**College Football Sports Biz Scavenger Hunt**



*Students at Sports Career Consulting member schools are eligible to participate in our college football scavenger hunt. To enter, teachers will submit the names of eligible students via email to* [*chris@sportscareerconsulting.com*](mailto:chris@sportscareerconsulting.com)*. We will select three winners at random from all the submissions with 20 or more* ***correct*** *answers. Those three lucky winners will receive a $10 Amazon gift card!*

***ENTRY INSTRUCTIONS:***

1. *Students will answer the “scavenger hunt” questions below*
2. *TEACHERS, please email the names of ALL students in your class who correctly answered at least 20 of the 25 questions to* [*chris@sportscareerconsulting.com*](mailto:chris@sportscareerconsulting.com) *by* ***January 25th*** *by 3:00 PM Pacific Time.* ***IMPORTANT****: Be sure to put Scavenger Hunt Contest Entry in the subject line!*

***HELPFUL HINT: In addition to online searches, students might consider reviewing this year’s edition of our College Football by the Numbers PowerPoint!***

1. Which brand had the presenting rights to this year’s college football national championship game?

**AT&T**

1. For the last 13 years, one brand has built a “Heisman House” campaign around college football, featuring past Heisman Trophy winners. Which brand is it?

**Nissan**

1. What company sponsored this year’s Cotton Bowl?

**Goodyear**

1. What company has the naming rights to the stadium that hosted this year’s Cotton Bowl Classic between the Missouri Tigers and Ohio State Buckeyes in Arlington, Texas?

**The game was played at AT&T Stadium in Arlington, Texas.**

1. Which two companies held the naming rights to this year’s playoff semifinal games?

**Prudential held the naming rights to the Rose Bowl game between Alabama and Michigan and Allstate held the rights to the Sugar Bowl game between Texas and Washington**

1. Which company is the presenting sponsor for ESPN’s popular college football “Game Day” program?

**Home Depot**

1. CBS only held the broadcast to one game this year. What was it, which schools played in the game, and who won?

**CBS aired the Tony the Tiger Bowl in which the Notre Dame defeated Oregon State by a score of 40-8.**

1. Maryland beat Auburn in a bowl game this year. What company held the naming rights to the stadium at which the game was played?

**The Music City Bowl was played at Nissan Stadium in Nashville.**

1. What is the nickname given to the annual Rose Bowl game?

**“The Grandaddy of Them All”**

1. What was the attendance figure for the 2023 Rose Bowl game?

**94,873**

1. What is the record attendance for a Rose Bowl game?

**A record 106,869 fans attended the 1973 Rose Bowl game**

1. How many bowl games were scheduled to be played in the 2023-24 college football season (including the national championship game)?

**43 (including the National Championship game)**

1. This year’s CFP semifinal between Michigan and Alabama on Jan. 1 represented one of the 10 most-watched cable TV telecasts of all time. How many people watched the game?

**27.2 million fans watched the game on television.**

1. How many teams will make the postseason college football playoffs in the 2025 season?

**The CFP will expand the number of teams from 4 to 12 in the 2025 season**

1. Who was the presenting sponsor of this year’s Jimmy Kimmel LA Bowl?

**Stifel**

1. When does ESPN’s contract as the sole rights holder for the CFP expire?

**ESPN is the sole rights holder in a 12-year contract, which expires after the 2025 season.**

1. In 2022, one company discontinued its association with what is now known as the ReliaQuest Bowl. It was the longest continuous title sponsorship in college bowl history. What company was it?

**Outback Steakhouse. Though it had signed a six-year extension in 2019, its parent company decided to discontinue its association with the game in March 2022 in a cost-cutting measure, ending the longest continuous title sponsorship in college bowl history and resulting in a temporary renaming of the game to Tampa Bay Bowl. In June 2022, Tampa-based cybersecurity company ReliaQuest was announced as the new title sponsor.**

1. Which athletic apparel brand sponsors each of the four teams that participated in this year’s college football playoff?

**Alabama – Nike**

**Michigan – Jordan Brand**

**Texas – Nike**

**Washington – Adidas**

1. Which bowl game featured two teams that are sponsored by Under Armour, and what are the two teams?

**Northwestern beat Utah 14-7 in this year’s Las Vegas Bowl. Both schools are sponsored by Under Armour.**

1. What *type* of company sponsored this year’s Sugar Bowl? What type of business are they?

**Allstate is an insurance company**

1. What is the oldest college football bowl game?

**The Rose Bowl**

1. According to NIL valuation firm On3, which current college football quarterback has the highest projected NIL value?

**On3 projects the NIL value of Colorado’s QB Shedeur Sanders to be an estimated $4 million.**

1. How many people tuned in to watch this year’s Sugar Bowl between Washington and Texas?

**The Washington-Texas Sugar Bowl drew 18.4 million viewers, down 18% from last year’s Georgia-Ohio State Peach Bowl (22.45M) and is the least-watched New Year’s Day semifinal in CFP history.**

1. According to USA Today, which collegiate athletic program generated the most revenue in 2022 (the latest rankings)?

**According to the report, Ohio State raked in $251.6 million in 2022, more than any other collegiate athletic program – NOTE that this is across all sports, not just football (source: https://www.on3.com/news/usa-today-releases-top-25-total-revenue-college-athletics-programs)**

1. Which college football program has the most Instagram followers?

**Alabama leads the way on Instagram with 1.2 million followers.**

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**ENTRY DEADLINE: JANUARY 25th @3 PM PST**