

THE PHYSICAL MISSION



Athletic Scholarship & Programs Fall Meeting | November 15, 2024

PHYSICAL MISSION CAMPAIGN PRIORITIES

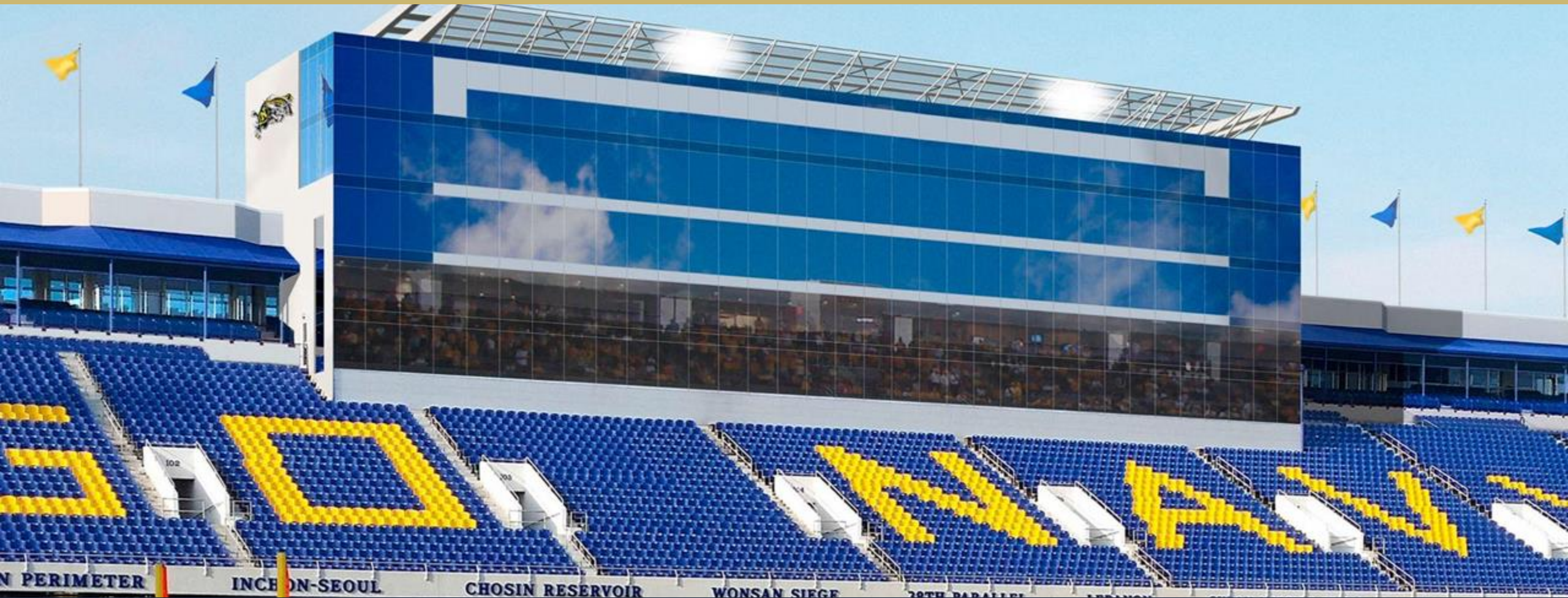


- **Capital Projects**
- **The Fund for Athletic Excellence**
- **Special Initiatives**
- **Endowments**

