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Brian Bean
St. John Fisher College

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Abstract

In college athletics fans are attached to the tradition of their favorite school. The tradition of playing college basketball has started to change with the implementation of the 2005 NBA CBA. Players cannot now go directly from high school to the NBA. Players have to go to college for at least one calendar year out high school before entering the NBA rookie draft. The study took a look at the difference in average season ticket, and average single game tickets that were sold for college basketball seasons. With this knowledge the college basketball can now determine that there is no correlation between the more traditional recruiting style versus the new one and done type of recruiting style

Document Type

Undergraduate Project

Professor's Name

Emily Dane-Staples

Subject Categories

Sports Management

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Brian Bean

St. John Fisher College

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In college athletics fans are attached to the tradition of their favorite school. The tradition of playing college basketball has started to change with the implementation of the 2005 NBA CBA. Players cannot now go directly from high school to the NBA. Players have to go to college for at least one calendar year out high school before entering the NBA rookie draft. The study took a look at the difference in average season ticket, and average single game tickets that were sold for college basketball seasons. With this knowledge the college basketball can now determine that there is no correlation between the more traditional recruiting style versus the new one and done type of recruiting style

The Effect on College Basketball Brand Loyalty and the National Basketball Associations Age Eligibility Rules

Tradition is something that people from all walks of life can relate too. Many people look at tradition in different ways. One of the traditions that we have every year in the United States is the college basketball season. The season for most starts at mid night the day of the NCAA allowing the teams to have formal practices. In 2010 this opening day was October 12th. At Syracuse University students and fan head to the Carrier Dome to watch their basketball team in a number of different activities (Waters, 2010). This tradition and many others in men's college basketball in the United States is something that millions of people enjoy year after year. Tradition is an integral part of the development of any men's college program and the prestige of the school.

All teams have different traditions that their coaches and fans follow. Many times we will see coaches that stay at the same school for many years (Wooden, 1997). With a coach staying at the same school for many years he will start to bring new and different traditions to the university. This is why many times we will see traditions that the coach started. John Wooden brought the tradition of winning and excellence to the University of California Las Angles, (Wooded, 1997). The coach is usually quite charismatic and has a better than average knowledge of the game. The coach is a great recruiter. With recruitment, come talented players. With talented players, comes winning. With winning, comes more fans and excitement and each game capitulates into social happenings.

Many teams have different events that they do to start the year off. The Syracuse Orange has a massive Midnight Madness event that they hold in famous Carrier Dome (Norlander, 2011). In the Dome the Student body and many of the fans of the team meet and wait for

midnight to strike on the opening day of the college basketball season. The team will go through the night and have a scrimmage against one another followed by some skills events. The night ends with a dunk contest between some of the high flyers of the team (Norlander, 2011). It is this type of commitment by the fans with in a college basketball community that make the tradition that is seen in college basketball unique. Many times former players will come and make an appearance at the event, (Norlander, 2011).

Each year, fans get to see new players come into college and at the end of each year they have to say good bye to some players. In the tradition of the athletes of college basketball, a player would typically stay in college for four year and leave after they graduate and their playing eligibility had expired (Skretta, 2011). After playing in college, a select few players would have the ability to move on to the NBA and did so if they were drafted. Players that did not have the talent level to play in the NBA would go on and become professionals in another industry, (Pascarella, 2005).

Over time, a distinct minority of players found themselves having the ability to become a professional basketball player without going to college at all. With professional salaries often beginning in the millions of dollars if a player could go right out of high school into the NBA they most likely would. Moses Malone, Daryl Dawkins, Kevin Garnett. Kobe Bryant and LeBron James are examples of people that went right from their high school gymnasiums to the professionals (Ortiz, 2011). This would all change in the signing of the 2005 NBA CBA.

