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UT SPORTS SPENDING

Inspiring players and fans is a multimillion dollar endeavor

By By Eric Dexheimer
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Inspiring the Longhorns — through reverence for past stars, celebrating the latest athletic accomplishments and preserving all for posterity — isn't cheap.

Last year, UT's athletic department spent about \$365,000 for photos and film. The athletic department has three full-time photographers and sells its own pictures. (This year for the first time, the school is prohibiting the American-Statesman from selling football photos taken by the newspaper's photographers.) Programs, media guides — more for fans and recruits than reporters these days — and other assorted handouts cost about \$340,000 more.

Each year the football team spends tens of thousands of dollars on shirts with special motivational logos ("Elusive Horns" for the defensive secondary, \$1,375) and inspirational accoutrements ("Attitude is everything" wristbands, \$595). Motivational signs ("Home of the Horns," \$1,438; locker room mural, \$3,405; illustrations of Bevo \$3,500) cost more.

The team also designs and prints a new large inspirational poster for each football game. Last year, the department paid the primary vendor for its displays and signs, Austin Architectural Graphics, \$142,000, much of that to festoon the football building with rousing words and images.

Still more money went into various displays of Longhorn athletic prowess, present (\$4,450 each for display cases for trophies won by Vince Young, Michael Huff and Derrick Johnson) and past (\$7,275 for a bronze plaque honoring Earl Campbell; \$3,900 to upgrade the Naismith Trophy former Longhorns women's basketball star Clarissa Davis won in 1989).

A painting of Athletics Director DeLoss Dodds cost another \$3,500 — the same price paid to commission similar paintings of baseball coach Augie Garrido, swimming coach Eddie Reese and former football coach Darrell Royal. A "rendering of the football stadium at street level" cost \$3,900. Cherry wood "honor lockers" displaying souvenirs from various Longhorn athletes cost \$17,325.

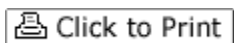
In 2005, the department spent \$134,000 for bronze statues honoring donor Joe Jamail and Royal — and another \$8,000 to repair them last year after they were knocked over by a wind storm. Installing the Big 12 championship sign in the football stadium cost \$35,000.

The football national championship alone has cost tens of thousands of dollars in memorabilia designed to inspire future recruits and players. Although schools get to keep the various trophies they earn, most also choose to make duplicates for display.

Last year, the department spent \$25,125 for a duplicate American Football Coaches Association trophy — the crystal football given to the team voted No. 1 at the end of the year; \$31,000 for trophy display cases, \$21,270 for National Champions cabinets and \$1,000 to "create DVD interface for trophy room."

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