
UI Athletics Update

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IOWA™



Win. Graduate. Do It Right.

Athletic Success

Student-Athlete Well-Being

Academic Success

Diversity, Equity and Inclusion

Hawkeyes@Work

Fiscal Responsibility

Fan Engagement

Forces and Trends Impacting Collegiate Athletics



WE FIGHT FOR
IOWA

UI Athletics FY24 Budget

Revenue	FY2024	Percentage
Conference Distribution	\$61.8M	44%
UICA Gift Support	\$28.1M	20%
Ticket Income	\$27.8M	20%
Other Income*	\$22.6M	16%
TOTAL	\$140.3M	

**Includes income generated from Multimedia (Learfield), Licensing, Concessions, Game Guarantees, Facilities, Administration*

Expense	FY2024	Percentage
Salaries and Wages	\$58.0M	41%
Debt Service	\$19.9M	14%
Sport Expenses	\$17.7M	13%
Scholarships	\$15.6M	11%
Other Expenses*	\$29.1M	21%
TOTAL	\$140.3M	

**Includes expenses related to Facilities, Administration, Event Management, Game Guarantees, External Relations, Medical*



Name Image Likeness (NIL)



The Hawkeye FLIGHT Program is a cross-departmental effort that creates and oversees Name, Image, Likeness (NIL) educational programming for all Hawkeye student-athletes. FLIGHT programming provides Hawkeye student-athletes the opportunity to understand NIL, in addition to receive training and resources that enhance their NIL potential.



Hot Topics for the Hawks

- Big Ten Conference Expansion
- Sports Wagering
- Facility Updates
- National Landscape of College Athletics
- Hawkeye Women Rise





