



COLLEGE FOOTBALL PLAYOFF

Y E A R I N R E V I E W

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COLLEGE FOOTBALL PLAYOFF



As I look back on my first year as Executive Director of the College Football Playoff, I can't help but be amazed at the spectacle we experienced during the first year of the 12-team playoff. The people who made this happen, from the student-athletes, coaches, campus staffs and bowl partners, all came together to put on a show like no other. Atlanta and Mercedes-Benz Stadium were first-class hosts, welcoming the teams and fans to Georgia for a memorable national championship. At the end of a year-long gauntlet, Ohio State put together four straight playoff wins to capture its second CFP title.

Leading up to that memorable national championship weekend was a college football regular season like no other. Week after week, we saw traditional powers battling head-to-head, newcomers arrive on the scene with historic seasons, and, of course, upsets. As the season wound down, the expanded playoff kept postseason hopes alive for so many more schools and their fans, stoking interest to an all-time high by Selection Day.

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. The first 10 seasons of the College Football Playoff confirmed this format for deciding the national champion on the field of play does nothing but enhance the passion of fans everywhere. What we saw this past year with the new 12-team format, granting even more student-athletes and fans access to the excitement of the playoff, confirmed the university presidents and conference commissioners made the right decision. 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 155-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 what lies ahead for college football!

Sincerely,

Rich Clark
Executive Director, College Football Playoff





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Additional content created by the 2024-25 #CFBPlayoff social media team (Luigi Aficial, Jayden Balwally, Joshua Brown, Emma DeCasa, Ansley Denison, Kyrease Desseau, TJ Edminson, Evan Farrell, Hayes Flanagan, Shanice Gourdet, Jackson Hayes, Spencer Hogan, Alex Jaeger, Bryan Jay, Grayson Jones, Kate Kennedy, Nick Lott, Connor McLain, Rachel Reeves and Michael Suchici).

The CFP extends its thanks to the communications staff from ESPN, from each of the six CFP bowl games and from the 12 institutions who participated in the 2024-25 College Football Playoff.



HIGHLIGHTS

BY THE NUMBERS



OHIO STATE

became the fourth FBS team to win multiple national championships in the CFP era, joining Alabama (3), Clemson (2) and Georgia (2).

650,000

TEACHERS

13 MILLION

STUDENTS

supported by CFP Foundation efforts since it was formed in 2014

During the CFP National Championship, Ohio State QB Will Howard completed

13

CONSECUTIVE
PASSES TO SET
A NEW CFP
SINGLE-GAME
RECORD

8.7 TB

volume of data used at Mercedes-Benz Stadium during the 2025 CFP National Championship

137

The College Football Playoff National Championship Trophy made 137 appearances during the 2024-25 college football season.

77,660

fans attended the 2025 national championship game at Mercedes-Benz Stadium, marking the largest crowd for a CFP National Championship since its inaugural game in January 2015.

13

selection committee members responsible for ranking teams and selecting the Playoff Semifinal matchups.

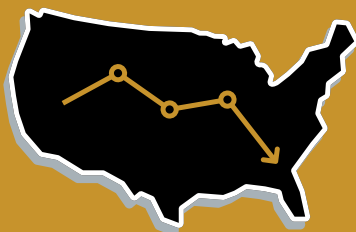


14

number of hashtag emoji deployed by Twitter for the 2024-25 college football postseason:

19

states visited by the CFP National Championship Trophy in 2024-25.



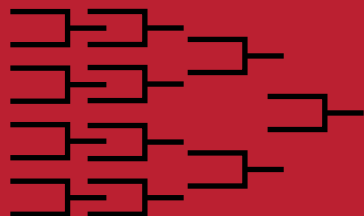
100

number of game cameras, as well as number of microphones, used by ESPN to broadcast the 2025 CFP National Championship in Atlanta.

ESPN

FIRST

Ohio State won the first four-team College Football Playoff as well as the first 12-team Playoff.



4-TEAM

PLAYOFF

12-TEAM

PLAYOFF

Both Ohio State and Notre Dame finished the 2024-25 campaign with identical marks of 14-2. It marked the third time that the Buckeyes have won 14 games in a season (14-0 in 2002, 14-1 in 2014) and the first for the Irish.

