

YEAR10

COLLEGE FOOTBALL PLAYOFF

YEAR IN REVIEW

2024





COLLEGE FOOTBALL PLAYOFF



TO THE COLLEGE FOOTBALL PLAYOFF COMMUNITY,

A decade of College Football Playoff National Championships in the history books, and we closed out the first 10 years with two first-time participants and a new champion. Houston and NRG Stadium rolled out the red carpet in welcoming the teams and fans to Texas where memories that will last a lifetime were made. At the end of it all, the University of Michigan captured its first CFP title.

Also, two Playoff Semifinals came down to their game's final play. Washington broke up a final pass in the end zone from Texas to took a 37-31 win at the Sugar Bowl, while Michigan scored a late touchdown in regulation and had a goal line stand in overtime to walk away with a 27-20 Rose Bowl victory over Alabama in Nick Saban's final game as head coach.



When the university presidents first created the playoff in the summer of 2012, their goal was to enhance the postseason while maintaining the significance of the regular season and the rich tradition of the bowls in a championship atmosphere. As we have now seen over the past 10 years, this format for deciding the national champion on the field of play continues to enhance the passion of fans everywhere. Beginning this fall, the CFP will grow into a new 12-team format, granting even more student-athletes and fans access to the excitement of the playoff. From the tireless and diligent work of the selection committee to the remarkable conclusion of the most compelling regular season in sports, the CFP works, and it works quite well, with an even brighter future.

The national championship game has become an elite and renowned sporting event. It is now ingrained in the fabric of the remarkable 154-year history of college football, our beloved sport, and truly a part of our nation's culture.

We appreciate your support of the CFP and we are excited about everything that waits ahead!

Bill Hancock

Sincerely,
Bill Hancock
Executive Director, College Football Playoff

CONTENTS

HIGHLIGHTS	4
OVERVIEW	7
NEW YEAR'S SIX BOWLS	11
PLAYOFF SEMIFINALS	16
NATIONAL CHAMPIONSHIP WEEK	25
2024 CFP NATIONAL CHAMPIONSHIP	37
DIGITAL AND SOCIAL MEDIA	62
COLLEGE FOOTBALL PLAYOFF FOUNDATION	67
FUTURE NATIONAL CHAMPIONSHIPS GAME SITES	74

The 2023-24 College Football Playoff Year in Review was produced by the CFP staff with cover and interior design and layout by Kendall Creative. Written, edited and designed by Bill Hancock, Brett Daniels, Katie Cavender and Logan Tanaka. Photography provided by CFP Images (Kevin Jairaj) and videography provided by Let It Fly Media/Two Circles.

Additional content created by the 2024 #CFBPlayoff social media team (Jada Allred, Jack Baddour, Sophie Candland, Bella De Souza, Kevin Gao, Bryan Jay, Davis Long, Jamison McDivitt, Cole Middendorf, Shweta Mistry, Natalie Mitchell, Madison Morris, Max Paxton, Jack Pepper, Lars Petersdorff, Rachel Reeves, Alys Rubin, Braeden Schmidt, Max Schroeder and Abdoul Sow).

The CFP extends its thanks to the communications staff from ESPN, from each of the New Years Six bowl games and from the four Playoff Semifinal participating institutions, for supplying information used in this publication.

YEAR 10

HIGHLIGHTS

BY THE NUMBERS

23.2
MILLION

Viewership of the Playoff Semifinal games on ESPN averaged an audience of 23.2 million, the largest in the past six years and the third-most watched Playoff Semifinals in the CFP era.

160

COUNTRIES

where ESPN's linear broadcast networks and streaming and other digital platforms made available the broadcast of the 2024 CFP National Championship.

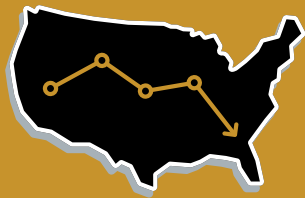
M

15
MICHIGAN
FINISHED THE
2023-24 SEASON
WITH A 15-0 MARK

Joining fellow CFP national champions Clemson (2018-19), LSU (2019-20) and Georgia (2022-23) as the only 15-win teams since the late 1800s.

124

The College Football Playoff National Championship Trophy made 124 appearances during the 2023 college football regular season, marking the third straight year the trophy eclipsed the century mark.



14

Washington reached 14 wins for the first time in program history, two more than the Huskies' previous school record (12-0 in 1991, 12-2 in 2016).

W

1.9

BILLION TOTAL REACH

MEDIA
COVERAGE
DURING GAME
WEEK

3.2

MILLION TOTAL
PUBLICITY VALUE

40

MICHIGAN'S
DONOVAN EDWARDS

became the first student-athlete in CFP history to record multiple rushing touchdowns of at least 40 yards each (41, 46).

4

The 2024 CFP National Championship marked the fourth time in the past five years that the top-ranked team finished the regular season undefeated before capturing the national title.

72,808

fans attended the 2024 national championship game at NRG Stadium, marking the largest crowd for a CFP National Championship in five years.

150

GALLONS OF PAINT

used to paint the national championship game field at NRG Stadium



6

number of hashtag emoji deployed by Twitter for the 2023-24 college football postseason:

#CFBPLAYOFF

#NATIONAL
CHAMPIONSHIP

#GOBLUE

#PURPLEREIGN

#HOOKEM

#ROLLTIDE

2

MICHIGAN'S
JIM HARBAUGH

became the second straight head coach in the CFP era to lead his alma mater to a national championship, joining Kirby Smart (Georgia in 2022 and 2023).

345

pounds of confetti and 29 cannons of streamers as part of the postgame celebration celebrating the Michigan Wolverines' national title



2

The 2024 national championship game between Michigan and Washington marked the first time since 2016 that both participating teams were appearing in the CFP title game for the first time.

4,500

Washington's Michael Penix Jr. became the first FBS quarterback to pass for 4,500-plus yards in back-to-back seasons since Patrick Mahomes did so at Texas Tech in 2015 and 2016.

550,000

TEACHERS AND

12 MILLION

STUDENTS HAVE BEEN
SUPPORTED BY CFP
FOUNDATION EFFORTS.

2023-24 TROPHY TOUR

- 124 total appearances
- 30,280 total fans at trophy appearances
- 17 games attended
- 9 appearances on ESPN's College GameDay
- 11 states visited by the CFP National Championship Trophy in 2023-24.

1 - AUG. 31
FLORIDA AT UTAH
(Salt Lake City, Utah)

2 - SEPT. 3
LSU VS. FLORIDA STATE
(Orlando, Florida)

3 - SEPT. 9
TEXAS AT ALABAMA
(Tuscaloosa, Alabama)

4 - SEPT. 16
COLORADO STATE AT COLORADO
(Boulder, Colorado)

5 - SEPT. 23
COLORADO AT OREGON
(Eugene, Oregon)

6 - SEPT. 30
NOTRE DAME AT DUKE
(Durham, North Carolina)

7 - OCT. 7
TEXAS VS. OKLAHOMA
(Dallas, Texas)

8 - OCT. 14
OREGON AT WASHINGTON
(Seattle, Washington)

9 - OCT. 21
PENN STATE AT OHIO STATE
(Columbus, Ohio)

10 - OCT. 28
BYU AT TEXAS
(Austin, Texas)

11 - NOV. 4
WASHINGTON AT USC
(Los Angeles, California)

12 - NOV. 11
OLE MISS AT GEORGIA
(Athens, Georgia)

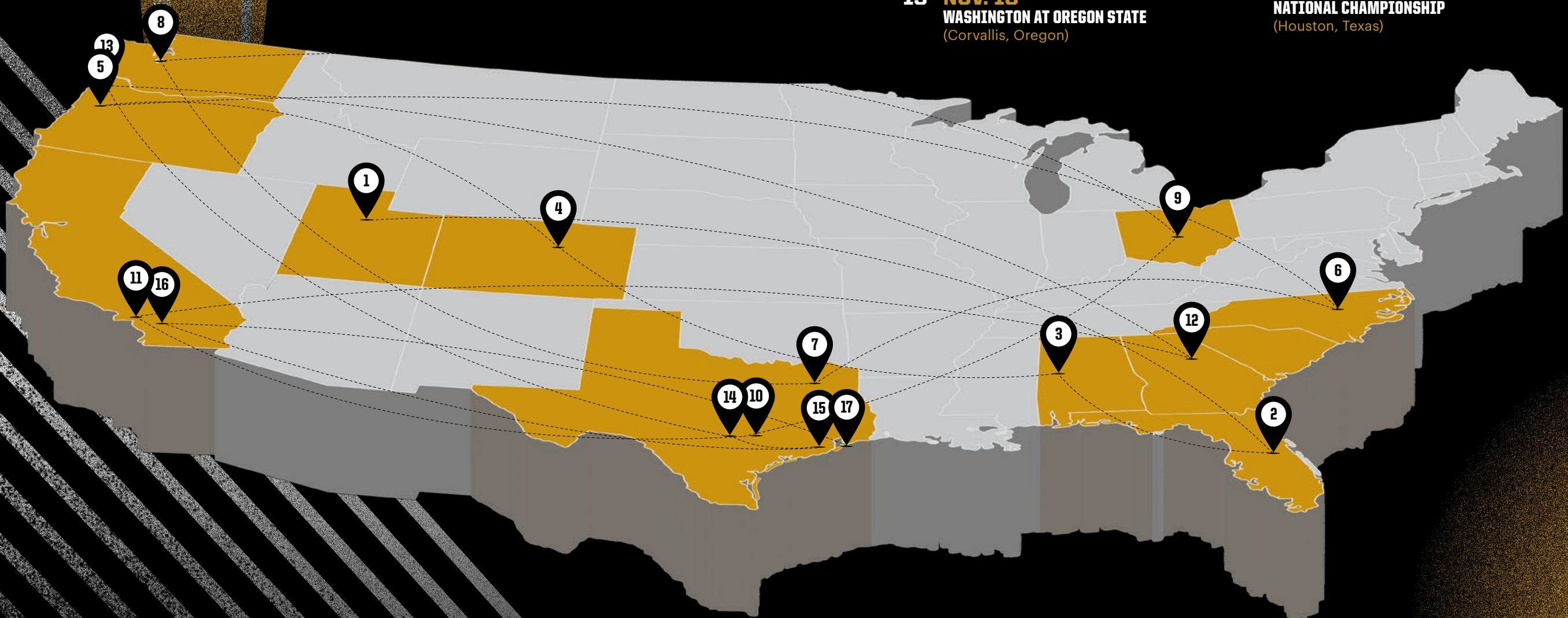
13 - NOV. 18
WASHINGTON AT OREGON STATE
(Corvallis, Oregon)

