

# 1988 Cotton Bowl Classic

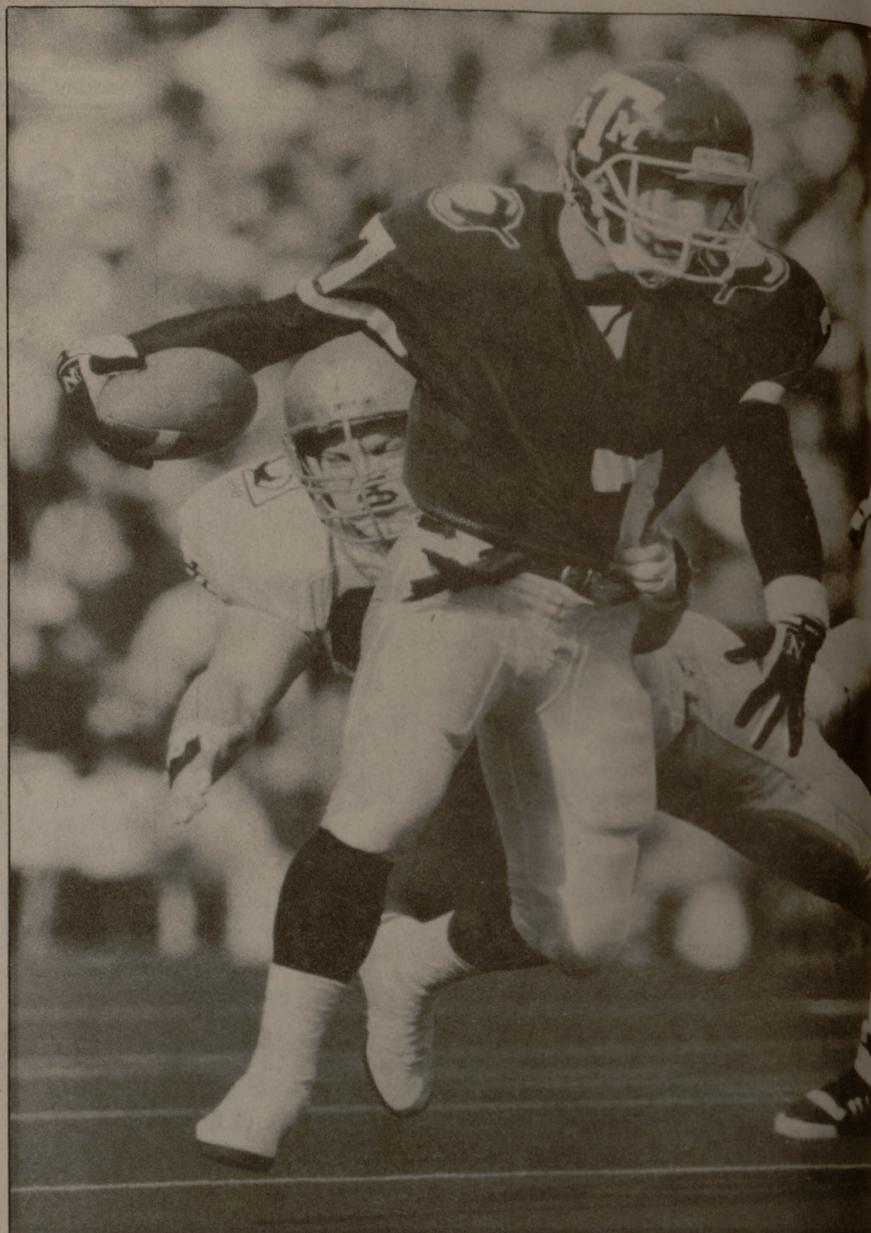


Photo by Peter Rocha, Bryan/College Station

A&M's Bucky Richardson eludes Notre Dame's Mike Griffin in the Cotton Bowl. Richardson, the game's offensive MVP, rushed for 96 yards on 13 attempts.

# OPAS 15



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## A&M to split Cotton Bowl profits with other conference schools

Texas A&M and Notre Dame each will receive an estimated \$2.2 million for appearing in the 1988 Cotton Bowl Classic, Mike Justice, Cotton Bowl business and ticket manager, said Jan. 5.

But while Notre Dame — with no conference affiliation — gets to keep all it receives from the Jan. 1 game, A&M must share with the other Southwest Conference schools.