In the NBA Collective Bargaining Agreement of 2005, the NBA started to implement an age eligibility requirement for all players wanting to enter the league (NBA, 2005). The age restriction was that players had to be at least one year out of high school before entering the

NBA rookie draft. This meant for the players that have the talent, they would go one year to college, play a season and then move on to the NBA. When a player does this, (goes to college for just their freshman year and then leaves for the NBA), it is called going “one and done”. A recent example of this is Derrick Rose, who now plays for the Chicago Bulls but only played one year in college before heading to the professionals (Skretta, 2011). Rose went to Memphis to play under John Calipari for one year. Then after Rose met the age requirement he entered the NBA draft.

People perceive college basketball in many different ways. The Study took a look at if one of them is whether or not the loyalty of the players to stick out his four years has any affect of the fans that show their loyalty year after year. The new one and done method that the NBA age eligibility rule implies, has implemented may have a negative effect on the college basketball game and the fans of it.

Literature Review

In 2005 the NBA and the NBAPA signed a new CBA. In this CBA there was a new age eligibility clause. This rule which requires players from high school wait a year before going into the rookie draft may be hurting the college game. College basketball has become a revolving door; each year some players graduate, and others leave to seek an opportunity in the NBA. One thing that that rarely changes is the fans. People that follow college basketball do it religiously (Brock, 2011).

There are a couple of different ways high school athlete can go about coming into the NBA. First they can go to college for one year, and then enter the NBA rookie draft. Secondly,

they can become a professional basketball player outside of the United States for one year. There are professional leagues for basketball in other places besides the United States; for example, in Europe (Broussard, 2008). This gives a player time to develop his skills and grow into the more demanding professional game. The first person to do this was Brandon Jennings in 2008. (Broussard, 2008). Players that decide to stay in the United State and become a professional basketball player in a different league would then have to wait four years before entering the NBA rookie draft. There are other professional basketball leagues that exist in the United States but they are not the caliber of the highest level of basketball in the United States- the NBA. The Professional Basketball League (PBL) is a semi-professional league that the United States has. These “minor “pro leagues are an excellent training ground for potential NBA players to develop and hone their skills and strength to fit the professional game. The one and done rule is something that has changed the college basketball game quite a bit.

After the 2005 NBA CBA was passed, however, players out of high school had to do one of the three options listed prior. Before the one and done rule was in affect players that could compete at the NBA level did so right out of high school. As of 2011, some of the more noable players in the NBA that went right from high school to the NBA are Kevin Garnett, Kobe Bryant, Dwight Howard, LeBron James, and others (Ortiz, 2011). These are players that have truly excelled in the NBA and did not need to go to college to improve their game. These players already possessed the mental and physical capabilities to compete against the men of the NBA right out of high school. Now many players simply go to college for one year and then head into the NBA. It has also started to debate what the role of college is in our society. This has brought on a lot of debate regarding if this practice is good for the game or in the best interest of the player.

Impact of Coaches on Draft Status

In men's college basketball, since the 2005 CBA more players have done one year of college then made a quick exit for the NBA than ever before (Kiszla, 2011). One and done is a method used by players in order to meet the National Basketball Association age eligibility requirements. The league realized that it probably was not in a person's best interest to come right out of high school and physically and mentally play with men. The NBA also needs to look at whether or not this is good for the branding of their teams. Many players make a name for themselves while playing in college. This can add a whole different depth to the fans at the NBA level. People who follow a player through a complete four year career at college may also continue to follow them into the NBA. This gives teams the ability to market and sell product to people they might not normally.

Athletes

The purpose of going to college is not only to further your education but it is also to, in the long run, be a training ground so that a person can become a positive member of society and make as much money as possible in the field of their choice (Brock, 2011). For the select few athletes that are gifted enough, this could mean becoming a professional in their sport. If a potential professional player does decide to stick it out in college for four years, he is risking a number of different outcomes (Brock, 2011). At the Division I level players are competing to make it to the next level. At the professional level players are paid to play. Many players will take the millions of dollars that they professional level offers them instead of completing their college degree. There are many different factors that a player has to look at when deciding what

to do. To go to the NBA after one year is guaranteed money. To wait and further their education could cost them a shot at the NBA.

