

**K-State Athletics, Incorporated  
FY10 Budget**

**Revenues**

Football Tickets*	\$ 9,359,203	21.19%
Men's Basketball Tickets*	\$ 2,708,292	6.13%
Women's Basketball Tickets*	\$ 286,158	0.65%
Other Sports Tickets*	\$ 86,000	0.19%
Ahearn Fund Gifts	\$ 11,630,639	26.33%
Learfield (Corporate Sponsorships)	\$ 3,100,000	7.02%
Big 12 / NCAA	\$ 8,884,869	20.11%
Licensing	\$ 450,000	1.02%
Parking	\$ 644,550	1.46%
Concessions / Merchandise	\$ 789,000	1.79%
Student Privilege Fees	\$ 560,695	1.27%
Game Guarantees	\$ 1,204,450	2.73%
State of Kansas	\$ 1,697,488	3.84%
Other Revenue	\$ 2,771,389	6.27%
	\$ 44,172,733	100.00%

ISU @ Arrowhead, UCLA, Louisiana

**Expenses**

Sports Operating / Recruiting	\$ 17,105,077	38.72%
Scholarships	\$ 6,425,450	14.55%
Student Athlete Support	\$ 2,971,711	6.73%
Administration	\$ 3,687,130	8.35%
Marketing/Development/Broadcasting	\$ 3,615,972	8.19%
Facilities Maintenance and Utilities	\$ 988,883	2.24%
Game Management / Operations / Officials	\$ 2,089,183	4.73%
Band / Cheerleaders	\$ 304,935	0.69%
Debt Service	\$ 1,833,720	4.15%
Big 12 Membership Fee / Overhead	\$ 1,100,000	2.49%
Game Guarantees	\$ 1,331,000	3.01%
Concessions	\$ 242,440	0.55%
Parking	\$ 264,429	0.60%
Institutional Support Fee	\$ 180,000	0.41%
Depreciation	\$ 1,294,016	2.93%
Other Expenses	\$ 738,787	1.67%
	\$ 44,172,733	100.00%

Includes salaries, travel, equipment, recruiting  
Cash paid by KSA to Kansas State University  
Sports Medicine, Strength, Academic Services

Cash paid by KSA to Kansas State University

\*Ticket revenues are net of sales tax. K-State Athletics remitted over \$1,000,000 in Sales Tax on tickets to the State of Kansas in Fiscal Year 2009