14-2

41,309

total number of fans who have had photos taken with the CFP National Championship Trophy in the first 11 years of the College Football Playoff



7

Buckeyes scored on the first drive in each of its four games during the 2024-25 College Football Playoff.

#CFBPLAYOFF

#NATIONALCHAMPIONSHIP

#GODUCKS

#GODAWGS

#BLEEDBLUE

#FORKSUP

#HOOKEM

#WEARE

#GOIRISH

#GOBUCKS

#GBO

#NEVERDAUNTED

#PONYUP

#CLEMSON



2024-25 TROPHY TOUR

- 137 total appearances
- 41,309 total fans at trophy appearances
- 17 games attended
- 12 appearances on ESPN's College GameDay
- 19 total states visited by the CFP National Championship Trophy in 2024-25

1 - AUG. 31
NOTRE DAME AT TEXAS A&M
(College Station, Texas)

2 - SEPT. 14
LSU AT SOUTH CAROLINA
(Columbia, South Carolina)

3 - SEPT. 21
TENNESSEE AT OKLAHOMA
(Norman, Oklahoma)

4 - SEPT. 28
GEORGIA AT ALABAMA
(Tuscaloosa, Alabama)

5 - OCT. 5
MIAMI AT CALIFORNIA
(Berkeley, California)

6 - OCT. 12
TEXAS VS. OKLAHOMA
(Dallas, Texas)

7 - OCT. 19
GEORGIA AT TEXAS
(Austin, Texas)

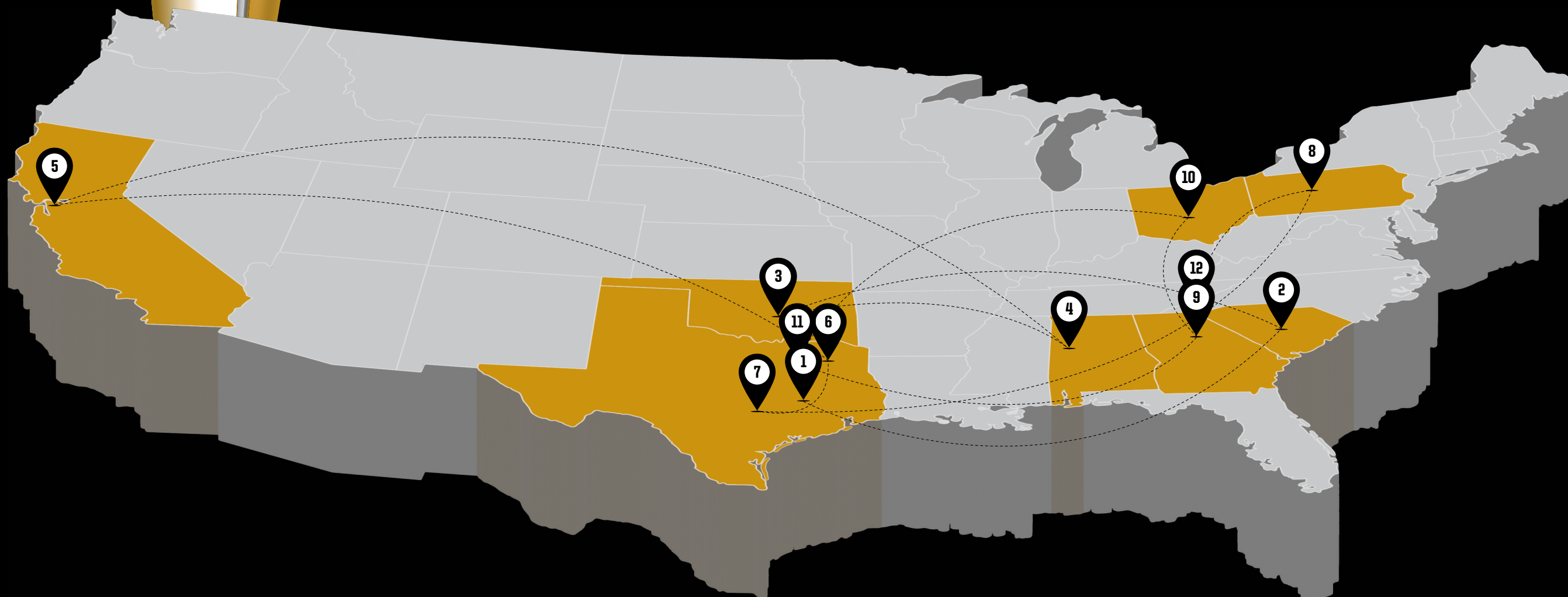
8 - NOV. 2
OHIO STATE AT PENN STATE
(State College, Pennsylvania)

