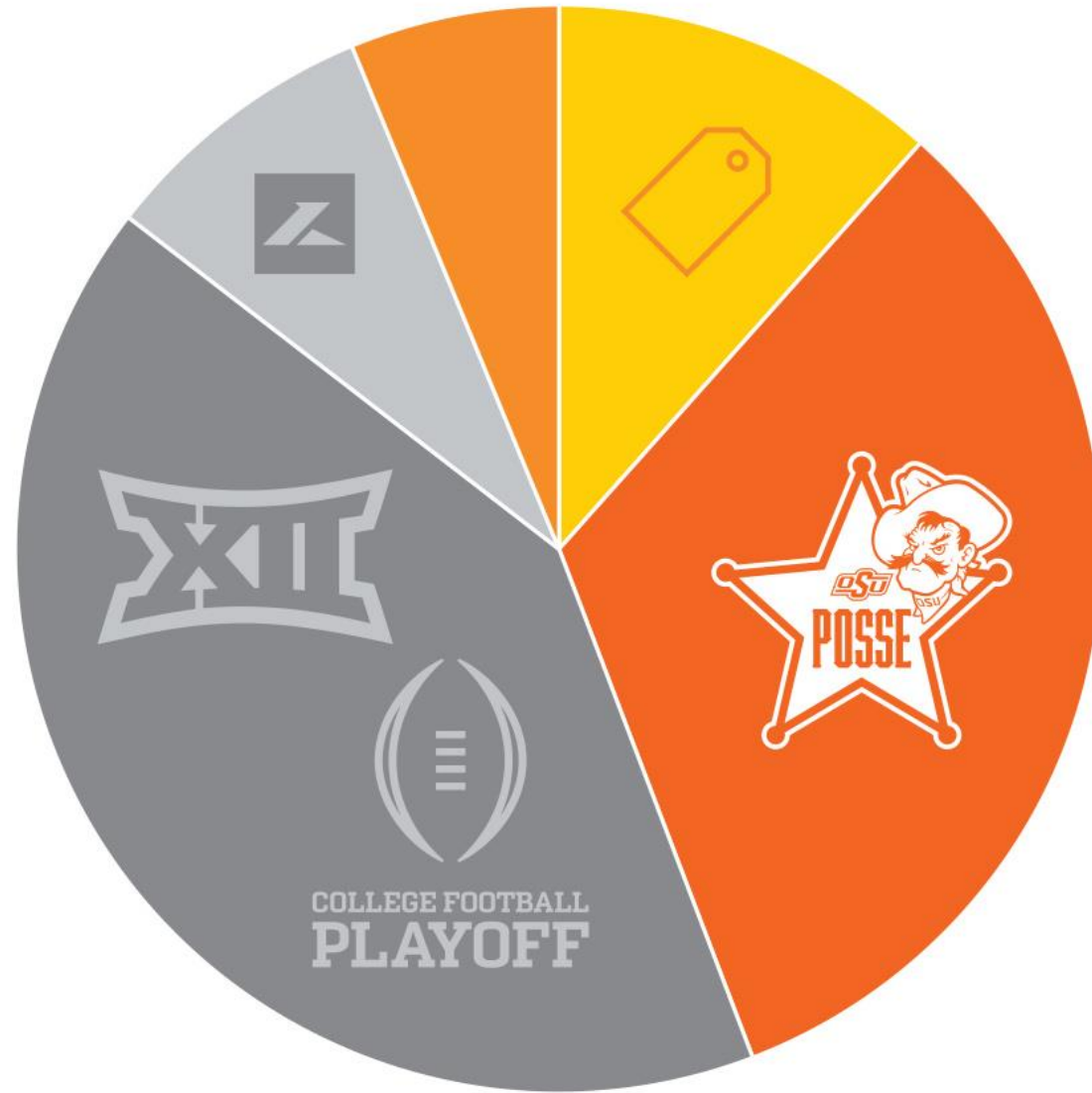
STRENGTH & CONDITIONING
\$5,685

TRAINING TABLE
\$3,013

ACADEMIC SUPPORT
\$951


Data based on following projections:
• Average student-athlete expenses for FY24 based on 527 total SA.
• 229.2 SA scholarships.
*Includes tuition, room and board





REVENUE SOURCES

Where does it come from?