A break out freshmen year could turn into a mediocre last three and in this particular case, a player may not get drafted. Another risk is injury. Injuries can occur in any level of play, at any time. In college though, a career ending injury may mean that you possibly could lose your scholarship and potential of being drafted into the professional game because you are viewed as “damaged goods” and it could mean that you miss out on the money that you could have made at the professional level (Phau, 2009). College players face these kinds of decisions and pressures that can affect the financial security of their families. These are factors that players face when decided whether or not to have a complete college career or to leave early and enter the NBA Rookie Draft.

As of right now, NBA contracts have a guaranteed amount of money so even if a player has a career ending injury in their rookie season, they will still get the money that they have in their contracts regardless of whether or not they play in a game (2005 NBA CBA). These players also have agents that negotiate their contracts so that they will be financially protected in case of injury because millions of dollars are at stake. When fans see a player go through a career ending injury, they it is another factor that comes into play was identifying with the team (Phau, 2009). Fans will move on though and adapt to the new team.

Classic Coaching Technique

Coaches are affected by the age eligibility rule as well. Coaches have had to change their philosophy on their approach to coaching. Even though some coaches do not embrace a player that plans to go one and done they will still need to prepare to play them during the year. These one and done players are players that the more traditional style of recruiting coach is not use to having on a team or facing in a game. Ahead the study starts to focus in on the recruiting styles of coaches.

The University of California, Los Angles (UCLA) men's basketball under John Wooden is a great example of this. John Wooden was the definition of a traditional recruiter. They were so dominate in the 1960s and early 70s, that people that never went to see a game, would go to see if any team could beat them or on UCLA away games, go to the game just to root against them, (Wooden, 1997) John Wooden may have created the best tradition a team has ever seen, all done with players staying all four years. Would John Wooden and UCLA have developed such tradition if players were there one or two years and then jumped ship for the NBA? following this the study will start to define the "traditional" coaching style.

Prior to the signing of the 2005 NBA Collective Bargaining Agreement, fans would see a player come in as a freshmen and then watch them progress all the way up through till they graduated. This traditional sense of a player staying four years at a school before going to the professionals was the norm. This led to the tradition that coaches and schools were looking for and that fans felt a part of. Star basketball players went to class with the general student population and the star athletes were actually an integral part of the student body; and the student

body felt as if the athlete were one of them (Wooden, 1997). It created a tremendous bond of loyalty and that all became part of the legacy a school and coaching staff were trying to create.

Non-Traditional Recruiting Technique

The change in the age requirement has altered this pattern of player progress toward the professional leagues. Players used to immediately make themselves eligible for the draft out of high school now have to contend with the age requirements. In the past six years we have seen many players do this. With only seeing a player play for a team for one year, fans and especially students may not feel as connected with their teams as they once did (Douglas, 2010). With the NBA altering the way that players move into the league, it may be in the long run hurting the college basketball game. People may start to question how long a player is going to stay in school before going into the rookie draft of the NBA. Even if a player does not intend on leaving early from college, a great season could push this player high up on the draft board with millions of dollars looming on the horizon. With all the money that players are making in the NBA it would be hard for anyone to turn down that kind of money (Douglas, 2010). Student athletes have the right to leave college when they want and have the right to pursue a professional basketball career if the opportunity presents itself. Fans may not like the fact that their team is being used a one year stop for a future NBA player (Douglas, 2010). Fans need to be connected with the teams they follow and also feel a connection with the players on that team.