9 - NOV. 16
TENNESSEE AT GEORGIA
(Athens, Georgia)

10 - NOV. 23
INDIANA AT OHIO STATE
(Columbus, Ohio)

11 - JAN. 10
PLAYOFF SEMIFINAL AT THE
GOODYEAR COTTON BOWL CLASSIC
(Arlington, Texas)

12 - JAN. 20
2026 COLLEGE FOOTBALL PLAYOFF
NATIONAL CHAMPIONSHIP
(Athens, Georgia)





OVERVIEW



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

REV. ROBERT DOWD

President, Notre
Dame (Independent)

MICHAEL FITTS

President, Tulane
American Athletic Conference

GORDON GEE

President, West Virginia
Big 12 Conference

JACK HAWKINS

Chancellor, Troy
Sun Belt Conference

MARK KEENUM (CHAIR)

President, Mississippi State
Southeastern Conference

KIRK SCHULZ

President, Washington State
Pac-12 Conference

GARNETT STOKES

President, New Mexico
Mountain West Conference

SATISH TRIPATHI

President, Buffalo
Mid-American 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.

PETE BEVACQUA

Athletics Director,
Notre Dame (Independent)

KEITH GILL

Commissioner,
Sun Belt Conference

TERESA GOULD

Commissioner,
Pac-12 Conference

JUDY MACLEOD

Commissioner,
Conference USA

GLORIA NEVAREZ

Commissioner,
Mountain West Conference

TIM PERNETTI

Commissioner,
American Athletic Conference

TONY PETITTI

Commissioner,
Big Ten Conference

JIM PHILLIPS

Commissioner,
Atlantic Coast Conference

GREG SANKEY

Commissioner,
Southeastern Conference

JON STEINBRECHER

Commissioner,
Mid-American Conference

BRETT YORMARK

Commissioner,
Big 12 Conference

COLLEGE FOOTBALL PLAYOFF STAFF



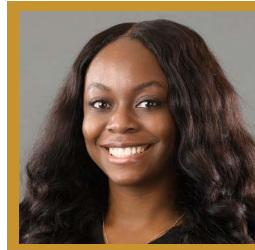
RICH CLARK
Executive Director



SAM BERMAN
Events & Hospitality Coordinator



MICHAEL BOS
Director of Premium & Ticket Sales Operations



DESTINY BRANTLEY
Team Operations Coordinator



KATIE CAVENDER
Assistant Director of Communications & Branding



BRETT DANIELS
Senior Director of Communications & Branding



CLAUDIA DORSEY
Assistant Director of Business & Ticket Operations



ALLISON DOUGHTY
Director of Events & Hospitality Services



MORGAN DUNCAN
Public Events & Sponsorships Coordinator



JOHN FORD JR.
Assistant Director of Team Operations



TIM FRICK
Director of Finance & Business Operations



WES GENTRY
Director of Administration & Technology



SEAN GREEN
Ticket Operations Coordinator



RYAN ALLEN HALL
Senior Director of Public Events & Sponsorships



BYRON HATCH
Chief Operating Officer



ALYSSA HOYING
Public Events & Sponsorships Coordinator



DAVE MARMION
Chief Financial Officer & Chief Revenue Officer



JOEL SOTO
Executive Administrative Officer



HOLLY STALCUP
Director of Stadium & Game Operations



DANIELLE TYLER
Director of Team Operations



LESLIE VAN DYKE
Assistant Director of Stadium & Game Operations



GRANT GASPARD
Stadium & Game Operations Intern



KARA GREGER
Public Events & Sponsorships Intern



CHASE KETTERER
Business Operations Intern



RACHEL MIKOLAY
Tom Mickle Communications & Social Media Intern

COLLEGE FOOTBALL PLAYOFF FOUNDATION STAFF



BRITTON BANOWSKY
Executive Director



MARGARET FRANK
Partnerships Manager



KELLI ROBINSON
Program Administrator



ETHAN ROBINSON
CFP Foundation Intern

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.



