

#FIXCFB

Solution 5: Revenue Sharing Structure

Base Compensation, Merit Rewards, Retention Incentives

Part of the comprehensive Fix CFB proposal

Revenue Sharing Structure

\$20-22M annual revenue sharing per school. 40% equal, 30% merit, 30% retention bonuses. Floors not ceilings. Title IX compliant. Most realistic proposal—but still won't happen without collective bargaining.

The Problem: No Structure, No Retention, No Compliance

The [House v. NCAA settlement](#) allows schools to share revenue directly with athletes—up to approximately 22% of average Power 4 conference revenue. This solves one problem (athletes not sharing in billions they generate) while creating five new ones.

- **Spending inequality accelerates:** SEC schools will spend \$22M. G5 schools will spend \$3-5M. Gap between haves and have-nots WIDENS, not narrows.
- **No retention incentives:** Player collects first payment, enters portal in December, collects two paydays. System rewards mercenaries, punishes loyalty.
- **Title IX compliance nightmare:** Schools want 70% to football. Title IX requires proportional allocation. Creative accounting will face lawsuits.
- **Recruiting becomes bidding war:** Schools promise revenue sharing amounts during recruitment. Creates explicit pay-for-play with no salary cap.

Distribution Structure: \$20-22M Annually

Category	Percentage	Amount	Purpose
Equal Division	40%	\$8M	Base compensation for all scholarship athletes
Merit-Based	30%	\$6M	Rewards playing time, performance, team success
Retention Bonuses	30%	\$6M	Scaled by years of enrollment

Retention Bonus Scaling (Portable)

Year	Percentage	Example (\$6M pool)
Freshman	0%	\$0
Sophomore	33%	\$2,000
Junior	67%	\$4,000
Senior/Grad	100%	\$6,000

Why It Works

- **Baseline Compensation:** Every scholarship athlete receives base payment from equal division
- **Rewards Performance:** Merit component pays for playing time and team success
- **Portable Retention:** Transfer to another school? Retention bonus transfers based on total college years
- **Title IX Defensible:** Sport-specific allocation based on revenue generation, not enrollment

Why It Won't Happen (Feasibility: 6/10)

No enforcement without collective bargaining. Schools can commit to structure but there's no mechanism to enforce it without player employment status. Power 4 vs. G5 disparity continues. Title IX lawsuits likely. Most realistic proposal but still requires changes that stakeholders oppose.

References

- **House Settlement:** [House v. NCAA Settlement Agreement](#)
- **Title IX:** [DOE Title IX Guidance](#)
- **NCAA Finances:** [NCAA Financial Reports](#)

Contact & Resources

- **Email:** contact@fixcfb.com
- **Website:** fixcfb.com
- **Full Proposal:** 30-page comprehensive document available at fixcfb.com
- **Executive Summary:** 10-page overview available at fixcfb.com