In 1987, A&M and Ohio State University each received \$2.169 million from the bowl appearance, with A&M keeping \$604,953 of its share. The other SWC schools each received \$240,000. Wally Groff, A&M associate athletic director for finance, said he doesn't know how much A&M will end up with this year, but that it should be close to last year's figure.

A&M's final share of the funds goes to the Athletic Department. Out of the funds the department gets to keep from a bowl appearance, it must pay for the expenses of taking about 160 players plus coaches and trainers to a major bowl

game. Travel expenses, meals, lodging and entertainment of the players, coaches and others account for a most of the expenses, Groff said.

This year, the team had 112 players arrive in Dallas Dec. 26, he said, and around 50 — mostly walk-ons and injured players — arrived Dec. 30.

A&M also buys hats, watches and plaques for players, coaches and others associated with the football team, Groff said. All players, including walk-ons and members of the 12th Man Kick-off Team, receive these gifts, he said. A&M also had to pay for any extra equipment needed for the game and complimentary tickets.

Although the bills for those expenses aren't in yet, Groff said that based on last year's figures he expects the department to have roughly \$450,000 in expenses and a net profit of about \$150,000.

Each player and others associated with the team also receive a ring for winning the conference, but the rings are Southwest Conference Championship rings and are not

considered a Cotton Bowl expense, Groff said.

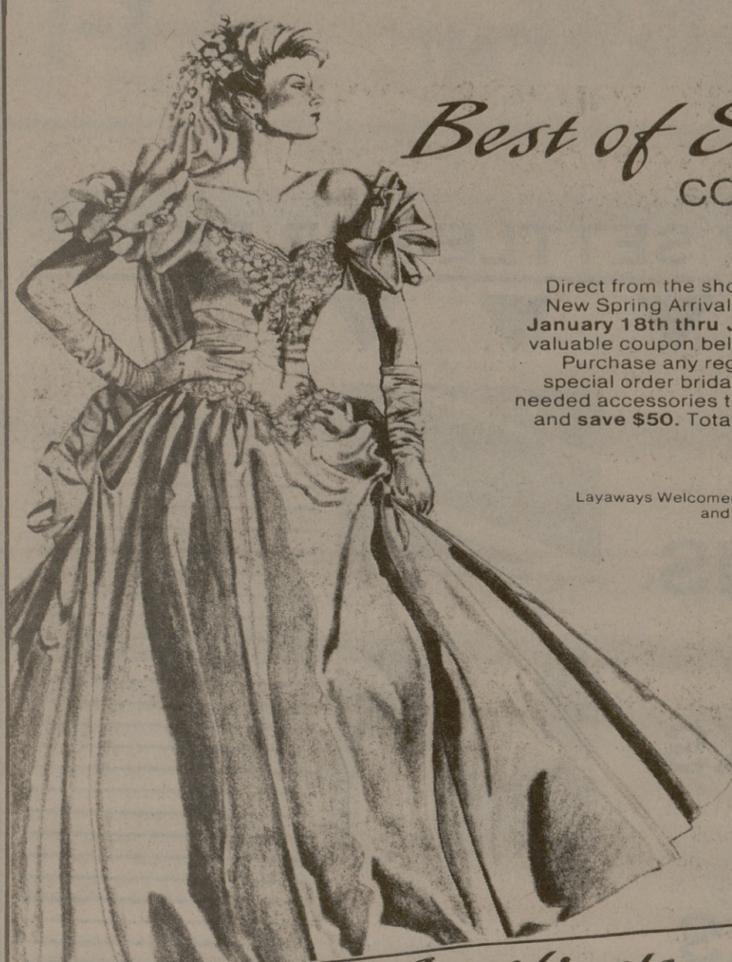
Last year, Cotton Bowl and the SWC revenue meant A&M could show a net of only \$151,781 from the million it received, Groff said.

Most SWC teams that get a share of the Cotton Bowl money have bowl game expenses, might seem better financially home during the bowl season, Groff said that's not the case.

The bowl appearance is a big expense, he said, but the football program has benefited from its exposure because of the media exposure it has received, he said.

Winning the conference and the Cotton Bowl also helps attendance at the party school, helping the athletic department make more money, he said.

A&M also will receive \$20,000 as a result of bowl appearances by the University of Texas and the University of Arkansas, he said.



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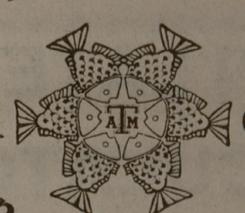
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