SEATED (LEFT TO RIGHT)

CHRIS AULT
Former Head Coach and Director of Athletics
Nevada

CARLA WILLIAMS
Director of Athletics
Virginia

JIM GROBE
Former Head Coach
Ohio, Wake Forest and Baylor

WARDE MANUEL (chair)
Director of Athletics
Michigan

MIKE RILEY
Former Head Coach
Oregon State and Nebraska

KELLY WHITESIDE
Professor
Montclair State University

DAVID SAYLER
Director of Athletics
Miami (Ohio)

STANDING (LEFT TO RIGHT)

HUNTER YURACHEK
Director of Athletics
Arkansas

WILL SHIELDS
Former All-American
Nebraska

CHET GLADCHUK
Director of Athletics
Navy

RANDALL MCDANIEL
Former All-American
Arizona State

GARY PINKEL
Former Head Coach
Toledo and Missouri

MACK RHOADES
Director of Athletics
Baylor

FINAL RANKINGS

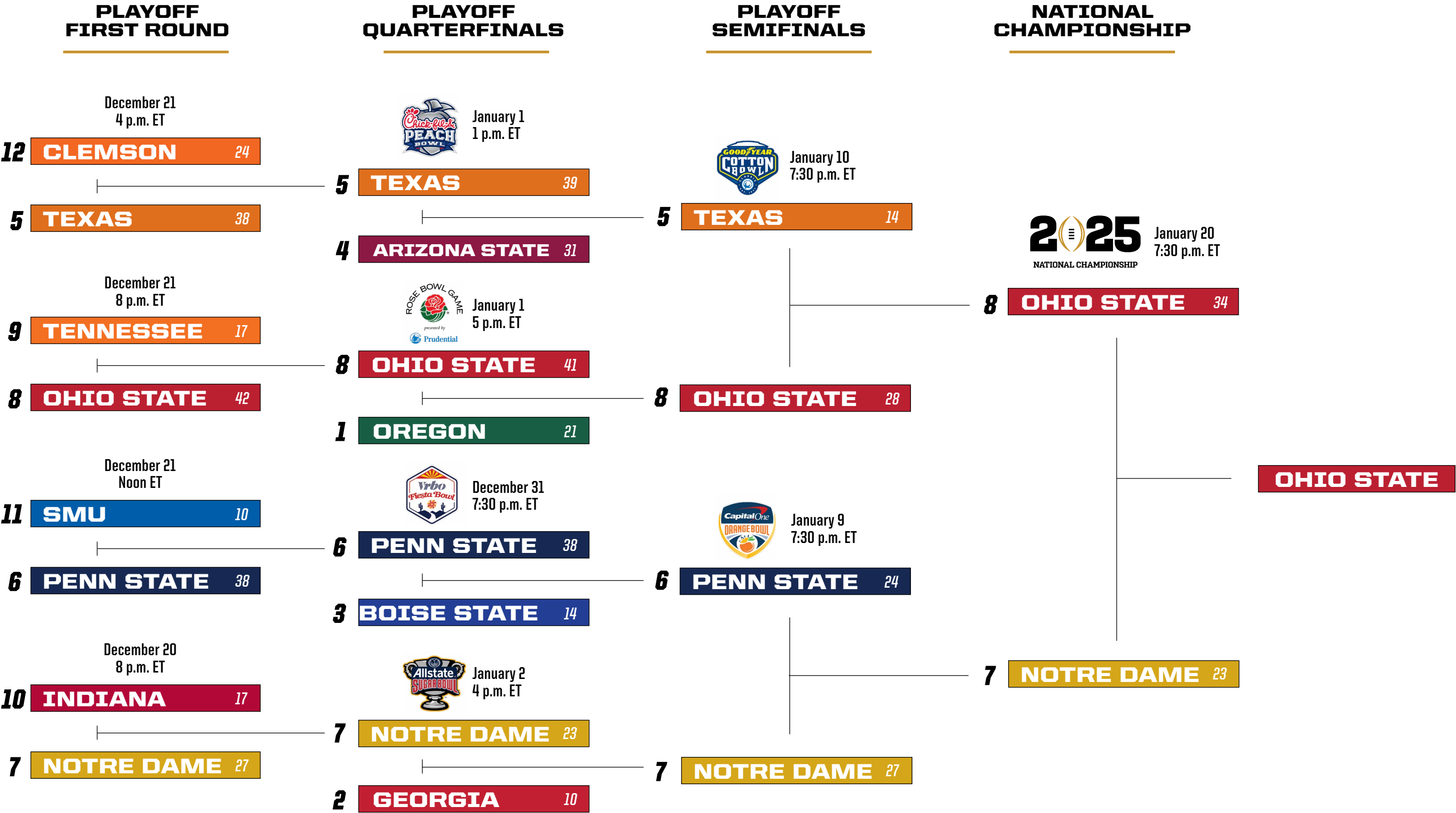
The College Football Playoff expanded to 12 teams for the 2024-25 postseason.