Team Loyalty

People will usually follow teams similarly to the ones that their parents follow (Phau, 2009). Most people will find themselves growing up using and becoming attached to certain

products. This loyalty could have been passed down for one's parents or it could also be something they started to like. This is the same when it comes to sports teams. People will follow and become fans of the teams that their parents follow. With this brand loyalty, a sense of tradition comes into play. With college sports the tradition of seeing player come in as a freshmen and work their way into a great player by senior year is one that all students can readily identify with and this is a variable in creating tradition (Wann, 2008). This can also be said of a professional team - players that are drafted and stay with the same team over a number of years, demonstration of hard work and team play and values all works in a players favor, as well as the professional franchise. When NBA teams draft a player they hope that he stays with the team for a number of years so the fans can grow with the player.

According to Jacoby and Kyner (1973), brand loyalty incorporates both an attitudinal and a behavioral aspect to describe consumers' overall buying behavior within a product class. The behavioral aspect consists of repeat purchases of the brand. The attitudinal aspect includes a degree of dispositional commitment toward the brand with some unique values, such as perceived quality and relevant brand image. (Phau, 2009).

Simplistically, people will generally keep going back to the same place if they perceive that the product they are paying for is what they would expect it to be, is reliable and affordable. For a product to gain brand loyalty from customers, there are two aspects that influence brand loyalty for customers. The first Kyner says is attitudinal (Phau, 2009). How a customer feels about a product is a key factor into gaining brand loyalty. If someone does not like a product from the beginning , then they will not become loyal to that product. Depending on where someone is from they may immediately not like a team regardless of that team's success or any

other factors. There is such a thing as geographic loyalty (Phau, 2009). People that are born in the Northeast and are baseball fans, probably would root for the Boston Red Sox or New York Yankees (and a variable of who they grew up rooting for probably has its roots in which the parents rooted for). If someone suddenly moved to California when they are 25 years of age, it is unlikely that a person will become a Los Angeles Dodger fan. There are still ties and roots for where a person grew up and loyalties to whom the parents were loyal to. This is a tradition that stays with people.

The second factor according to Kyner is the behavioral aspect of the customer toward a product (Phau, 2009). Brand loyalty can also be defined as whether or not a person continues to buy a product again and again. The product can also be a professional team you watch. Does a person buy tickets and go watch the product (team)? Does the person sit and watch the team often in the evening or Saturday afternoons from the living room couch? Because people usually grow up almost being told what teams to root for, it is easier to maintain these customers. It is easier to keep an old customer than get a new one (Blakeslee, 2004). Teams and brand products can be decided upon this way. For many people it is almost second nature to root for the teams that they do.

Brand loyalty is something that is measured in all industries to see not only if companies are optioning new customers but keeping old ones (Douglas, 2010). There are many different levels of fandom in college basketball. Take Coke and Pepsi for example. These are two very similar products. Yet for some reason, people prefer one over the other. Even though the products are similar in nature, many people will drink one over the other. This is a brand loyalty that every company wishes they could achieve with their entire product. There are several factors that go into why or why not people will drink one over the other. This first variable is

that people when they are growing up, they just take whatever they have in their house and like it. This develops your taste buds so that you will not only prefer one to the other but you will truly not enjoy the other. (Blakeslee, 2004). The taste buds actually acquire a taste for the one you have the most of growing up so that when you have the other, you do not like it because of a perceived taste difference. You can see why companies with products target young kids for their products to be experienced first. This can even be compared in college basketball to people who live in North Carolina liking Duke over North Carolina and vice versa. If a kid grows up with parents that went to Duke, the child will innately connect with the parent and who they like- it just is a natural process.

Brand Loyalty and the Age Eligibility Rule

Although fans may not see eye to eye, the programs at Duke and North Carolina run in a similar fashion in their respective coaches philosophies with both being coaches that have firm beliefs that their players should finish out their four years of eligibility in college before going on to other things. Both Mike Kryzewski (head men's basketball coach at Duke), and Roy Williams (head men's basketball coach at North Carolina) have been reported saying that if they think a player indicates that they do not intend on being in college for all four years, than they will not recruit them to come play for their programs (Tysiac, 2009). It is important to build a team into a coherent, coordinated team has a great chance to succeed. Having players at their schools gives the basketball programs the best chance to be successful and create tradition, not only for themselves, but their players. This is the philosophy in the eyes of both Mike Kryzewski and Roy Williams; by developing players from their freshmen year all the way until they graduate at the end of their senior year, having the players for these four years allows a coach to

teach the player how to reach his true potential. The administration also must feel this way at North Carolina because it hired Roy Williams, a past student athlete and assistant coach at North Carolina. The administration may feel that it is best to maintain tradition from a person that experienced tradition at the same school.(Tysiac, 2009).