14 - NOV. 24
TEXAS TECH AT TEXAS
(Austin, Texas)

15 - DEC. 27
TAXACT TEXAS BOWL
(Houston, Texas)

16 - JAN. 1
PLAYOFF SEMIFINAL AT THE
ROSE BOWL GAME PRESENTED
BY PRUDENTIAL
(Pasadena, California)

17 - JAN. 8
2024 COLLEGE FOOTBALL PLAYOFF
NATIONAL CHAMPIONSHIP
(Houston, Texas)





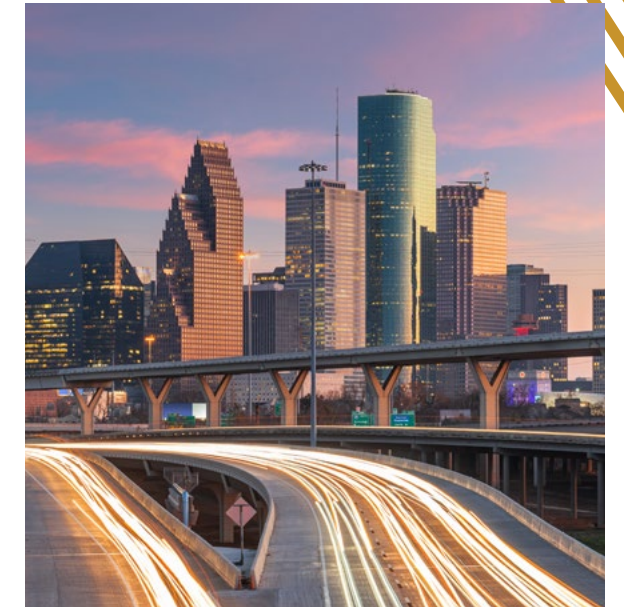
GEORGE R. BROWN CONVENTION CENTER

2024

OVERVIEW

2024





BOARD OF MANAGERS

The CFP's business, property and affairs are governed by the board of managers. The board develops, reviews and approves annual budgets, policies and operating guidelines. It also appoints and removes officers of the CFP. It has authority over all aspects of the CFP's operations.

NEELI BENDAPUDI

President, Penn State
Big Ten Conference

TIM CABONI

President, Western Kentucky
Conference USA

JIM CLEMENTS

President, Clemson
Atlantic Coast Conference

MICHAEL FITTS

President, Tulane
American Athletic Conference

GORDON GEE

President, West Virginia
Big 12 Conference

JACK HAWKINS

Chancellor, Troy
Sun Belt Conference

REV. JOHN JENKINS

President, Notre
Dame (Independent)

MARK KEENUM

President, Mississippi State (Chair)
Southeastern Conference

KIRK SCHULZ

President, Washington State
Pac-12 Conference

SATISH TRIPATHI

President, Buffalo
Mid-American Conference

KEITH WHITFIELD

President, UNLV
Mountain West Conference

MANAGEMENT COMMITTEE

The management committee manages the day-to-day operations of the CFP. It has authority over those aspects of the CFP's operations that are not reserved exclusively for the board, but all of its decisions are subject to review by the board.

MIKE ARESO

Commissioner,
American Athletic Conference

KEITH GILL

Commissioner,
Sun Belt Conference

GEORGE KLIAVKOFF

Commissioner,
Pac-12 Conference

JUDY MACLEOD

Commissioner,
Conference USA

GLORIA NEVAREZ

Commissioner,
Mountain West Conference

TONY PETITTI,

Commissioner,
Big Ten Conference

JIM PHILLIPS

Commissioner,
Atlantic Coast Conference

GREG SANKEY

Commissioner,
Southeastern Conference

JON STEINBRECHER

Commissioner,
Mid-American Conference

JACK SWARBRICK

Athletics Director,
Notre Dame (Independent)

BRETT YORMARK

Commissioner,
Big 12 Conference

**as of January 8, 2024*



STAFF

FRONT ROW (FROM LEFT TO RIGHT)

- BRITTON BANOWSKY**
Executive Director,
CFP Foundation
- BYRON HATCH**
Chief Operating Officer
- BILL HANCOCK**
Executive Director
- DAVE MARMION**
Chief Financial Officer/
Chief Revenue Officer
- BRETT DANIELS**
Senior Director of
Communications and
Branding
- RYAN ALLEN HALL**
Senior Director of Public
Events and Sponsorships

MIDDLE ROW (FROM LEFT TO RIGHT)

- CLAUDIA DORSEY**
Assistant Director of
Business and Ticket
Operations
- RIJO WALKER**
Assistant Director of
Team Operations
- KELLI ROBINSON**
Program Administrator,
CFP Foundation
- HOLLY STALCUP**
Director of Stadium and
Game Operations
- MICHAEL BOS,**
Director of Premium and
Ticket Sales Operations
- DANIELA JARAMILLO,**
Business Operations Intern
- ALYSSA HOYING**
Public Events and
Sponsorships Coordinator
- WES GENTRY**
Director of Administration
and Technology

BACK ROW (FROM LEFT TO RIGHT)

- NICKELL GRANT**
Public Events and
Sponsorships Intern
- LESLIE VAN DYKE**
Assistant Director of
Stadium and Game
Operations
- MEGAN DURBIN**
Events and Hospitality
Intern
- MARGARET FRANK**
Partnerships Manager,
CFP Foundation
- TIM FRICK**
Director of Finance and
Business Operations
- LOGAN TANKA**
Tom Mickle
Communications and
Social Media Intern
- ALLISON DOUGHTY**
Director of Events and
Hospitality Services
- KATIE CAVENDER**
Assistant Director of
Communications and
Branding

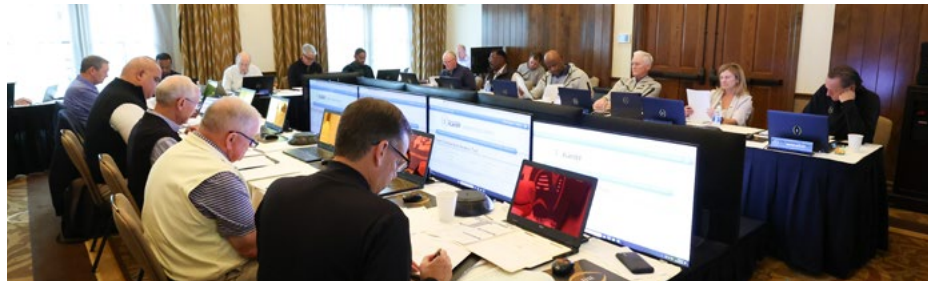
NOT PICTURED

- MORGAN DUNCAN**
Patron Experiences Coordinator
- DANIELLE TYLER**
Director of Team Operations



SELECTION COMMITTEE

A talented group of high-integrity individuals with experience as coaches, student-athletes, college administrators and journalists, along with sitting athletics directors, comprise the selection committee.



FINAL RANKINGS

In 2023, the first set of rankings were announced on Tuesday, October 31, with additional rankings released the following five weeks. On Selection Day, (Sunday, December 3), the selection committee unveiled its final rankings of the season, as well as pairings for the Playoff Semifinals and the New Year's Six bowls.



FRONT ROW (FROM LEFT TO RIGHT)

- CHRIS AULT
- JOE TAYLOR
- BOO CORRIGAN (chair)
- GENE TAYLOR
- KELLY WHITESIDE
- JIM GROBE

MIDDLE ROW (FROM LEFT TO RIGHT)

- MITCH BARNHART
- MARK HARLAN
- CHET GLADCHUK
- WARDE MANUEL
- ROD WEST
- DAVID SAYLER
- WILL SHIELDS

The image features a black background with a shower of confetti falling from the top. The confetti consists of small, irregular pieces in shades of purple and white. The pieces are scattered across the frame, with some appearing sharper and others blurred, suggesting motion. In the center, the text "NEW YEAR'S SIX BOWLS" is displayed in a bold, white, sans-serif font, arranged in two lines.

**NEW YEAR'S
SIX BOWLS**



GOODYEAR COTTON BOWL CLASSIC
FRIDAY, DECEMBER 29 • AT&T STADIUM • ARLINGTON, TEXAS

FINAL SCORE

NO. 9 MISSOURI

19

NO. 7 OHIO STATE

3





CHICK-FIL-A PEACH BOWL

DECEMBER 30, 2023 • MERCEDES-BENZ STADIUM • ATLANTA, GEORGIA

FINAL SCORE

NO. 9 OLE MISS

NO. 13 PENN STATE

38

25





CAPITAL ONE ORANGE BOWL

SATURDAY, DECEMBER 30 • HARD ROCK STADIUM • MIAMI GARDENS, FLORIDA

FINAL SCORE

NO. 6 GEORGIA

NO. 5 FLORIDA STATE

63

3





VRBO FIESTA BOWL

MONDAY, JANUARY 1 • STATE FARM STADIUM • GLENDALE, ARIZONA

FINAL SCORE

NO. 8 OREGON

45

NO. 23 LIBERTY

6





PLAYOFF SEMIFINALS


NATIONAL
CHAMPIONSHIP



**PLAYOFF
SEMIFINAL**



**PLAYOFF SEMIFINAL AT THE ROSE BOWL
GAME PRESENTED BY PRUDENTIAL**

MONDAY, JANUARY 1 • ROSE BOWL STADIUM • PASADENA, CALIFORNIA

FINAL SCORE (OT)

NO. 1 MICHIGAN

27

NO. 4 ALABAMA

20







THE PLAYOFF SEMIFINAL AT THE ROSE BOWL GAME PRESENTED BY PRUDENTIAL, FEATURING NO. 1 MICHIGAN AGAINST NO. 4 ALABAMA, SAW A SELLOUT CROWD OF 96,371 AT ROSE BOWL STADIUM IN PASADENA, CALIFORNIA. ESPN'S BROADCAST OF THE GAME DELIVERED 27.7 MILLION VIEWERS, MARKING THE MOST WATCHED PLAYOFF SEMIFINAL IN NINE YEARS AND THIRD-BEST OF THE CFP ERA.