Once again, the College Football Playoff Selection Committee met weekly, in person, on Mondays and Tuesdays to produce its rankings. In 2024, the first set of rankings were announced on Tuesday, November 5, with additional rankings released the following five weeks. On Selection Day, (Sunday, December 8), the selection committee unveiled its final rankings of the season, as well as the seeding for the inaugural 12-team College Football Playoff bracket which included the five highest-ranked conference champions, plus the next seven highest-ranked teams. The four highest-ranked conference champions were seeded 1-4 and received a first-round bye. The remaining teams, including the fifth conference champion, were seeded 5-12 based on their final ranking. Non-conference champions and independents, like Notre Dame, ranked in the top four were seeded beginning at No. 5

Final College Football Playoff Selection Committee Rankings: December 8, 2024

 1 OREGON	 8 INDIANA	 15 SOUTH CAROLINA	 22 ARMY
 2 GEORGIA	 9 BOISE STATE	 16 CLEMSON	 23 COLORADO
 3 TEXAS	 10 SMU	 17 BYU	 24 UNLV
 4 PENN STATE	 11 ALABAMA	 18 IOWA STATE	 25 MEMPHIS
 5 NOTRE DAME	 12 ARIZONA STATE	 19 MISSOURI	
 6 OHIO STATE	 13 MIAMI	 20 ILLINOIS	
 7 TENNESSEE	 14 MISSISSIPPI	 21 SYRACUSE	

2024-25 COLLEGE FOOTBALL PLAYOFF BRACKET



The background is a solid black field. It is filled with numerous small, white, teardrop-shaped confetti pieces and larger, yellow, leaf-like or petal-shaped confetti pieces. Several thin, gold-colored streamers are also visible, some of which are partially unrolled, adding to the celebratory feel of the image.