 POSSE	38%
 Big 12/CFP	37%
 Ticket Sales	11%
 Cowboy Sports Properties	8%
 Other	6%

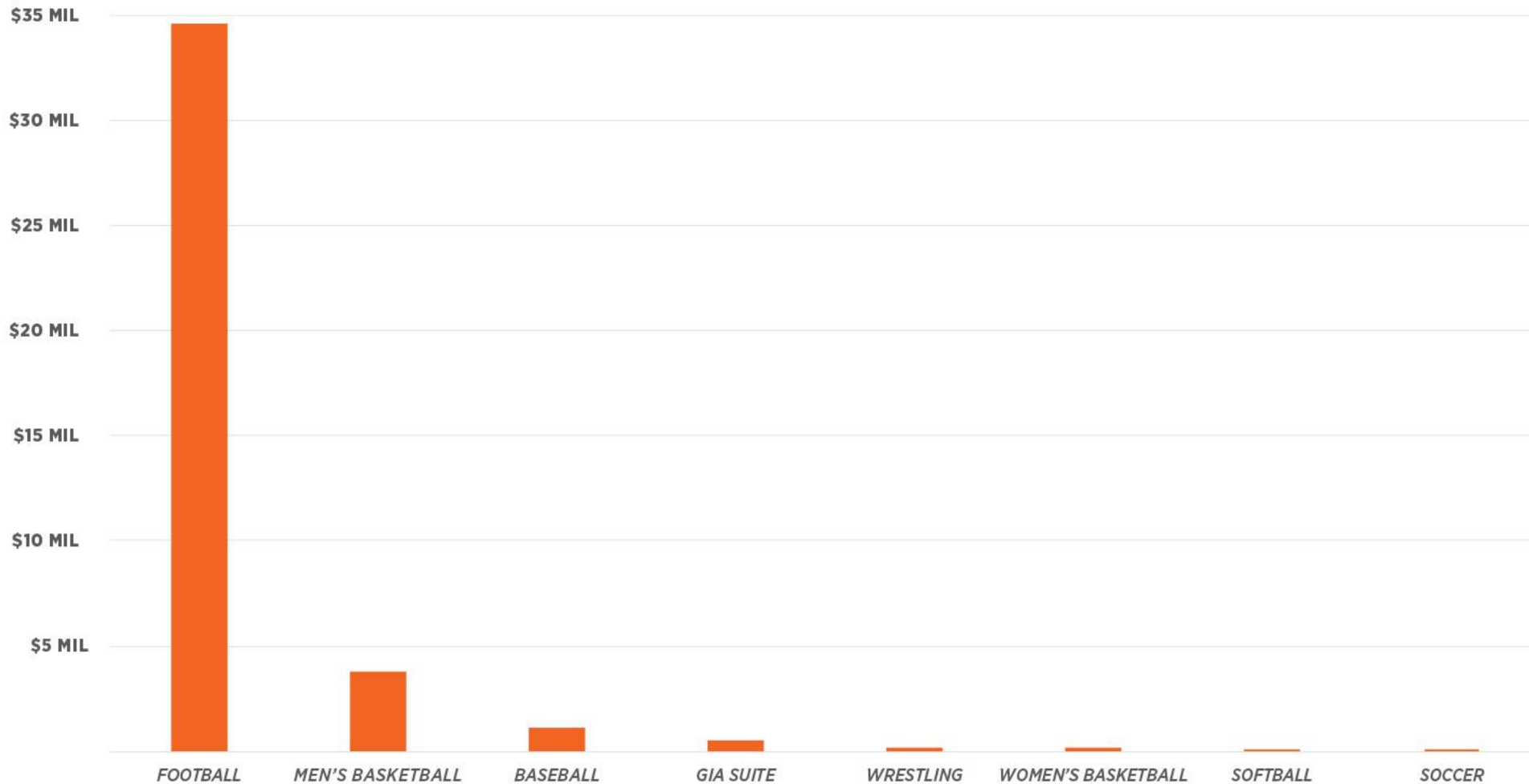
BUDGET FOR FISCAL YEAR 2023-24

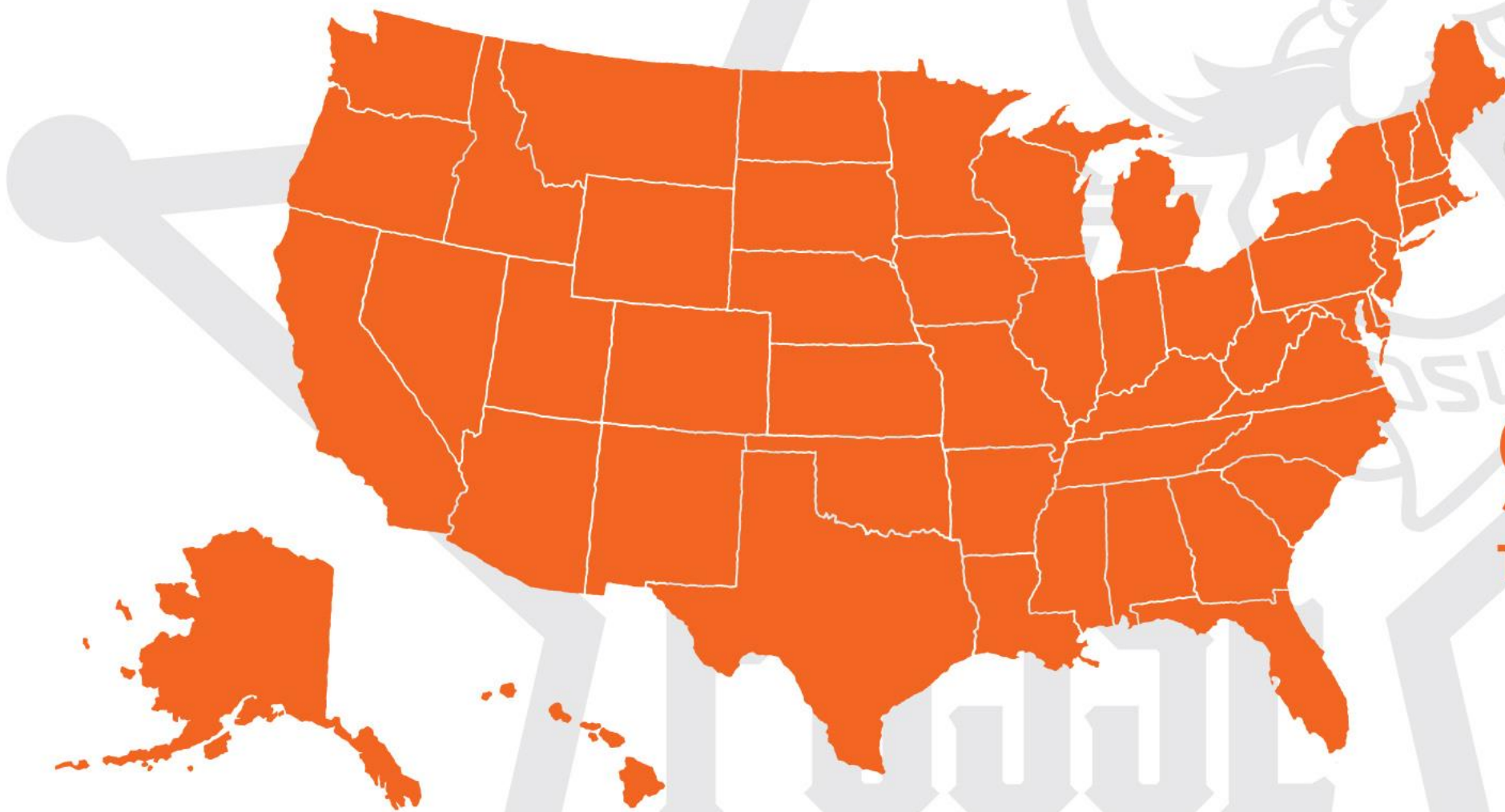
R E V E N U E	Football Tickets	\$10,286,000	9.4%
	Men's Basketball Tickets	\$916,000	0.8%
	Wrestling Tickets	\$176,000	0.2%
	Baseball Tickets	\$256,300	0.2%
	Other Sports Tickets	\$230,185	0.2%
	POSSE	\$41,850,000	38.2%
	Big 12	\$40,150,500	36.7%
	Cowboy Sports Properties	\$8,550,000	7.8%
	Concessions	\$1,500,000	1.4%
	Trademark Licensing	\$1,695,000	1.5%
	Rental	\$1,310,000	1.2%
	Student Activity Fees-Band	\$85,000	0.1%
	Game Guarantees	\$400,000	0.4%
	Other	\$2,070,000	1.9%
Total	\$109,474,985	100.00%	

E X P E N S E S	Sports Operating	\$48,025,115	43.9%
	Academic Awards (Alston)	\$2,403,960	2.2%
	Athletic Scholarships	\$10,637,264	9.7%
	Student-Athlete Support <small>(Sports Medicine, Strength, Academic Services)</small>	\$9,246,550	8.4%
	POSSE/Fan Experience	\$5,663,789	5.2%
	Debt Service	\$2,432,047	2.2%
	Facilities, Maintenance & Utilities	\$11,024,390	10.1%
	Administrative	\$10,171,133	9.3%
	Event Management	\$3,090,166	2.8%
	Orange Power/Communications	\$3,496,184	3.2%
	Band/Cheer	\$645,787	0.6%
	Game Guarantees	\$1,848,000	1.7%
	Admission Tax	\$790,600	0.7%
	Other	\$-	0.0%
Total	\$109,474,985	100.00%	

TOTAL SEASON TICKET REVENUES

BREAKDOWN BY SPORT





9,368

TOTAL MEMBERS

REPRESENTING

ALL 50 STATES

AS OF APRIL 2023

The NCAA's policy on **Name, Image and Likeness (NIL)** means a world of new opportunities for student-athletes.

At Oklahoma State, we are a **leader** in this new frontier, and we strive to give OSU student-athletes the tools to succeed.



The Brand Squad

is a group of the top OSU Spears School of Business marketing students that have made themselves available free of charge to assisting OSU student-athletes in their NIL marketing, branding and entrepreneurial activities.





We're All In
Athletics Overview

An aerial, grayscale photograph of a university campus. In the foreground, a large, multi-tiered stadium is visible, with its seating bowl and field clearly defined. The stadium is surrounded by various campus buildings, including a prominent circular building with a curved facade. The overall scene is captured from a high angle, providing a comprehensive view of the campus layout.

THANK YOU

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