The NCAA receives most of its annual revenue from two sources. That money is distributed in more than a dozen ways — almost all of which directly support NCAA schools, conferences and nearly half a million student-athletes.

WHERE IT COMES FROM

$867.5M
Division I Men's Basketball Championship television and marketing rights

$177.9M
Championships ticket sales

WHO IT SUPPORTS

Student-athletes are at the heart of the NCAA’s mission.
The distributions listed are recurring, and the information does not include any one-time distributions. Figures are from the 2018-19 fiscal year and are unaudited.

**Sport sponsorship and scholarship funds**
- **$222M**
  - Distributed to Division I schools to help fund NCAA sports and provide scholarships for college athletes.

**Division I basketball performance fund**
- **$168.8M**
  - Distributed to Division I conferences and independent schools based on their performance in the men’s basketball tournament over a rolling six-year period. The money is used to fund NCAA sports and provide scholarships for college athletes.

**Division I championships**
- **$153.8M**
  - Provides college athletes the opportunity to compete for a championship and includes support for team travel, food and lodging.

**Student assistance fund**
- **$86.6M**
  - Distributed to Division I student-athletes for essential needs that arise during their time in college.

**Student-athlete services and championship support**
- **$64.5M**
  - Includes funding for catastrophic injury insurance, drug testing, student-athlete leadership programs, NCAA postgraduate scholarships and additional Association-wide championships support.

**Division II allocation**
- **$53.3M**
  - Funds championships, grants and other initiatives for Division II college athletes.

**Division I equal conference fund**
- **$53.6M**
  - Distributed equally among Division I basketball-playing conferences that meet athletic and academic standards to play in the men’s basketball tournament. The money is used to fund NCAA sports and provide scholarships for college athletes.

**Division III allocation**
- **$49.2M**
  - Distributed to Division III college athletes.

**Division II allocation**
- **$35.2M**
  - Funds championships, grants and other initiatives for Division III college athletes.

**Division I conference grants**
- **$10M**
  - Distributed to Division I conferences for programs that enhance officiating, compliance, minority opportunities and more.

**Academic enhancement fund**
- **$4.8M**
  - Distributed to Division I schools to assist with academic programs and services.

**Division I championships**
- **$4.8M**
  - Provides college athletes the opportunity to compete for a championship and includes support for team travel, food and lodging.

**Sponsored scholarships**
- **$53.6M**
  - Distributed to Division I student-athletes for essential needs that arise during their time in college.

**Other Association-wide expenses**
- **$58.4M**
  - Includes support for Association-wide legal services, communications and business insurance.

**General and administrative expenses**
- **$44.8M**
  - Funds the day-to-day operations of the NCAA national office, including administrative and financial services, information technology and facilities management.

**DID YOU KNOW?**

Of 90 NCAA championships, only five (all in Division I) generate as much money as they cost to run:
- Men’s basketball
- Men’s ice hockey
- Men’s lacrosse
- Wrestling
- Baseball

Beginning in 2019-20, a portion of NCAA revenue will be distributed to Division I schools based on their student-athletes’ academic performance.

The Division I College Football Playoff and bowl games are independently operated, and the NCAA does not receive revenue from these events.

Learn about other NCAA 101 topics at ncaa.org/about.