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"CLARKONOMICS"

Iowa Hawkeyes star Caitlin Clark just became the NCAA women's basketball's all-time leading scorer. Her impact off the court is equally as impressive.



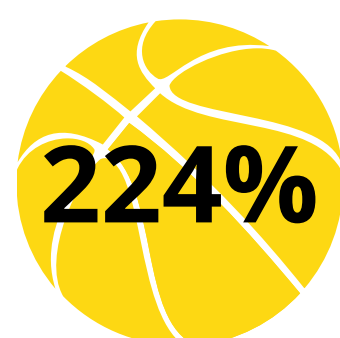
Caitlin Clark has NIL deals with Gatorade, Nike, State Farm, Bose, Buick, Hy-Vee, and more, worth an estimated \$818,000.

As of 2023, her total net worth was estimated at \$3 million, according to Equity Atlas, which will likely increase dramatically by the end of this season.



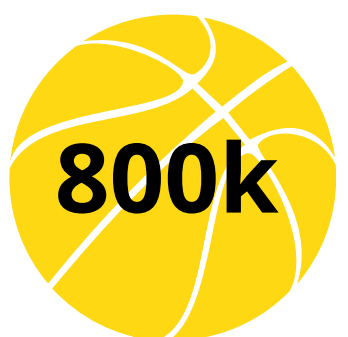
Compare those NIL figures with WNBA salaries, where the league's very best players max out around \$250,000.

Since Caitlin Clark joined the Hawkeyes in 2020, ticket prices are reportedly up 224%, and the average distance traveled by a fan to watch Iowa play is up 34% from last season.



She makes a difference on the road as well. Schools that have hosted Iowa have seen an attendance increase of over 150% compared to their home averages.

Northwestern, Northern Iowa, and Nebraska saw the first sellouts in school history when Clark and the Hawkeyes came to town.



Fox unveiled a Caitlin Clark Cam, an alternate viewing experience available on TikTok, for the Maryland game. It attracted more than 800,000 viewers.

The record for the most expensive women's basketball average ticket price was \$150 for the 2022 WNBA All-Star Game. The average price to see her break the points record was \$394.



Sources: corridorbusiness.com
www.NCAA.org
www.on3.com
www.KCCI.com

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