FACILITIES



NAVY-MARINE CORPS MEMORIAL STADIUM



BLUE SIDE PRESS BOX

STADIUM TENTS



NAVY-MARINE CORPS MEMORIAL STADIUM



CORNER SUITES

NAVY-MARINE CORPS MEMORIAL STADIUM



NAVY-MARINE CORPS MEMORIAL STADIUM

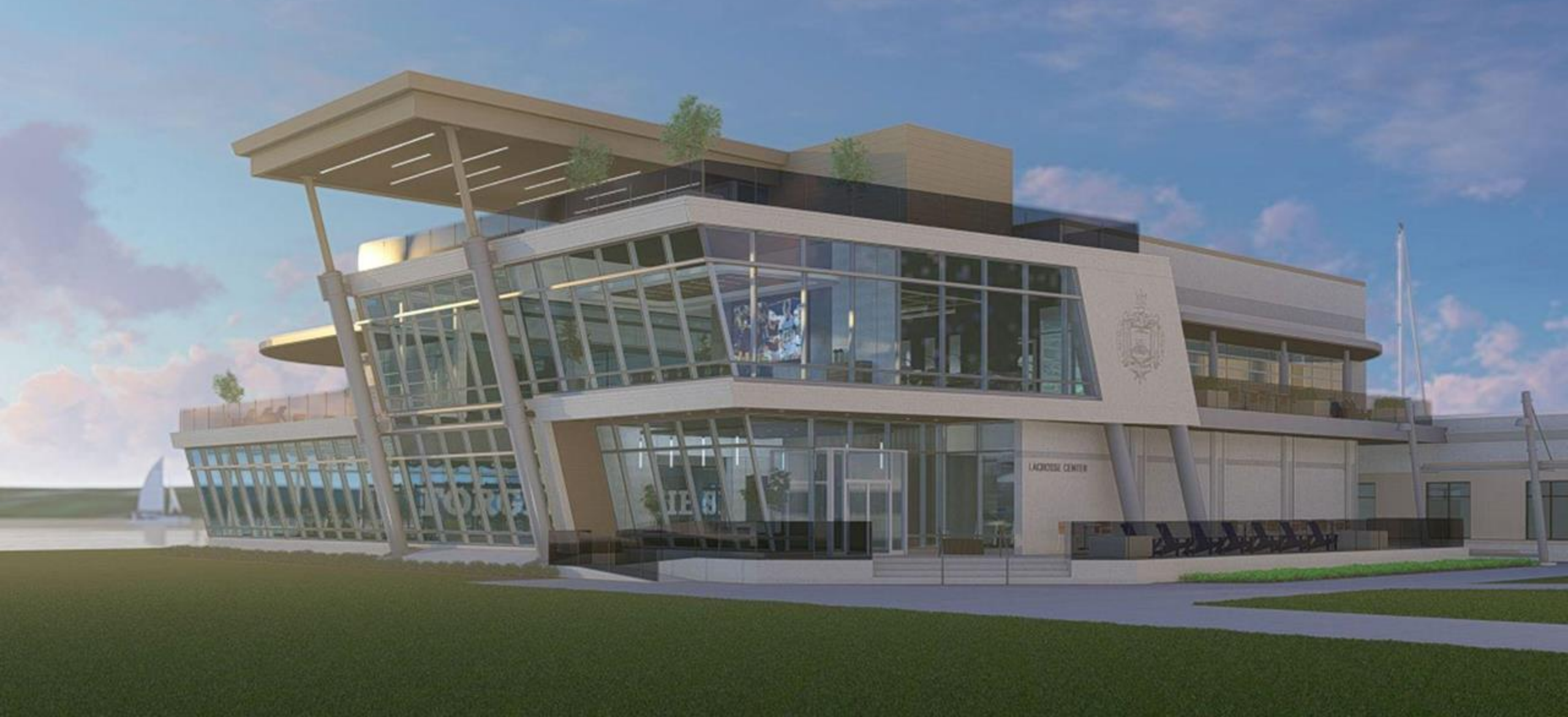


NAVY-MARINE CORPS MEMORIAL STADIUM



NEW NORTH END ZONE

NEW NAVY LACROSSE CENTER



NEW LACROSSE FACILITY



MAX BISHOP BASEBALL STADIUM



CLUBHOUSE

MAX BISHOP BASEBALL STADIUM



NEW AQUATICS CENTER



SOUTH SEVERN POOL

NEW RUGBY CENTER



BRIGADE SPORTS COMPLEX

U.S. NAVAL ACADEMY GOLF COURSE



#15 COLLEGE COURSE / GOLF DIGEST

BRIGADE SPORTS COMPLEX



19TH HOLE GRILL ROOM

BRIGADE SPORTS COMPLEX



19TH HOLE GRILL ROOM

THE FUND FOR ATHLETIC EXCELLENCE



PRESIDENT'S CUP



A DECADE OF DOMINANCE

SPECIAL INITIATIVES

- **Sport-Specific Margin of Excellence Support**
- **Class of 1973 Heinz Lenz Fellowship**
- **Women for Navy Athletics**
- **Nutrition Stations**
- **Facility Enhancements with the AS&P**



RECENT ATHLETIC SUCCESS

- **4 National Titles**
- **249 Conference Titles**
- **348 All-Americans**
- **38 Academic All-Americans**

Academic All-Americans Since 2010

- **Stanford / 232**
- **Alabama / 150**
- **Minnesota / 114**
- **NAVY / 104**
- **Nebraska / 91**

SOHOVICH NUTRITION CENTER



NAVAL ACADEMY SAILING



ATHLETIC EXCELLENCE LEGACY FUND

- The Physical Mission is integral to Midshipmen education and experience
- Athletic Excellence Legacy Fund will support NAAA and Physical Mission in perpetuity
- These are gifts through estate plans
- Permanent recognition in Terwilliger Lobby
- Long-term importance



NAVY LETTERWINNERS' ASSOCIATION

Navy Letterwinners' Association

Honoring all Navy Varsity and Club Athletes



- Coming in January 2025
- Reconnect with Navy Athletics
- Homecoming Football Tailgate
- Special Alumni Events
- Monthly E-Newsletters
- Letter Sweater Replacements
- Merchandise
- and much more...