Michigan senior RB Blake Corum rushed for a 17-yard touchdown, which included three broken tackles near the goal line, on the second snap of overtime, and the top-seeded Wolverines advanced to the program's first CFP National Championship with a 27-20 victory over No. 4 Alabama in the Playoff Semifinal at the Rose Bowl Game presented by Prudential. The Crimson Tide needed a scoring play to extend the game on its first overtime possession, but Michigan DL Josaiah Stewart posted a tackle to hold Alabama short of the goal line to secure the U-M victory.

Michigan, which returned to the Rose Bowl Game for the first time since 2007, was led by junior QB J.J. McCarthy, who passed for 221 yards and three touchdowns to earn Offensive Player of the Game honors. Down seven points with 4:41 remaining in the fourth quarter, McCarthy capped off a 75-yard, eight-play drive with a four-yard TD pass to senior WR Roman Wilson with 1:34 left in regulation, marking the Wolverines' first score of the second half and forcing just the second overtime game in the 110 editions of the Rose Bowl.

Overall, Michigan compiled 351 total yards, including McCarthy's 221-yard passing effort. Corum racked up 118 yards from scrimmage and two touchdowns as well.

In U-M's first bowl victory since 2016, the Wolverine defense shined in the trenches with season highs in sacks (six) and tackles for loss (10), including one TFL by sophomore DL Mason Graham, who went on to be named Defensive Player of the Game. Senior EDGE rusher Braiden McGregor led Michigan with two sacks, and the squad also recorded a fourth-quarter turnover when senior DB Quinten Johnson recorded his first career forced fumble recovered by fellow senior DB Josh Wallace.

Michigan, which became the sixth straight No. 1 seed to win its Playoff Semifinal, reached the CFP National Championship for the first time in school history with the Wolverines' eyes on the program's first national title since 1997.





**PLAYOFF
SEMIFINAL**



**PLAYOFF SEMIFINAL AT THE
ALLSTATE SUGAR BOWL**

MONDAY, JANUARY 1 • CAESARS SUPERDOME • NEW ORLEANS, LOUISIANA

FINAL SCORE

NO. 2 WASHINGTON

37

NO. 3 TEXAS

30



WILL SMITH | 2004-2013

MORTEN ANDERSEN | 1982

EY JACKSON | 1981-1993

SAM MILLS | 1986-1994

AMERICAN
CHAMPIONSHIP

CAESARS
SPORTSBOOK
Allstate





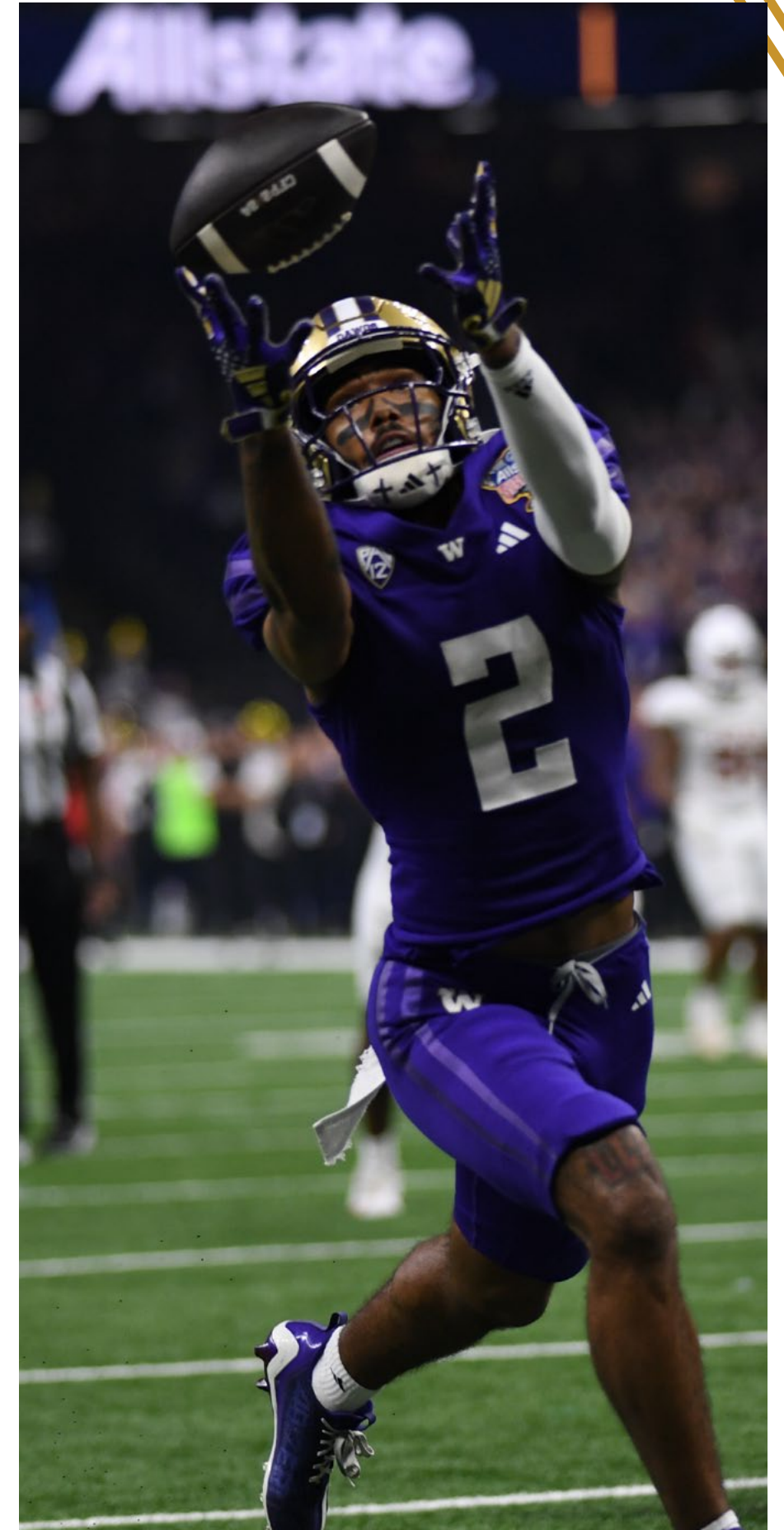
THE PLAYOFF SEMIFINAL AT THE ALLSTATE SUGAR BOWL, FEATURING NO. 2 WASHINGTON AND NO. 3 TEXAS, HOSTED 68,791 SPECTATORS AT A SOLD-OUT CAESARS SUPERDOME IN NEW ORLEANS, LOUISIANA. ESPN'S BROADCAST OF THE GAME DREW AN AUDIENCE OF 18.7 MILLION, MARKING THE FOURTH-BEST FOR THE BOWL SINCE 2004.

Washington senior QB Michael Penix Jr. passed for 430 yards and two touchdowns to help the No. 2 Huskies hold off No. 3 Texas, 37-31, in the Playoff Semifinal at the Allstate Sugar Bowl.

With his Offensive Player of the Game performance, Penix ranks second on the CFP's single-game charts for passing yards and total yards (461), trailing only LSU's Joe Burrow from the 2019 Playoff Semifinal at the Chick-fil-A Peach Bowl. Overall, he completed 29-of-38 passes, including a stretch of 12 straight to set a Playoff Semifinal record. Penix connected with junior WR Rome Odunze six times for 125 yards and sophomore WR Ja'Lynn Polk five times for 122 yards.

After getting to the UW 12-yard line with 15 seconds left in the game, Texas had four shots at the end zone, but the Husky defensive unit stood pat. Washington's defense was led by junior EDGE rusher Bralen Trice, who tallied three of the Dawgs' five tackles for loss, including a pair of sacks. Trice and senior HUSKY Dominique Hampton each pitched in four solo stops on the night, while senior LB Edefuan Ulofoshio led the team with seven total tackles, including five solo and two for loss.

With the win, the Huskies advanced to the CFP National Championship for the first time in program history in hopes of their first national title since 1991.



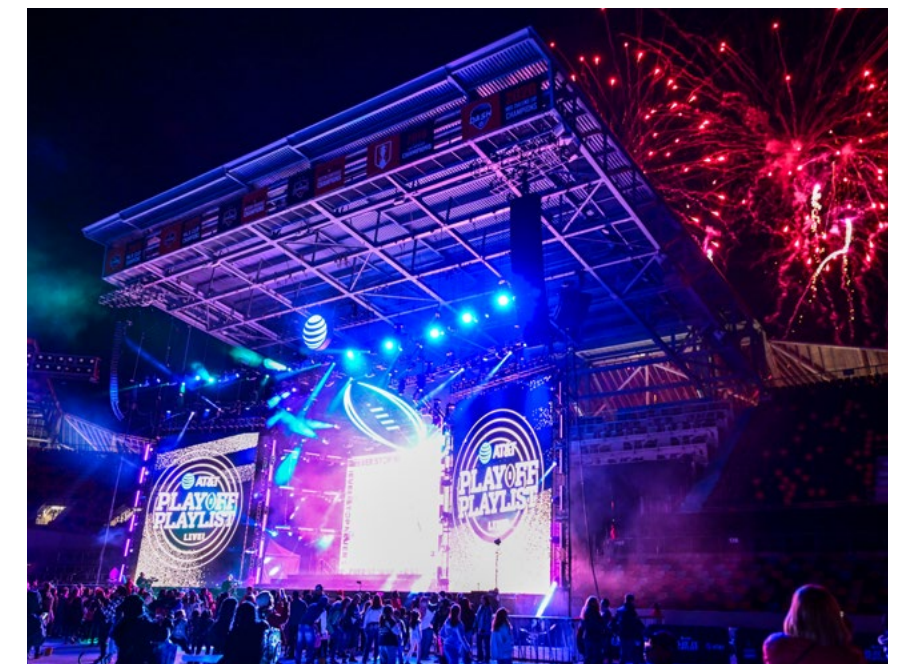
NATIONAL CHAMPIONSHIP WEEK



2024 CHAMPIONSHIP CAMPUS

Championship Campus in downtown Houston provided a fan-friendly, walkable footprint featuring a comprehensive fan-friendly festival of attractions and activities, including the CFP's signature lineup of events in Playoff Fan Central, AT&T Playoff Playlist Live!, Media Day presented by Great Clips, the Trophy Trot presented by Houston Methodist and Taste of the Championship.