FIRST-ROUND GAMES



**PLAYOFF
FIRST ROUND**

FRIDAY, DECEMBER 20 • NOTRE DAME STADIUM • NOTRE DAME, IN



FINAL SCORE

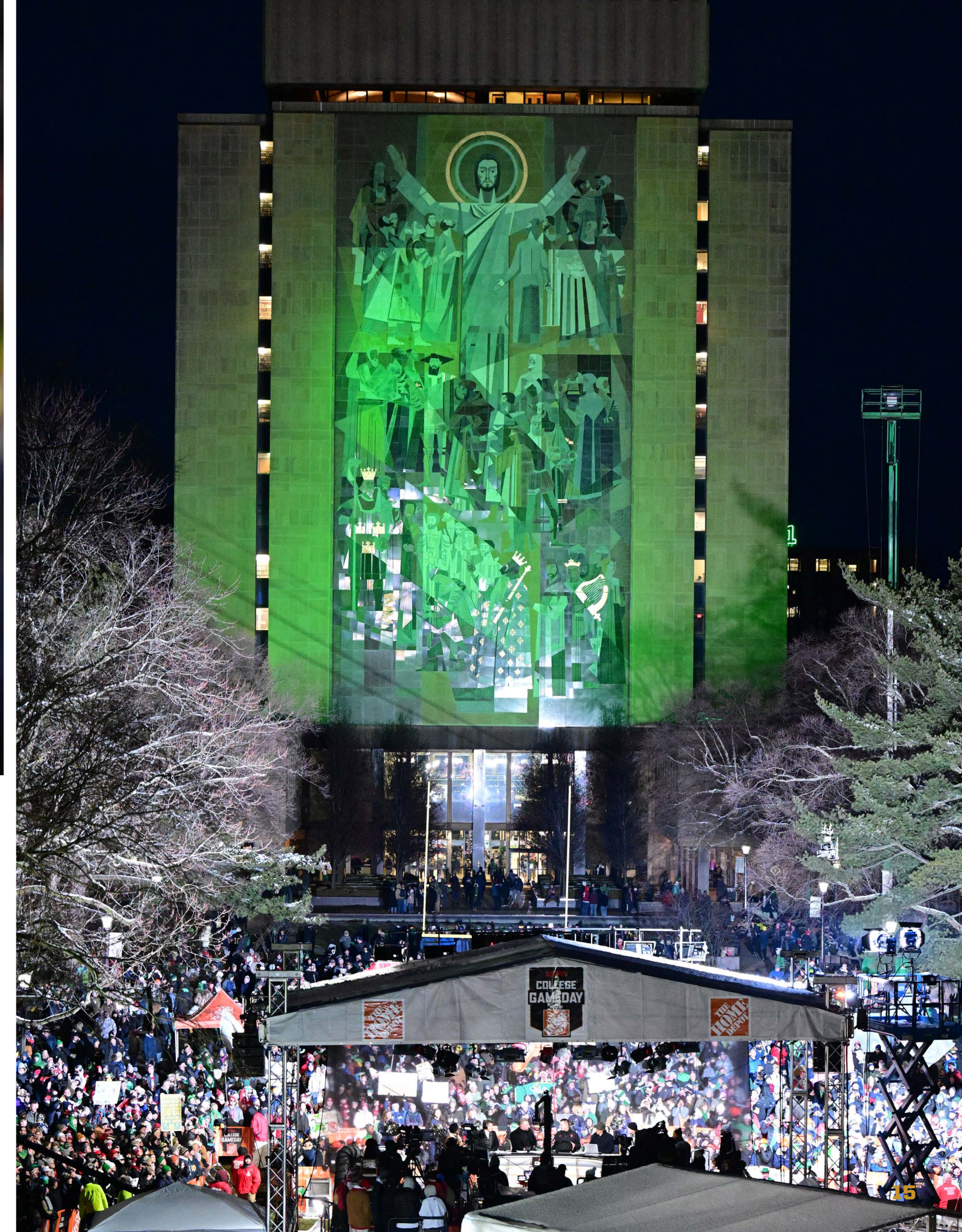
NO. 10 INDIANA

NO. 7 NOTRE DAME

17

27





Notre Dame became the first college football program to earn a College Football Playoff victory on its home field with a 27-17 first-round victory over Indiana.

Notre Dame controlled the game from start to finish, holding Indiana to three points in the first half, 63 total rushing yards while building a 27-3 lead. The Hoosiers tacked on 14 points late in the fourth quarter after the game was decided.

Two of the Fighting Irish playmakers stepped up when Notre Dame needed it most. Senior Consensus All-American safety Xavier Watts snuffed out a first quarter scoring opportunity for IU with an interception at the Notre Dame two yard-line, and on the next play, Jeremiyah Love took off for a 98-yard touchdown run to open the scoring.

Irish signal caller Riley Leonard was 22-for-32 in the contest for 201 yards, one passing touchdown and one rushing touchdown. He connected with Jordan Faison for seven passes for 89 yards.