For more information contact Rob Friedrich | friedric@usna.edu | 410-293-8788

NAMED ENDOWMENTS



ADMINISTRATIVE AND HEAD COACH

STEVE GLADSTONE



- Coached at Princeton, Harvard, Brown, Cal (twice) and Yale before coming to Navy in 2024 ... over 50 years of collegiate coaching experience
- 14 IRA National Championship-winning varsity eight crews; tied for the most all-time in men's collegiate crew
- 18 Ivy League varsity eight championship crews

HEAVYWEIGHT ROWING HEAD COACH

CONTRACT RENEWALS

Maintaining Relationships, Meeting Obligations
& Retaining Favorable Terms

Under Armour, CBS, Notre Dame



125th ARMY vs. NAVY WEEKEND



DECEMBER 13-14

BIGGEST BEAT ARMY PEP RALLY EVER



Navy Special Warfare
Demonstration to Kick Off

Bonfire Lighting; Burning of Mule

DJ EMCEE

Drone Show

Entire Brigade Attending

Food Trucks

BOWL GAMES



MILITARY, ARMED FORCES & FENWAY

NAVY VS. NOTRE DAME



GILLETTE STADIUM, OCTOBER 31, 2026

NATIONAL COLLEGIATE ATHLETIC ASSOCIATION (NCAA)

1906-2001

- **3 Membership Divisions – I, II, III**
- **One Institution – One Vote on Legislation**
- **Protect the Purity of Amateurism**

EDUCATION – STUDENT-ATHLETE – GRADUATION

TELEVISION INFLUENCE DRIVES CONFERENCE REALIGNMENT

Market Driven

Phase I

ACC

Pittsburgh - Boston College - Syracuse
Miami - Virginia Tech

Phase II

Big 10

Maryland – Rutgers

Phase III

SEC

Texas – Oklahoma

Phase IV

Demise of the PAC 12

(POWER 5 Now Becomes POWER 4)

TELEVISION CONTRACT VALUES IN COLLEGE ATHLETICS

- Men's Basketball Tournament (NCAA) ➤ \$10.8B
 - Women's Basketball Tournament (NCAA) ➤ \$920M
 - Big 12 Conference ➤ \$2.3B
 - Big 10 Conference ➤ \$8.05B
 - SEC Conference ➤ \$7.1B
 - Big 12 Conference ➤ \$4.8B
- Annual Conference Payouts per School
- | | | |
|---------------------|-------------|----------------|
| ➤ Big 12 Conference | SEC - \$68M | Big 12 - \$49M |
|---------------------|-------------|----------------|

CREATING THE DIVIDE

Power 4 Conference Annual Revenue VS Non-Power 4 Programs

OHIO STATE	\$251,615,345
TEXAS	\$239,290,648
MICHIGAN	\$210,652,237
GEORGIA	\$203,048,566
<u>AVERAGE POWER 4 (68 Schools)</u>	<u>\$145,000,000</u>
<u>AVERAGE NON-POWER 4 (65 Schools)</u>	<u>\$38,000,000</u>

ANNUAL FOOTBALL HEAD COACHES BASE SALARIES

Georgia	\$13M
Clemson	\$11.5M
USC	\$11M
Texas	\$10.3M
Florida State	\$9.8M

Average Football Top 25	\$7.75M
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Texas A&M – 10 Year Guaranteed - \$77M Buyout After One Season

STUDENT-ATHLETE EMPOWERMENT

It's Not the Athletes...It's the Institutions

A. Anti-Trust

Controlling Monopolies (NCAA) with Intention of Promoting Broad Competition

B. Collective Bargaining

Organized Negotiations of Conditions Under Which They Share Revenue And Realize Enhanced Benefits

NAVY ATHLETICS – THE WAY AHEAD



QUESTIONS?



BUILDING LEADERS THROUGH PHYSICAL MISSION