

15K

LOCKER ROOMS “Some alums will joke, ‘Name a urinal or bathroom after me,’” Walker says, “although we haven’t quite gotten to that point. Yet.” The next best thing to a urinal might be a locker. Penn State will do it in exchange for a \$15,000 donation, while other schools (such as Rutgers and University of Memphis) charge \$25,000, payable over five years.

25K

CLOTHES Each year at the University of Memphis, the football coach gives each student (85 players) a dress suit. The donor pays \$25,000 to outfit the entire team, and each player ends up with four suits they can use on job interviews to help them transition to the working world. “There’s no naming there, but the donor receives free publicity when the coach thanks him” at the end of speeches and other public events, Walker says.

**COACHES’ OFFICES,
WEIGHT ROOM,
OR PRESS ROOM**

For anywhere between \$25,000 to \$50,000, you can name anything from a lifting station in a weight room to a graduate assistant coach’s office or media room. And if you’re a bit tight, you could always settle for a plaque (\$5,000).

50K

HALLWAY OR STAIRWELL For \$50,000, you can get your name—or the name of your company—on a hallway, in a stairwell, or over an entrance in facilities serving college football powerhouses.

100K

STADIUM COLUMNS At Mississippi State, a \$100,000 donation will get your name on a column at the Bulldogs’ football stadium, a relative bargain compared to the southeast gate (\$500,000), the video board (\$2 million), or the north end zone (\$10 million).

3M

PRACTICE FIELD Now we are getting to the serious, serious money. Plop down \$3 million like Miami University alum Robert Finizio, CEO of TherapeuticsMD, did last year, and the school might name a practice facility after you. Also last year, former Illinois football captain Stu Levenick donated \$5 million toward the construction of a football performance center, which will feature strength and conditioning

facilities, sports medicine space, offices, and a revamped practice field. To name the indoor practice facility at the University of Memphis is \$2 million.

In college football, “everything is for sale,” says B. David Ridpath, associate professor of sports management at Ohio University. Even bandages? “Bandages? I wouldn’t be surprised,” he says.