Big profits a slam dunk for Cal, Stanford hoops

BY ERIC YOUNG
San Francisco Business Times

Playing in one of the nation's most competitive conferences, Cal and Stanford have a history of attracting big crowds to men's hoops. So far this year, Stanford has averaged 96 percent of capacity in its 7,273-seat men's basketball arena, where it has sold out most games.

But more often than not, the financial picture is less rosy. Stanford has a $2.9 million deficit, while Cal has a $1.2 million surplus. The schools have been able to cover both deficits with revenue from radio and television rights, a rarity in college athletics.

The success of Pac-10 schools in the NCAA Tournament has also boosted revenue. Both schools are taking steps to increase revenue even more.

At Cal, the athletics department is offering fans more ticket package options than in past years, said Matt Terwilliger, the head of business and revenue development. The department will also sell four-packs for as much as $120, highlighting games against other Pac-10 rivals.

Cal already sells about 6,000 season tickets in 11,877-seat Haas Pavilion. Plus, the team gets top dollar for about 3,000 seats in Haas, generally closest to the court. Those seats can only be purchased by people who make regular donations to the Athletic Department.

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