**PLAYOFF
FIRST ROUND**

SATURDAY, DECEMBER 21 • BEAVER STADIUM • UNIVERSITY PARK, PA



FINAL SCORE

NO. 11 SMU

10

NO. 6 PENN STATE

38





Penn State defeated SMU, 38-10, at Beaver Stadium in the Playoff First Round. The Penn State defense intercepted three passes, returning two for touchdowns, in the first half as they jumped out to a 28-0 lead at the half. Linebacker Dominic DeLuca returned one 23 yards in the first quarter to open the game's scoring. In the second quarter, linebacker Tony Rojas pushed Penn State's advantage to 14 points with a 59-yard pick-six. Deep in the red zone, DeLuca intercepted his second pass of the first half to keep the Mustangs from scoring in the second quarter.

The Blue and White held SMU, the nation's sixth-highest scoring offense at 38.5 points per game, to just 10 points. The Nittany Lions stopped the Mustangs on 3-of-14 third down attempts and 1-of-3 of their fourth down tries. SMU finished with just 58 rushing yards. Penn State wreaked havoc in the backfield, recording three sacks and 11 tackles for loss.

On the offensive end, the Nittany Lion rushing attack led the way with 189 yards. The duo of Kaytron Allen and Nicholas Singleton combined for 160 yards and three touchdowns on the ground.



TEXAS

33



PLAYOFF FIRST ROUND

SATURDAY, DECEMBER 21 • DKR TEXAS MEMORIAL STADIUM • AUSTIN, TX



FINAL SCORE

NO. 12 CLEMSON

24

NO. 5 TEXAS

38





Texas rushed for 292 yards in a 38-24 victory over Clemson in the Playoff First Round, led by Jaydon Blue and Quintrevion Wisner, who each eclipsed the century mark in the Longhorns' victory. Blue rushed for 146 yards, while Wisner racked up 110 yards on the ground. The duo each pitched in a pair of touchdowns.

UT quarterback Quinn Ewers completed his first eight passes and totaled 202 yards and a touchdown just before the half to stake Texas to a 28-10 lead at intermission.

Clemson QB Cade Klubnik, who grew up in Austin, passed for 336 yards and three touchdowns while rallying the Tigers in the second half. His seven-yard touchdown pass to T.J. Moore cut the Texas lead to 31-24 early in the fourth quarter before Blue broke loose on a 77-yard touchdown run to seal the Longhorns win.



PLAYOFF FIRST ROUND

SATURDAY, DECEMBER 21 • OHIO STADIUM • COLUMBUS, OH



FINAL SCORE

NO. 9 TENNESSEE

17

NO. 8 OHIO STATE

42





Ohio State took control of the game from the opening kickoff, marching 75 yards in just five plays, capped by a Will Howard to Jeremiah Smith 37-yard touchdown pass. By the end of the first quarter, the Buckeyes had jumped out to a 21-0 lead enroute to a 42-17 win over Tennessee in the first round of the College Football Playoff.

Tennessee cut the deficit to 21-10 by halftime, but the Buckeyes came right back with another Howard to Smith touchdown pass on their opening possession of the second half. Howard finished 24-for-29 for 311 yards, his second 300-yard game of the season. Smith pulled down six passes for 103 yards and the two scores, becoming the sixth freshman to have over 100 receiving yards in a CFP game.

As for the Buckeye rushing attack, Quinshon Judkins and TreVeyon Henderson each ran for two touchdowns apiece.

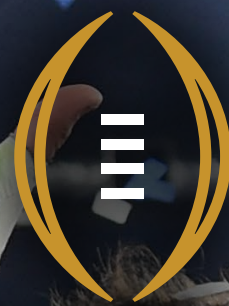
For the Vols, Tennessee quarterback Nico Iamaleava completed 14-of-31 passes for 104 yards and rushed a career-high 20 times for 47 more.

The 473 yards gained by Ohio State was the most surrendered by the Tennessee defense all season.