On game day, the fun continued outside NRG Stadium for Allstate Championship Tailgate leading up to kickoff of the 2024 national championship game.





Playoff Fan Central is an interactive experience that gave thousands of fans the opportunity to be a part of the 2024 College Football Playoff National Championship. Held at the George R. Brown Convention Center from Friday, January 6 - Sunday, January 8, the free family-friendly event included games, clinics, pep rallies, special guest appearances, autograph signings and exhibits celebrating college football and its history.





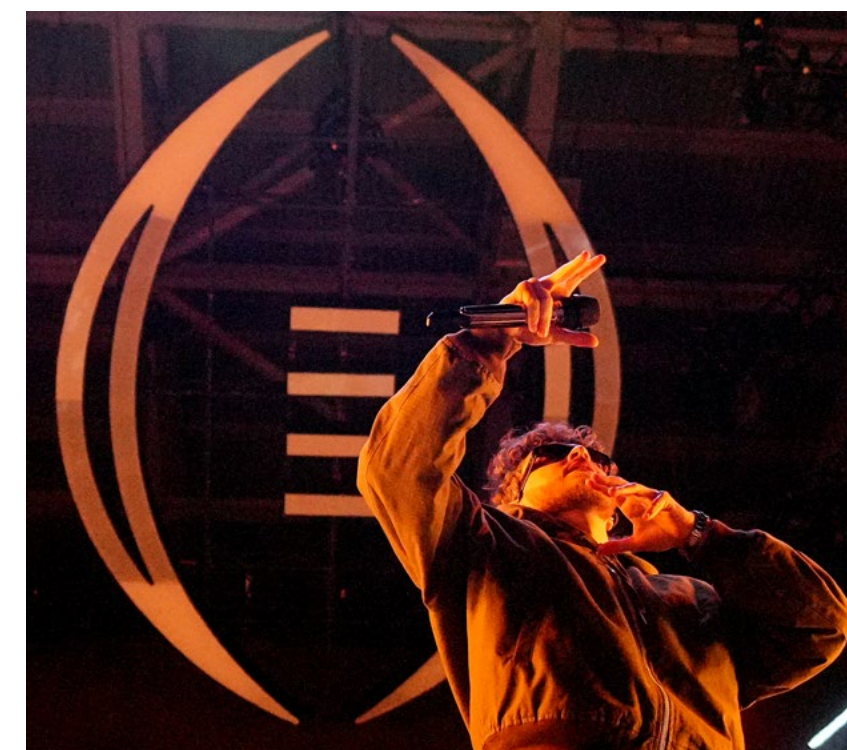
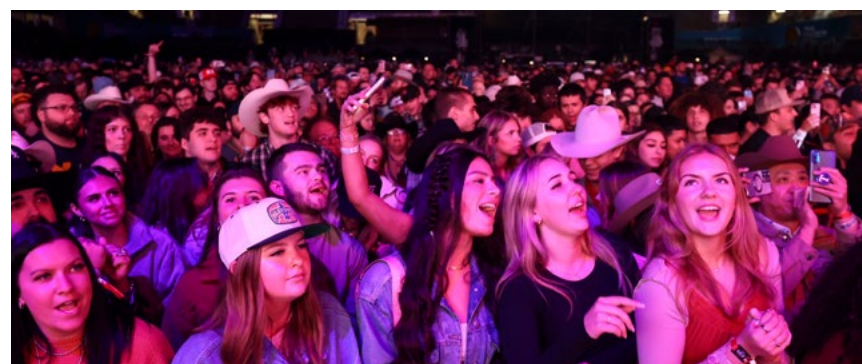
AT&T
PLAYOFF
PLAYLIST
LIVE!

AT&T Playoff Playlist Live! brought a full three-day weekend of music to Houston, serving as the ultimate soundtrack for the 2024 College Football Playoff National Championship.

Held at Shell Energy Stadium, the free concert series' initial needle-drop took place on Friday, January 5 with performances by the #1 music brand for kids, KIDZ BOP.

The music continued Saturday, January 6 with six-time GRAMMY®-nominated rap superstar Jack Harlow and 2023 BET "Best Female Hip Hop Artist" winner, two-time GRAMMY® nominee Latto, plus special performances by GRAMMY® Award-winning hip-hop legend, 2 Chainz, and "Lil Boo Thang" hitmaker, Paul Russell.

The final night, Sunday, January 7, featured ACM and CMA award-winning artist and Grand Ole Opry member Jon Pardi, 10-time chart topping country superstar Jake Owen and multi-platinum artist-songwriter, dubbed "Country's Hottest Rising Star" by PEOPLE magazine Megan Moroney.





Media Day presented by Great Clips featured one-hour sessions with student-athletes and coaches from each of the College Football Playoff National Championship participating teams. Credentialed media members attended the event on Saturday, January 6 at the George R. Brown Convention Center, in addition to live broadcasts from SIRIUS/XM and conference networks, plus appearances by ESPN broadcast talent and large-scale social media activations from Instagram, ESPN and the CFP. The event, which was free and open to the public, offered fans a complimentary radio to listen in as student-athletes and coaches from Michigan and Washington were interviewed.





As part of national championship weekend, runners and walkers participated in the Trophy Trot presented by Houston Methodist on Sunday, January 7. The route weaved through the heart of downtown Houston and, for the first time, the event featured both the 5K and 10K distances. The post-race tailgate party and celebration featured live entertainment, activities with race sponsors, an awards ceremony and more. Proceeds from the race benefited the College Football Playoff Foundation's Extra Yard for Teachers initiative.





Taste of the Championship served as an opportunity for attendees to indulge in gourmet food and drink prepared by chefs local to Houston and the community hosting the 2024 national championship game. Held at Union Station at Minute Maid Park, this premium dining experience provided guests with the unique combination of exploring local culture and cuisine, while celebrating the teaching profession and the educational mission of the CFP Foundation.

The restaurant lineup for the 2024 edition of Taste of the Championship was curated by James Beard Award-winning Chef Chris Shepherd, as participating restaurants spanned the diverse array of cuisines that make Houston's food scene so unique from classic staples such as barbecue and burgers to new-school favorites like banh mi and brisket fried rice.

In addition to the mouth-watering lineup of professional chefs, guests also savored dishes prepared by Houston's next generation of culinary stars. In partnership with the Texas Restaurant Association and ProStart, this year's event featured four Houston-area high school culinary teams who served their own dishes alongside their future peers.



CELEBRATING FEMALE PLAYMAKERS

For the second straight year, the College Football Playoff collaborated with Women Leaders in Sports to host its Celebrating Female Playmakers event that featured a panel discussion and reception focused on the role of women in the industry of intercollegiate athletics.

Over 200 participants attended the panel that was hosted at The Grove in downtown Houston. Patti Phillips, Chief Executive Officer of Women Leaders in Sports, moderated the panel that featured Jennifer Cohen, director of athletics at Southern California; Boo Corrigan, director of athletics at NC State and chair of the CFP selection committee; Rosalyn Durant, executive vice president of programming and acquisitions at ESPN; and Judy MacLeod, commissioner of Conference USA.





PLAYOFF PREMIUM

Playoff Premium, the Official Premium Hospitality Program for the College Football Playoff (CFP) National Championship, provided an outstanding experience for guests in Houston.

On the eve of the national championship game, Playoff Premium suite and ticket buyers attended the Champions Party, held at The Revaire, a breathtaking Houston venue where guests were welcomed with champagne and live performance by a local pianist. Party entertainment included photo ops with the CFP National Championship Trophy, a chalk talk with ESPN talent, and a private performance by major country artist Cole Swindell.

Before kickoff on game day, Playoff Premium suite and ticketholders received access to the all-inclusive Playoff Premium Kickoff Party. This elevated pregame event featured team-branded dueling DJs, golf simulators, caricature artists, a premium open bar, local cuisine and more.

Playoff Premium customers also enjoyed special gifts, a dedicated concierge service and the most premium suites and tickets on game day.



Allstate
CHAMPIONSHIP
TAILGATE

Leading up to the national championship game, Allstate Championship Tailgate served as the gathering place for game attendees to experience extreme tailgating. The free event provided outdoor entertainment outside NRG Stadium, as fans enjoyed a pre-game concert opened by rising star Alli Walker and headlined by Billboard chart-topper Walker Hayes.





PLAYOFF PREGAME 2024

Playoff Pregame served as the ultimate pregame celebration at NRG Center leading into the national championship game. Merging the wild west with “Space City USA,” the 2024 edition of Playoff Pregame leaned into an unforgettable space cowboy themed hospitality for the CFP’s special guests.

With an interactive beverage experience, robot photographers, live music, a photo opportunity on the CFP throne, and an activation where guests could plant the flag on the moon, Playoff Pregame offered memory makers for all.

And, in commemoration of the 10th year of the CFP National Championship, each guest received a token coin for a one-of-a-kind ticketing experience, and left the event with a custom CFP belt buckle before kickoff between Michigan and Washington.



TEAM EXPERIENCE

Houston offered student-athletes from the Michigan Wolverines and Washington Huskies a memorable national championship experience with its private team hospitality lounges and events. Upon arrival on Friday, January 5, each team was welcomed to the "Opening Drive" event, as attendees were greeted by a selfie robot, energizing music, and the traditional signing of metallic gold footballs.

