UO ATHLETICS FY19 REVENUE BREAKDOWN

By Category

- Pac12/NCAA: 29%
- Gifts/Donations: 26%
- Ticket Sales: 20%
- Sponsorship/Royalties/Licensing: 15%
- Food & Beverage: 5%
- Ticket-Related Fees: 3%
- Other: 2%

By Sport/Event

- Football: 66%
- Men's Basketball: 11%
- Legacy Fund: 7%
- General Support: 13%
- Outside Events: 1%
- Other Sports: 2%
- Other: 2%

OREGON ATHLETIC DEPARTMENT