On the other hand, there have been some college coaches that have taken advantage of the NBA age eligibility rule in their recruiting strategy. John Calipari, now coaching for Kentucky University produces top one and done NBA draft picks year after year. Most notably last year's NBA draft with Calipari's freshmen forward John Wall going in the number one overall spot in the NBA draft (Jones, 2009). Wall had initially signed his letter of intent to play for the University of Memphis where Calipari used to coach. As soon as Calipari moved to Kentucky, however Wall followed him. John Wall was only going to play college basketball for one year and then enter the draft. Because of this, he wanted to play under Calipari who was known for producing great one year players and getting them ready in a quick period of time to play in the NBA. (Folsom, 2010).

For John Wall it appears that he made the right decision following Calipari to Kentucky; however, at what price do the fans pay for a coaching attitude or philosophy like Calipari's. He recruits players in a very unique way. Many top recruits go to him in the hopes of only being in college for one year, then heading off to the NBA. For a fan this means that they need to learn a new team year in a year out. Calipari seems to be one of the first to have this kind of philosophy, the recruit them for one year philosophy. This instead of promoting the getting an education philosophy, getting a degree and staying in school for four years Calipari has a reputation that is not traditional (Folsom, 2010). He has recruited top athletes and at his coaching in schools like

University of Massachusetts, Memphis State and now Kentucky, players move into the NBA draft early in their college careers. Just last year at Kentucky, he had four of his underclassmen on the Kentucky team get drafted in the first round of the NBA draft that had never happened before. Where players that are at Duke and North Carolina are expected to stay for all four years and fans can see them develop and witness the tradition that happens and that they are part of. Kentucky has turned into just a quick spot for them as players to develop before heading off to the NBA. (Folsom, 2010). This philosophy seems to be accepted by the administration at Kentucky, as well.

There are a couple of different reasons why people go to sporting events. Some people go to watch the game itself and just enjoy the beauty of any one given game. These fans come because they are true fans of the game. There are also people that go to games because of the experience at the game. Today when you go to a sporting event, it is not just the on court action that you get to see. There are many other promotional activities going on at the facility. Both of these two reasons for going to games are valid but loyalty is still the key factor in college basketball and going to the games. Fans consistently go to games where their favorite team is playing or there is a good team that they want to see play (Crompton, 1997). Programs establish their basketball teams and this will draw in people that may not be fans of the team but they will still come to see the game because of the programs history.

There are many different factors that go into each game in a season regarding the overall demand there will be for tickets. Schools have single game ticket purchasers and then there are people that buy season tickets to watch a team. Teams give fans a very good incentive to buy season tickets. For the most part ,season tickets can, ticket to ticket, cost close to 50% of the

game to game face value. Teams like to sell as many season tickets as they can because it is guaranteed money coming into the program and upfront money that can be put to use immediately, if need be.

This study seeks to understand if the coach's recruiting style has an impact on season ticket sales. Specifically it compares X and Y. With the knowledge gained from this study colleges will be able to see whether fans are more loyal to the team as a whole of the players on the court. This will also be good to look at for the NBA. The NBA does not want to harm the history and loyalty of the college game. If findings show that this is harming the loyalty of the college basketball fan, maybe the NBA will then think about altering the age eligibility rule in their next CBA which will be in the summer of 2011. This study answers the following research questions:

1. How affected are fans to the players on the field?
2. How important to fans is it to see a player play all four years in college?
3. Has the new recruiting styles of coaches like that of John Calipari effected the average fan in college basketball?