The "Saturday Night Lights" festivities on Saturday, January 6 offered the eagerly-anticipated armadillo racing, which lived up to the excitement following a barbershop experience for the student-athletes to relax and look and feel their best leading up to game day.



2024 CFP NATIONAL CHAMPIONSHIP







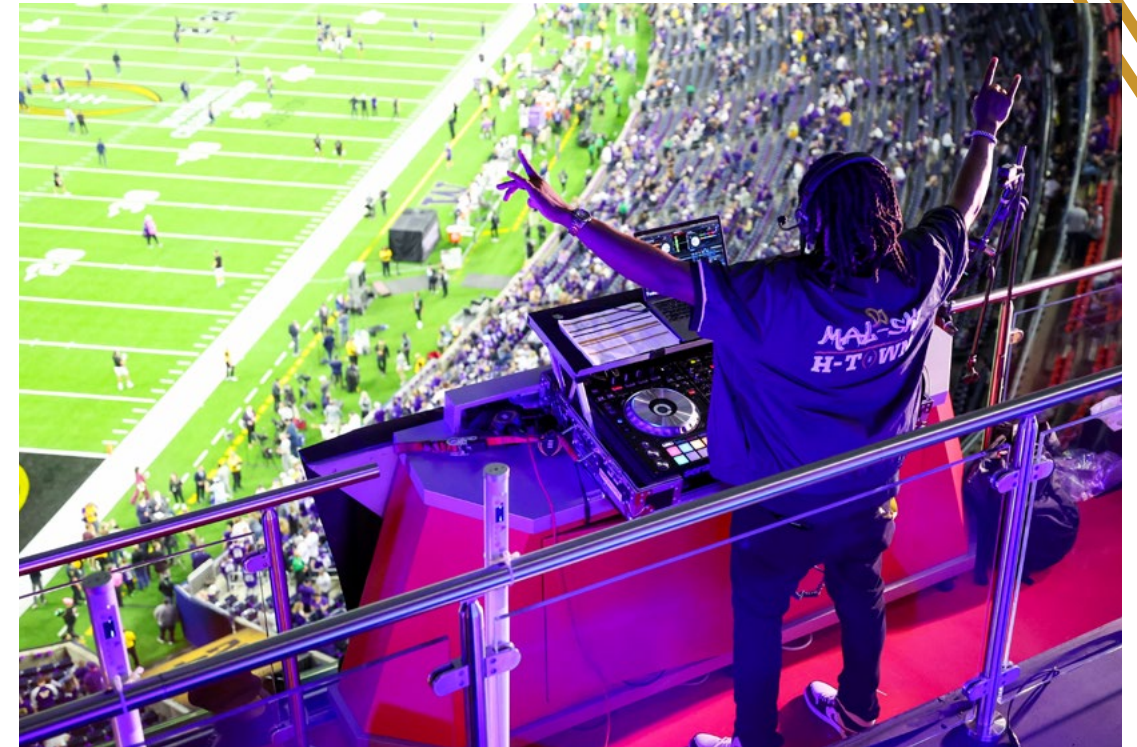


PREGAME PAGEANTRY

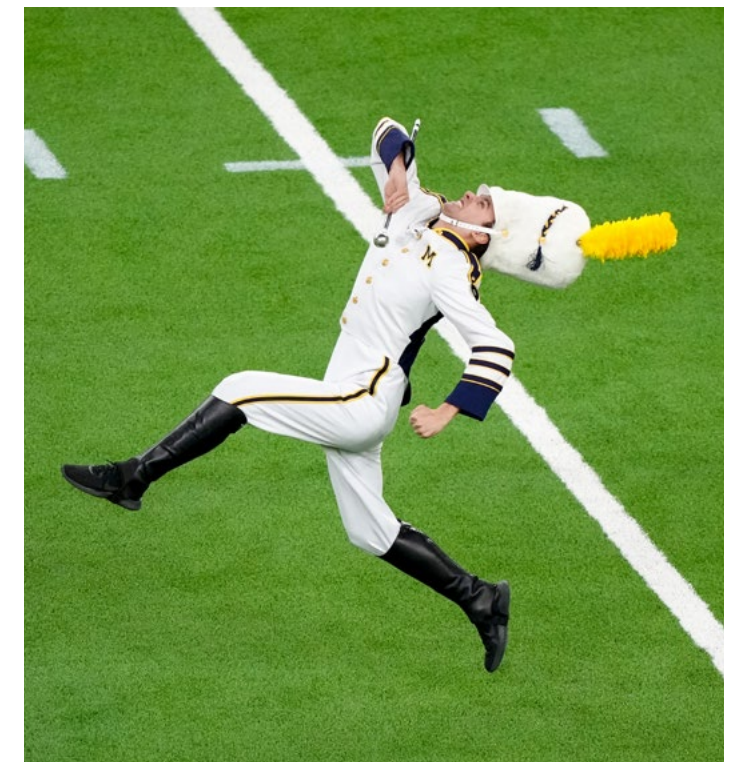
Pregame festivities at the 2024 College Football Playoff National Championship featured old and new traditions. Prior to kickoff, GRAMMY® award-winning superstar and Golden Globe nominee for Best Actress in the film “The Color Purple”, Fantasia performed “The Star-Spangled Banner”. The nation’s colors were presented by a Joint Service Color Guard from the Military District of Washington including members of the Army, Marines, Navy, Air Force, Space Force and Coast Guard, followed by the unfurling of a giant American flag. As part of the CFP’s salute to the armed forces, the national anthem ceremony included a live feed from U.S. troops at Camp Adazi, Latvia with the 3rd Infantry Division Artillery, U.S. Army, who were watching the national championship game. Continuing a CFP tradition, drummers from the Michigan and Washington marching bands played side-by-side as the color guard was introduced.

Prior to the National Anthem, “America the Beautiful” was performed by members of Houston’s Theatre Under The Stars (TUTS) Musical Theatre Academy Ensemble. William Stokes, a 12th-grade student from Deer Park, Texas, performed both the “Star-Spangled Banner” and “America the Beautiful” in American Sign Language (ASL).

As part of the CFP Foundation’s Extra Yard for Teachers initiative, the 2023 State Teachers of the Year from each U.S. state and territory were honored on the field during the pregame celebration.











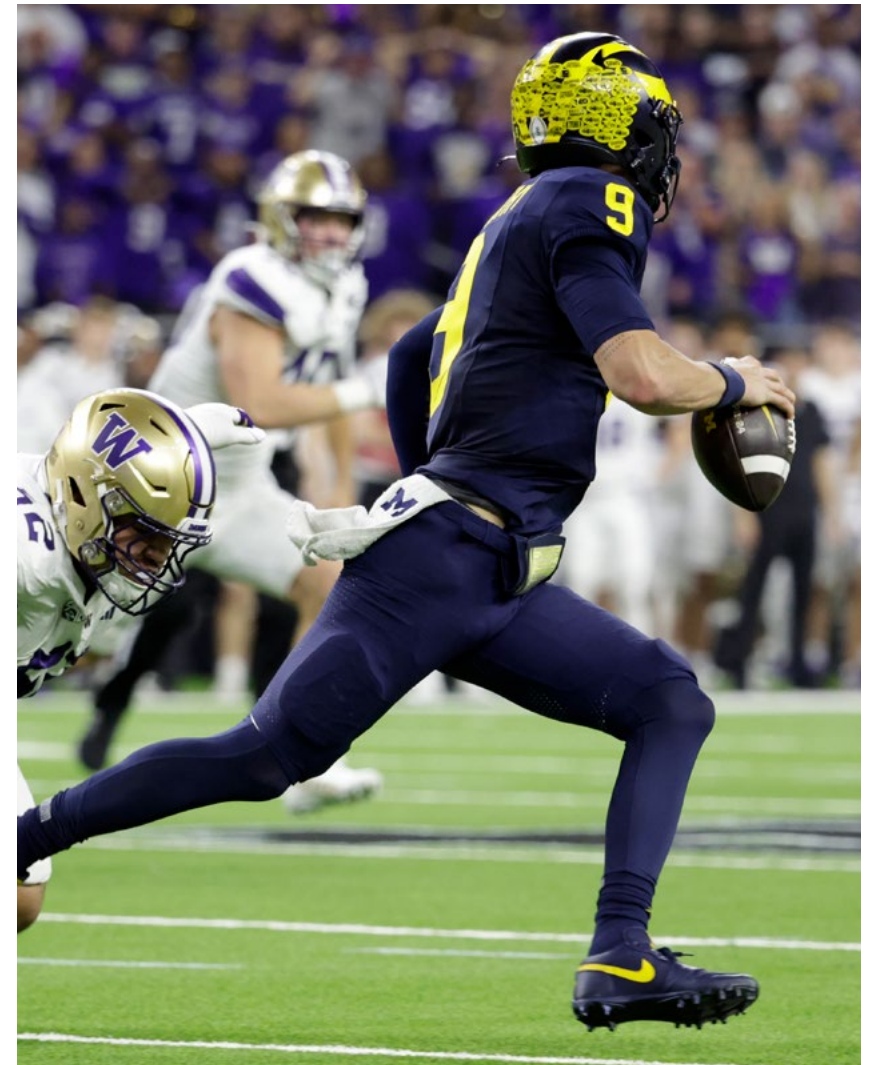


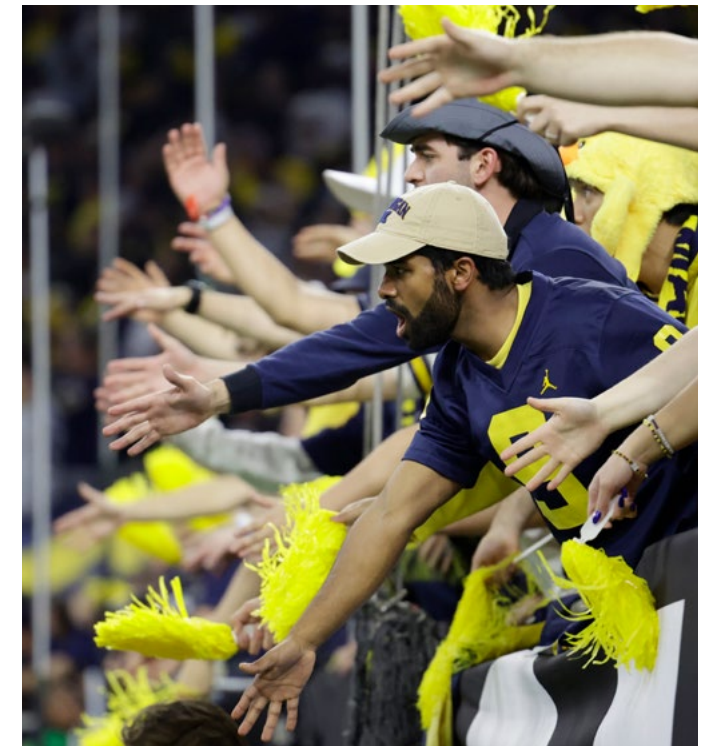
nrg stadium

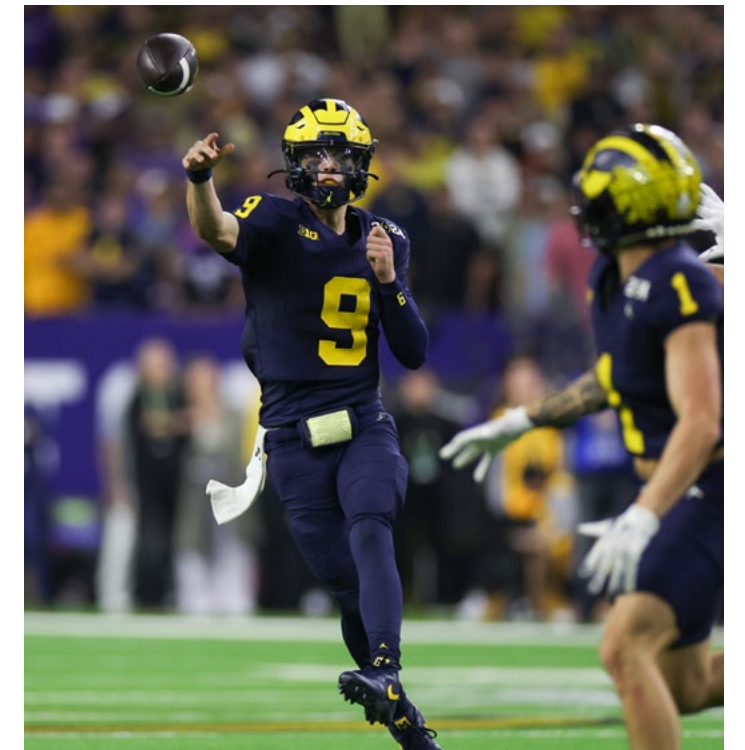
MICHIGAN

COLLEGE FOOTBALL













MISSION ACCOMPLISHED.



Click an image above to see the @CFBPlayoff social post.

2024 COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP

JANUARY 8, 2024 • NRG STADIUM • HOUSTON, TEXAS • ATTENDANCE: 72,808

OFFENSIVE

PLAYER OF THE GAME

BLAKE CORUM
SR., RB, MICHIGAN

DEFENSIVE

PLAYER OF THE GAME

WILL JOHNSON
SO., DB, MICHIGAN

FINAL SCORE

NO. 1 MICHIGAN

NO. 2 WASHINGTON

34

13

SCORE BY QUARTER

	1ST	2ND	3RD	4TH	F
NO. 2 WASHINGTON	3	7	3	0	13
NO. 1 MICHIGAN	14	3	3	14	34

GAME RECAP

The No. 1 Michigan Wolverines defeated the No. 2 Washington Huskies, 34-13, capturing the program's first national championship in the College Football Playoff era, first overall national title since 1997 and 12th in program history.

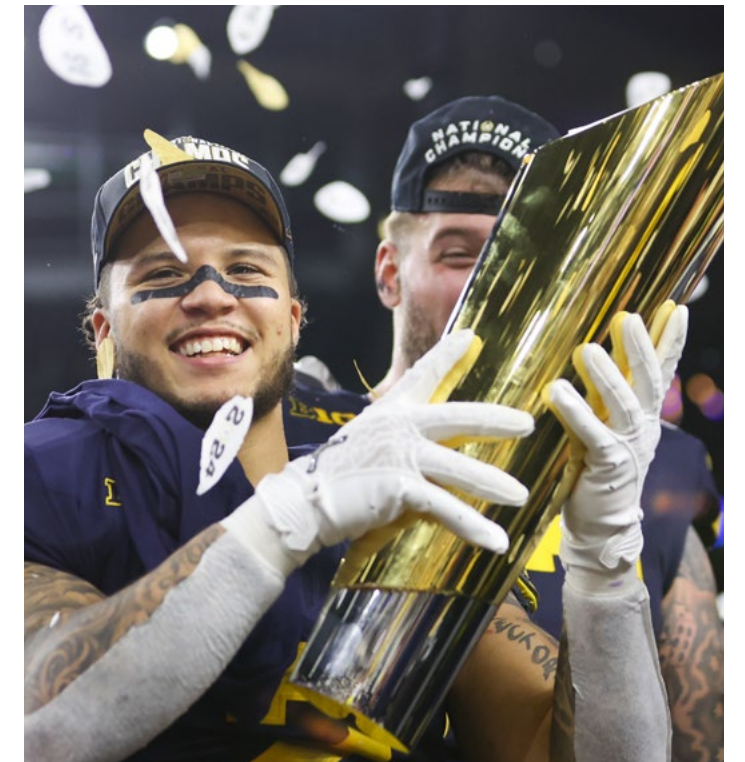
Michigan rushed for 303 yards, including 229 in the first quarter alone behind 41 and 46-yard touchdown runs by Donovan Edwards, which rank second and as the third-longest ever in the CFP National Championship. Edwards, who is the first player to run for multiple 40+ yard touchdowns in the national championship game, finished the outing with 104 rushing yards and joined fellow RB Blake Corum in the century club. Corum racked up 134 yards, including two fourth-quarter TDs to seal the victory and be voted the Offensive Player of the Game. It was the first time in CFP history that a team produced multiple 100-yard rushers in the national championship game.

The Wolverines, who appeared in the Playoff Semifinals the previous two seasons, held Washington to one passing touchdown, while also allowing only 46 rushing yards from the Huskies. All 15 of Michigan's 2023-24 opponents were held under 25 points per game, making U-M the first FBS team to limit 15 different teams under that threshold in a single season since Minnesota in 1903.

Sophomore DB Will Johnson was named Defensive Player of the Game after picking off a Washington pass to open the second half and collecting four total tackles, including a pair of solo stops. Fellow DB Mike Sainristil also collected an interception on the night, returning it 81 yards to set a CFP title game record. He also led the team with eight total tackles (six solo).

The 2023-24 campaign is the winningest season in Michigan history, as the Wolverines join the 2018-19 Clemson Tigers, 2019-20 LSU Tigers and 2023-23 Georgia Bulldogs as the fourth team in the CFP era to finish a season with a perfect 15-0 record. Michigan's victory also marked the second straight year (Georgia, 2022-23) and fourth time in the last five seasons (LSU, 2019-20; Alabama, 2020-21) that the top-ranked team went on to win the national title.













72,808

GAME ATTENDANCE





COLLEGE FOOTBALL PLAYOFF ON ESPN

ESPN's presentation of the College Football Playoff and New Year's Six reached multi-year viewership highs and record audience numbers across ESPN platforms.

The complete seven-game College Football Playoff and New Year's Six averaged 15.1 million viewers, the best in five years and fifth-highest in the 10-year history of the College Football Playoff, up 12% year-over-year.

For the 2024 national championship game, Michigan and Washington attracted 25 million viewers, marking the best audience for the title game since 2020 (LSU vs. Clemson) and a year-over-year increase of 45% (11% above 2022). The broadcast ranks as a top-15 cable telecast and the fourth-best non-NFL sports telecast since 2018.

The three-game College Football Playoff was the most watched in six years (since 2018) and third-best of the CFP era, delivering 23.6 million viewers and 15% year-over-year audience growth across the trio of games. The Playoff Semifinals, including 27.7 million for the Rose Bowl Game presented by Prudential and 18.7 million for the Allstate Sugar Bowl, reached nearly 50 million viewers, drawing their best audience in six years and third-highest of the CFP era, propelling ESPN to its fourth most-watched day in network history.

Overall, the 2023-24 New Year's Six averaged 13.5 million viewers, its best audience in five years and fifth-highest in the 10-year history of the CFP.

DIGITAL AND SOCIAL MEDIA

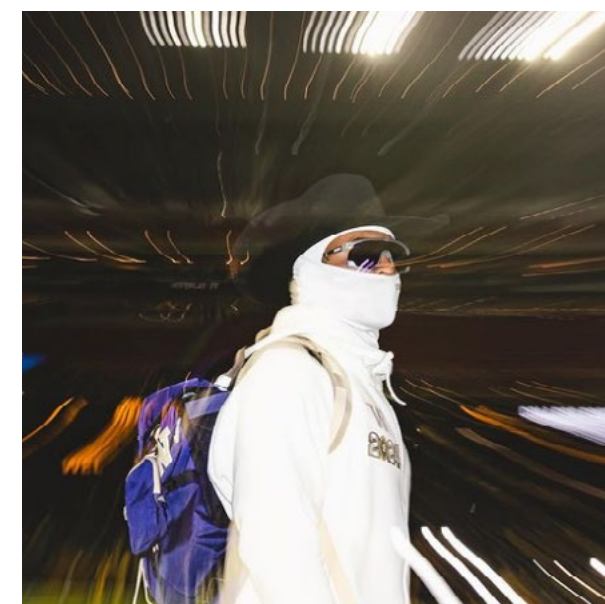
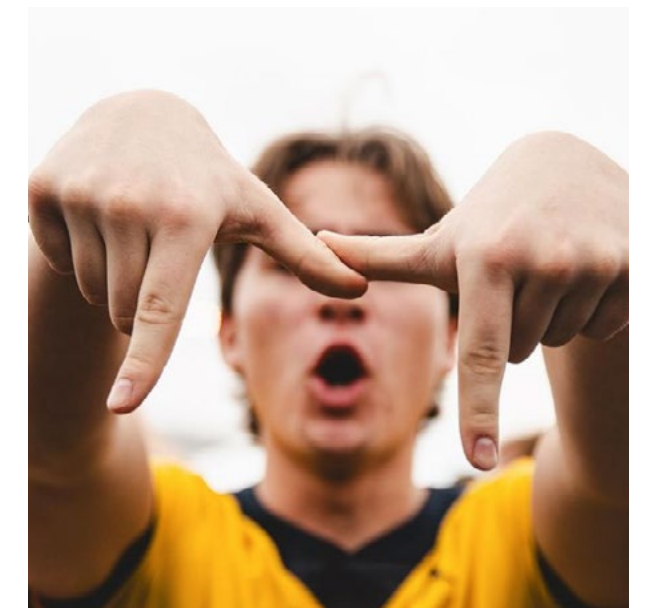


SOCIAL

The official College Football Playoff website and mobile app continues to drive fan engagement. The CFP website and mobile app provides users with the latest comprehensive information about the College Football Playoff and the national championship game.