Method

The study looked at two different types of coaching philosophies. The first philosophy the study looked at was coaches that tend to recruit players who stay in college for all four years. The second philosophy was a coach that does not mind if players leave before their four years is done. This in turn gave the study two different sets of data to analyze. For both groups of data,

we saw what the relationship the length in which a player stays in college related to the fans loyalty. This determined whether or not players leaving college early affects brand loyalty.

The study took a look at two teams that are coached completely different; that bring in two different types of recruits and see if there is any difference in their reputation and brand loyalty after players either stay for four years or go one and done to the NBA. This size will be useful and credible to answer a thesis and then to either prove it or disprove it (Phau, 2009). The league that was used was all the teams in the Big East conference. Then the teams in the Big East were divided up into two different periods of time. Time1 was used for the year 2005 – 2007 and Time2 was used for 2008 – 2010.

Then the data was run through the computer program SPSS. The data that was used can be seen in appendix one and appendix two. The test that was run was the paired samples test. If there were any correlations this was the perfect test to show them to us. The paired sample test takes two sets of data, in this case the first being the Time1 Calipari/Big East data, and compares it to a second set of data, which was the Time2 Calipari/Big East conference. This in turn was comparing the time in which Calipari was not coaching the team to the time when he was.

The best method for this study is a Paired Sample T-Test. The study also had to take into account whether or not players graduated/left early every year. The study predicted that in many cases, we will see both players graduating every year and some players leaving early every year on the side of Kentucky. On the side The Big East as a whole, the study found that we will see more players leaving after they graduate from school on average. This is something that the

study did for many consecutive years. It would also be some great data to see throughout the life of the 2005 NBA CBA where the new age restrictions were implemented. This way we can see how the players reacted to the different policies in the 2005 CBA.

Using a Paired Sample T-Test analysis the study saw that there is a see how both sets of fans react, between the amount of players that go one and done and the loyalty the fans feel toward their favorite teams. This will also show whether a couple of players a year can be more important than they team and its history. If players going one and done does not affect the fan loyalty than I will see that fans are more passionate about the team as a whole than the individual players on the team they follow.

Results

There was no difference in attendance numbers when there was a one and done coaching style vs. the more traditional style. For the first set of time the significance level came out to -.539. The second set of data came out to have a significance level of .685. To have a significant correlation the significance would have had to been .05. This shows that there was no correlation between the recruiting style of a coach and the ticket sales during the course of a season.

Starting off the data was put into an excel spreadsheet. Taking the years in which John Calipari coached at Memphis and Kentucky. This leading to look at the ticket sales attendances once he left. Then the data looked at before he had arrived at once he had left Memphis (Appendix 2). Also taking into account the data of the averages yearly ticket sales account when he was at both programs.

The numbers that were produced for the coaching technique of that like John Calipari had to be compared to a control test. The study used the Big East Conference as a control league for the study. This is due to the fact that the Big East as a whole sees an average number of players leave early and an average number of players stay for all four years. This clearly shows that there are many different coaching styles in the Big East Conference. The control would best be done if it was a league. This is because a league will have a mixture of both types of coaching style, both more traditional and conventional.

Discussion

After running the paired sample T Test the study showed that the findings were not significant. However they are approaching significant. There are a couple of different aspects that could be reanalyzed in a different way that might help to find a significant correlation. Coaches will continue to change their style.

The results tell you that the fans were not as concerned with plays on the court as they were with the way the team played on the court. If the team was producing then the fans would show up regardless of the coaching style. The record of the teams was not taken into consideration during this analysis. That could have been so indicator of whether or not the fans were simply coming to see a winning team every year. Another factor could have been the opponent. If the teams that Calipari is coaching, every year is ranked in the nation's top 25 and they are consistently playing top 25 teams then people could be coming to see that high level of competition every night.