CollegeFootballPlayoff.com serves as the official go-to source for the latest CFP selection committee rankings and related content. Between the release of the first selection committee rankings on Tuesday, October 31, and Selection Day on Sunday, December 3, the website saw over 5.7 million page views (up 39% year-over-year) and over 2.6 million new users (+23%), both setting all-time traffic records for the CFP. Another 7 million page views were accumulated between Selection Day and the national championship game on Monday, January 8, up 141% from the previous year.

The College Football Playoff's impact through its social media channels continues to grow and engage fans at a rapid pace with significant increases, growing by more than 261,000 new followers across its social media presence, including an increase of its YouTube audience by 78%, as well as the launch of its official account on Threads. In addition, the College Football Playoff garnered over 55 million impressions on its social media accounts during the 2023-24 postseason alone, including nearly 9 million video viewers during that period.



Click an image above to see the @CFBPlayoff social post.










#CFBPLAYOFF

On-site activations from social media juggernauts X (formerly Twitter) Instagram, Facebook, Threads and Snapchat again contributed to increased social interaction among fans, the participating teams and members of the media throughout national championship weekend.

Fans in Houston and across the globe were encouraged to join the conversation and share their experience and excitement on social media, and content was then displayed in real-time in venues across Championship Campus and NRG Stadium. The College Football Playoff once again joined X to deploy hashtag emoji that appeared when specific hashtags were tweeted during the 2023-24 postseason, including #CFBPlayoff, #NationalChampionship, #GoBlue, #PurpleReign, #HookEm and #RollTide. Snapchat collaborated with the College Football Playoff, as well as the Michigan Wolverines and Washington Huskies, to design and deploy custom filters of each team's football helmet for users to share in the pre-game and in-game excitement.

Meta (Instagram, Facebook and Threads) once again joined the College Football Playoff at Media Day. Student-athletes from both Michigan and Washington helped Meta launch its "Threads Throne," a life-sized throne featuring Threads on its back that student-athletes and media personalities could sit in to make their first posts on Threads or chose reaction memes for popular in-game moments and pop culture phenomenon. Footage was then turned around for content that was shared in advance of the CFP National Championship.

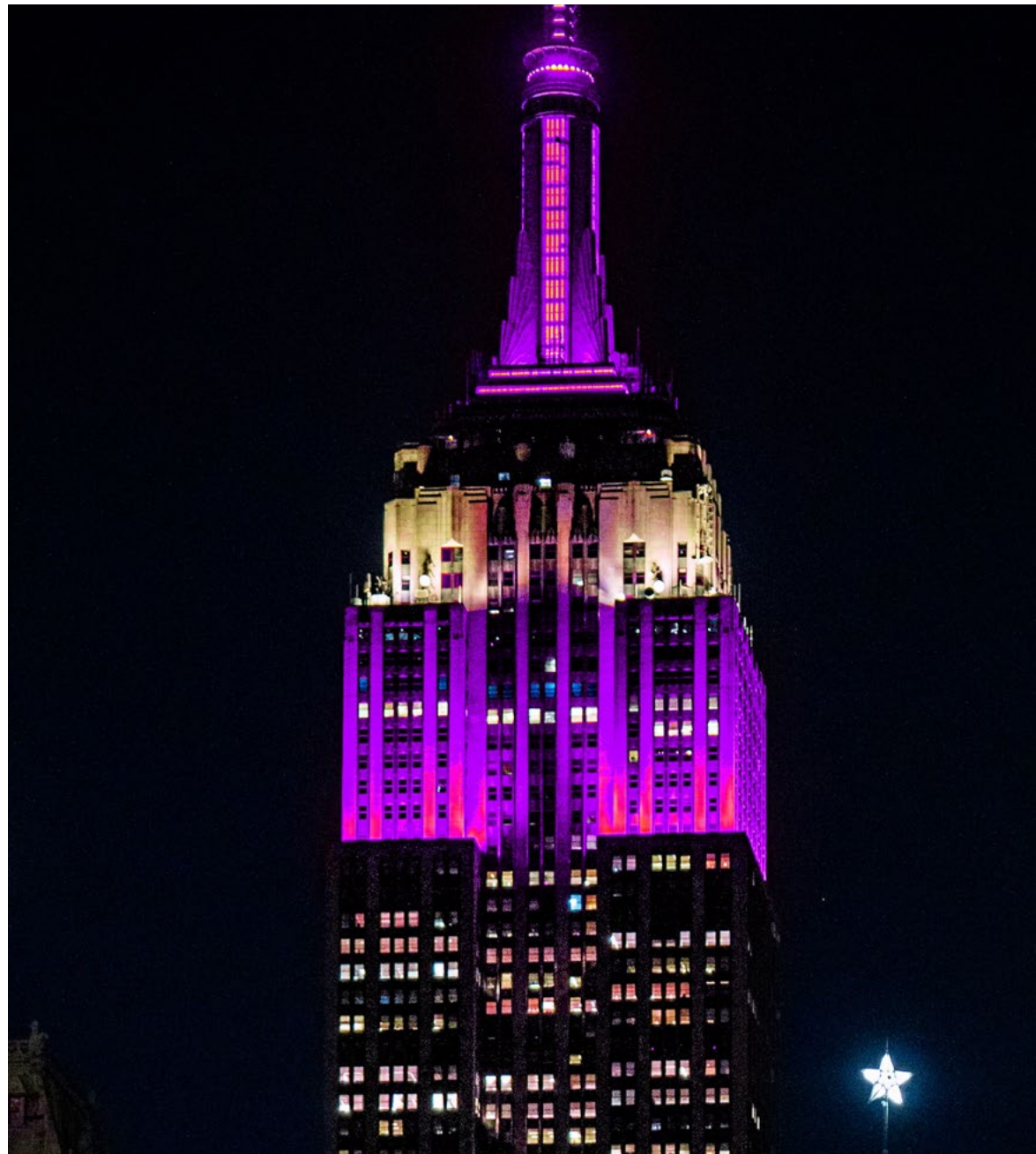


Click an image above to see the @CFBPlayoff social post.



EMPIRE STATE BUILDING

For the 10th straight year, the Empire State Building displayed participating team colors to celebrate the College Football Playoff National Championship. On the evening of Monday, January 8, the lights on the Empire State Building were split between Michigan's maize and blue and Washington's purple and gold. Upon conclusion of the game, the Empire State Building was then illuminated in maize and blue for the remainder of the night to celebrate Michigan's first national championship in the College Football Playoff era.





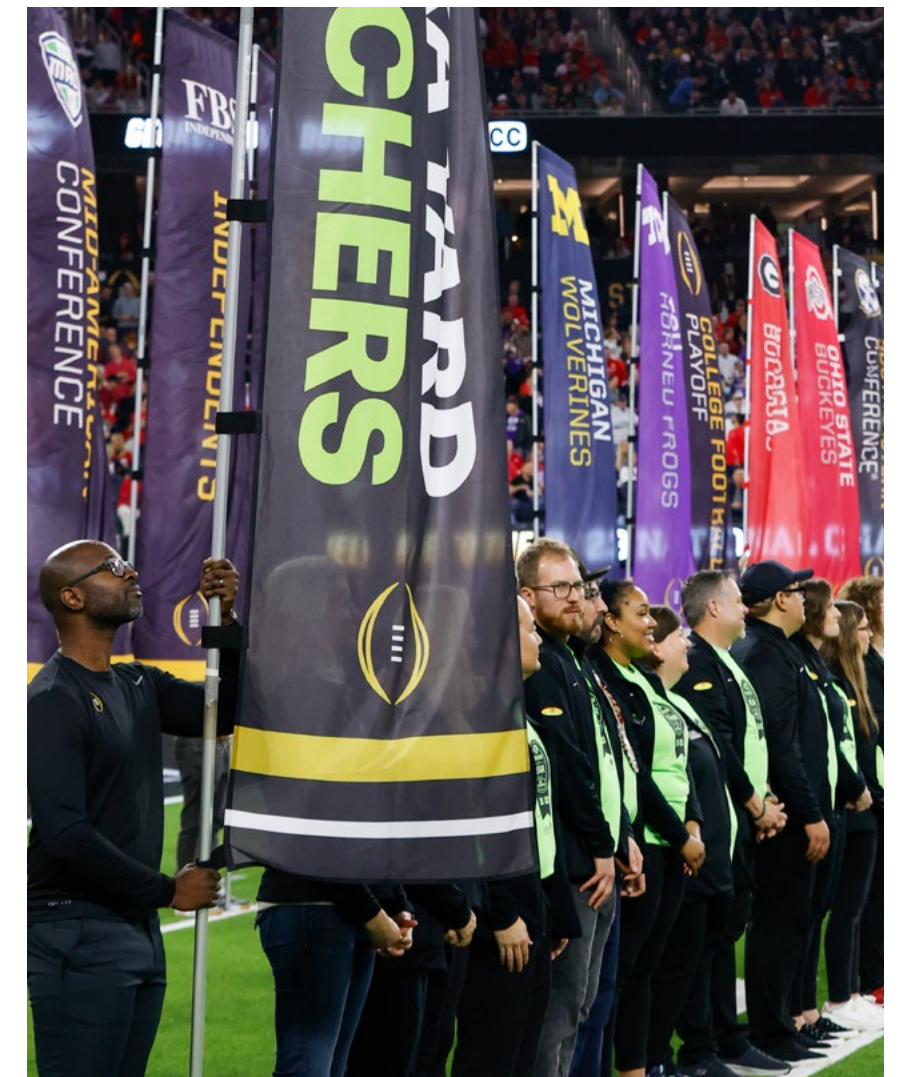
**COLLEGE FOOTBALL
PLAYOFF
FOUNDATION**



COLLEGE FOOTBALL PLAYOFF FOUNDATION

The CFP Foundation is the 501(c)3 non-profit organization serving as the community engagement arm of the College Football Playoff, working in partnership with institutions of higher education, sports organizations, corporations and non-profits to support educators and improve student outcomes.

The purpose of the CFP Foundation is to support PK-12 education by celebrating and elevating the teaching profession with resources, recognition, professional development and initiatives aimed at recruiting and retaining top-quality teachers.

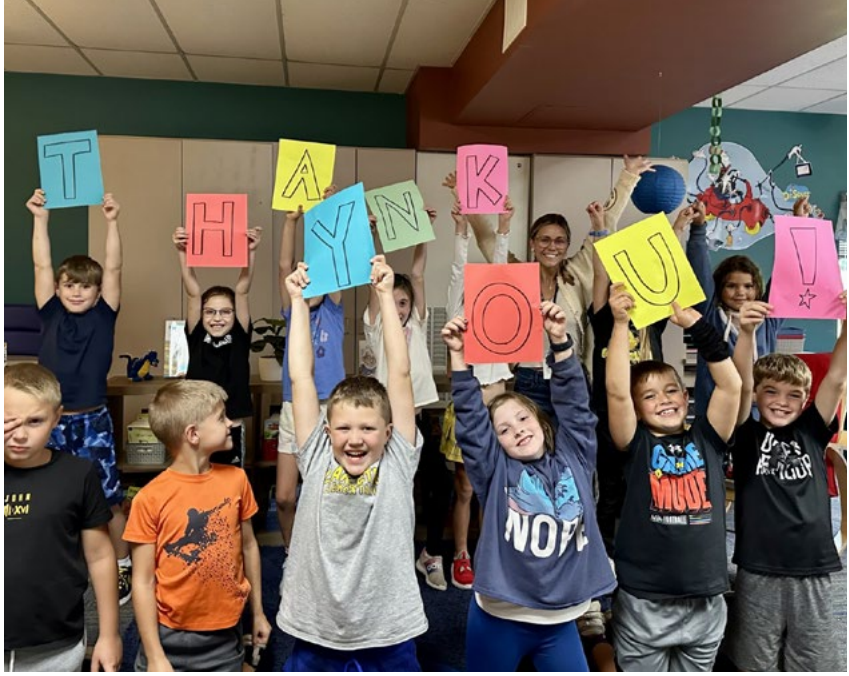





EXTRA YARD FOR TEACHERS WEEK

Held September 15-23, the CFP Foundation's ninth annual Extra Yard for Teachers Week mobilized the college football community to celebrate and honor teachers in every state across the country.

The positive impact and support by great partners such as ESPN, the FBS conferences, bowl organizations and corporate and education partners, enables the CFP Foundation to scale and expand its impact from coast to coast. In total, over 2,000 activations were conducted across EYFT Week and the Big Day for Teachers to recognize educators across the country and over \$1.5 million was invested in grants and teacher resources on the Big Day alone.




BIG DAY

COLLEGE FOOTBALL PLAYOFF
FOUNDATION

EXTRA YARD FOR TEACHERS

SUMMIT

On Saturday, January 6, over 1,400 Houston-area teachers flocked to Wortham Theatre Center in downtown Houston for the College Football Playoff Foundation's annual Extra Yard for Teachers Summit. Additionally, thousands of teachers from across the country were able to participate virtually in the sold-out program centered around the Houston Loves Teachers campaign, which focused on inspiring teachers and education leaders.

Each year, the Summit features high-energy and captivating guest speakers, interactive panels and celebrity appearances. The 2024 event featured Houstonian and nine-time Olympic gold medalist Carl Lewis, ESPN sideline report Holly Rowe, author Damon West and Louisiana Teacher of the Year Brittany Bonnaffons, plus musical performances by Alli Walker and DJ Riddler.





DR PEPPER GO TEACH PROGRAM

In an effort to address the challenge of attracting and retaining teachers, the College Football Playoff Foundation and Dr Pepper created the Go Teach initiative to support student-athletes seeking to become teachers. Over its first three years, the partnership has awarded nearly \$1 million in resources to student-athletes who are pursuing careers in education across each of the 10 FBS conferences, as well as the University of Notre Dame and to historically black colleges and universities (HBCUs).



ECKRICH \$1 MILLION THROW

The CFP Foundation has partnered with Eckrich to honor teachers across the country, providing over \$2.3 million in resources while recognizing educators at teacher appreciation lunches at more than 50 schools. At each of those 50 stops, teachers were nominated for the Extra Yard for Teachers \$1 Million Throw, where they could attempt to complete a 15-yard toss for a chance to win a \$1 million donation to support their school district or other DonorsChoose.org projects. This tour culminated at the national championship game, as Eckrich presented the Teachers of the Year to honor America's greatest teachers on college football's biggest stage. Additionally, ESPN personalities Marty Smith and Andre Ware attempted another \$1 Million Throw Challenge on the field at NRG Stadium during a timeout.



AT&T AND EXTRA YARD FOR TEACHERS

As part of its ongoing support of the College Football Playoff and the CFP Foundation's Extra Yard for Teachers initiative, AT&T kicked off national championship game day early on Monday, January 8 by welcoming 175 Houston-based educators back to school for the second semester with a celebratory breakfast and surprise donation. To help close the digital divide, AT&T donated 500 laptops to students at Houston's Milby High School, while also making a \$50,000 donation of additional support for Houston-area teachers.



FEELIN' THE CHEEZIEST FOR TEACHERS

During the 2023-24 college football season, six student-athletes shared stories with Cheez-It about their favorite educators who had them "feelin' the cheeziest" – or next-level excited – for academics and/or their sport. In turn, Cheez-It paid it forward for each of those six teachers with a personalized gift box, a \$5,000 donation for their classroom and another \$5,000 for their school. Additionally, Cheez-It also donated \$250,000 to the Extra Yard for Teachers platform and funds were distributed directly to teachers on the Big Day when 198 educators across 103 schools in Illinois and Michigan were surprised with full funding for the classroom project wish lists they had completed on DonorsChoose.org.

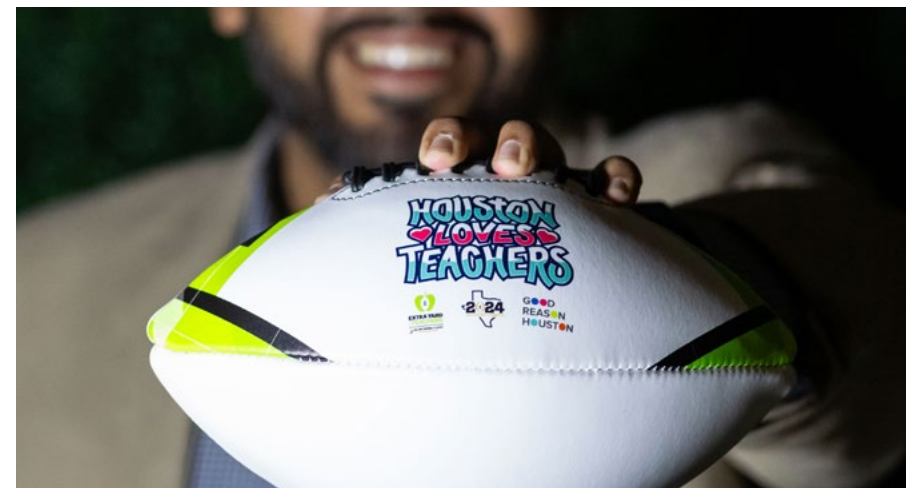
HOUSTON LOVES TEACHERS

The College Football Playoff is proud of its commitment to the cities that host the national championship game, particularly the educators in those communities. In partnership with the Houston Host Committee and Good Reason Houston, a local education non-profit organization, the CFP Foundation led the development of a three-year campaign called "Houston Loves Teachers" to bring millions of dollars to recruit and retain excellent teachers in the Houston area. As part of the effort, over 25,000 teachers across the Houston area have engaged with the entirely-new digital platform, attended an appreciation event or received funding for resources.



TOUCHDOWN FOR TEACHERS

The College Football Playoff Foundation and ESPN Citizenship celebrated its 10-year partnership with the launch of a new postseason effort called "Touchdown for Teachers" in support of educators nationwide. Together, the CFP Foundation and ESPN committed to donating \$1,000 to local teachers for every touchdown scored during each of the 44 bowl games during the 2023-24 postseason. In addition to the donation for the 283 touchdowns scored, bowl organizations across the country stepped up with in-game teacher recognition ceremonies, dedicated tickets for teachers and additional funding from matching grants and DonorsChoose.org, totaling over \$400,000 in resources.



A golden trophy with a football on top, set against a city skyline at night. The trophy is the central focus, with a football on top and a base that says "NATIONAL CHAMPIONSHIP". The background is a blurred city skyline with lights from buildings and streetlights.

FUTURE NATIONAL CHAMPIONSHIP GAME SITES


NATIONAL
CHAMPIONSHIP



2025

NATIONAL CHAMPIONSHIP

JANUARY 20 | ATLANTA

MERCEDES-BENZ STADIUM • ATLANTA, GEORGIA

2026

NATIONAL CHAMPIONSHIP

JANUARY 19 | MIAMI

HARD ROCK STADIUM • MIAMI GARDENS, FLORIDA



COLLEGEFOOTBALLPLAYOFF.COM



#CFBPLAYOFF