The tradition of college basketball will continue for many years to come there is no doubt. Fans will continue to come to see their favorite teams play every year. Coaching styles, like everything will also continue to evolve generation after generation. Finally there will always be age eligibility rules of some sort in the NBA. Unfortunately during this research the correlation between these variables could not be found. There have defiantly been some factors identified that could have changed the results of this research. Seeing as the data is approaching significance if some of these changes were to be made there is a excellent probability that the data to could come closer to approaching significance.

Conclusion

Coaches reflect tradition though out what they do. With the signing of the 2005 CBA coach John Calipari saw an opportunity to get the best high school players in the country. He would market his school to the player and let them know that they could play for him for one year then feel free to go to the NBA if they wished. Of course the problem with this is that he needs to rebuild his team with new stars every year. With the trends of coach Calipari it does not, however appears that he minds doing this every year for his teams. In the long run it is not the recruiting style that most effects tickets sales. This study shows that there is no correlation to the recruiting style of a coach and the ticket sales numbers for a men's college basketball team. it appears fans will follow their teams regardless of how the coach chooses to recruit new players year after year.

Appendix 1:

Teams	Stadium Capacity	Luxury Suites	2005	2006	2007
Cincinnati	13,176	16	9,300	8,831	8,534
Connecticut	15,418	46	13,948	13,012	11,887
DePaul	18,000	40	9,897	10,145	8,262
Georgetown	20,500	114	10,351	10,441	12,955
Louisville	22,000	71	18,316	18,488	19,481
Marquette	18,633	52	13,998	15,345	16,239
Notre Dame	11,418	NONE	9,404	9,027	9,726
Pittsburgh	12,500	16	10,624	11,611	10,969
Providence	12,993	20	8,348	8,410	8,527
Rutgers	8,500	NONE	5,886	5,453	5,176
Seton Hall	18,500	76	7,072	6,636	7,226
Syracuse	34,616	40	21,587	21,516	20,345
UCF	10,000	16	1,541	2,706	4,891
Villanova	6,500	NONE	9,949	10,706	9,838
West Virginia	14,500	NONE	10,401	9,420	10,207
Totals	237,254	507	160,622	161,747	164,263

Appendix 1 continued:

2008	2009	2010	AVG. Attendance	% Capacity	% Cap T1	% Cap T2
7,818	8,076	7,344	8,317	0.63	49%	57%
12,518	11,685	11,569	12,437	0.81	40%	43%
8,149	8,451	7,676	8,763	0.49	64%	74%
12,827	12,040	12,675	11,882	0.58	61%	55%
19,367	19,397	21,832	19,480	0.89	39%	36%
16,200	15,617	15,586	15,498	0.83	41%	39%
9,428	8,402	7,785	8,962	0.78	41%	45%
11,194	10,289	10,430	10,853	0.87	38%	39%
8,310	8,089	7,043	8,121	0.63	51%	55%
4,667	5,236	5,602	5,337	0.63	51%	55%
7,300	7,103	7,937	7,212	0.39	88%	83%
21,044	33,452	22,312	23,376	0.68	55%	45%
4,390	5,411	6,370	4,218	0.42	109%	62%
9,404	10,936	10,511	10,224	1.57	21%	21%
10,552	12,375	11,529	10,747	0.74	48%	42%
163,168	176,559	166,201	165,427	0.70	49%	47%

Appendix 2:

Teams	Stadium Capacity	Luxury Suites	2005	2006	2007
Memphis	18,190	60	14,866	14,527	16,748
Kentucky	23,500	0	22,763	23,421	22,554

2008	2009	2010	AVG ATTD	% CAP	AVG Attd with	Avg Attd Without	% CAP With	% Cap Without
16,933	16,498	16,768	16057	0.882719	15380	16733	0.84553784	0.919901045
22,239	24,111	23,603	23115	0.983624	23318	22913	0.97500709	0.975007092

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