A black background with falling white and gold confetti. The confetti consists of small, irregular white and gold pieces, some of which are shaped like leaves or petals. The pieces are scattered across the frame, with some appearing to be in motion, falling from the top. The text "PLAYOFF QUARTERFINALS" is centered in the middle of the image in a bold, white, sans-serif font.

PLAYOFF QUARTERFINALS



**PLAYOFF
QUARTERFINAL**



VRBO FIESTA BOWL
TUESDAY, DECEMBER 31 • STATE FARM STADIUM • GLENDALE, AZ



FINAL SCORE

NO. 6 PENN STATE

31

NO. 3 BOISE STATE

14



Penn State defenders clogged every hole, stretched out every outside run, closed with ferocity.

Everywhere that Ashton Jeanty turned, he ran into Nittany Lions. The Heisman Trophy runner-up still went over 100 yards, but he sure had to work for it. Drew Allar threw three touchdown passes and Penn State bottled up Jeanty for a 31-14 win over Boise State in the Fiesta Bowl.

“We knew who we were going against. We knew we had to have hats to the ball every single play because every play he could break one,” said Penn State safety Zakee Wheatley, who had an interception and recovered a fumble. “We did that the whole game.”

The Nittany Lions jumped out to a 14-0 lead against Boise State. But the Broncos have relished the role of underdog, going back to when their brand went national in the electrifying 2007 Fiesta Bowl, and they had an answer.

Boise State galloped back from the early deficit, trimming the margin to 17-14 early in the third quarter, momentum seemingly on its side.

And then Penn State turned the tide for good.

Allar threw his second touchdown pass of the night to John Mackey Award winner Tyler Warren, and Nick Singleton burst up the middle for a 58-yard TD run, staking the Nittany Lions to a 31-14 win.

Penn State controlled the line of scrimmage on both sides of the ball most of the night and held Jeanty to a season-low 104 yards on 30 carries, just 3.5 yards per carry — half his season average.

Penn State’s defense was dominant most of the night, but its offense was just as good, particularly on the ground.

The Nittany Lions ran for 216 yards, including 134 by Kaytron Allen and 87 by Singleton. Allar was steady, throwing for 171 yards on 13-of-25 passing.

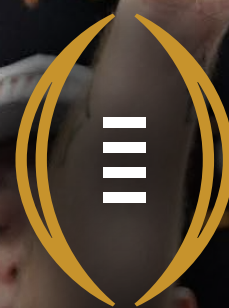
He was particularly sharp early, finding Warren in the back of the end zone for an 11-yard touchdown, then Omari Evans in stride for a 38-yard score for a two-touchdown lead.

The Broncos, as they always seem to, fought back to give themselves a chance.

With Jeanty surrounded on nearly every play, Boise State turned to Tyler Crowe and the fullback took several Nittany Lions with him for an 8-yard touchdown run that cut Penn State’s lead in half. The comeback seemed to still be in reach with Matt Lauter’s 53-yard TD catch in the third quarter, but the Broncos ran out of answers after that.



PLAYOFF QUARTERFINAL



PLAYOFF QUARTERFINAL



CHICK-FIL-A PEACH BOWL
WEDNESDAY, JANUARY 1 • MERCEDES-BENZ STADIUM • ATLANTA, GA



FINAL SCORE

NO. 5 TEXAS

39

NO. 4 ARIZONA STATE

31



With Arizona State one play away from pulling off a comeback for the ages in the College Football Playoff, Quinn Ewers delivered a throw to Matthew Golden that saved the season for Texas.

Then it was left to Andrew Mukuba to finish off Cam Skattebo and the gritty Sun Devils.

In the first overtime, Ewers passed 28 yards to Golden for a touchdown on fourth-and-13 to force a second overtime, and Mukuba's interception clinched a 39-31 victory after Texas squandered a 16-point lead in the fourth quarter and missed two field goal attempts that could've won it in regulation.

Skattebo put Arizona State ahead for the first time all day with a 3-yard touchdown run to start overtime against Texas, the capper on a brilliant performance that wasn't quite enough to knock off the Longhorns.

The Sun Devils had the game in their grasp before Ewers spotted Golden breaking free behind two defenders to haul in the tying score in the first overtime.

After moving to the opposite end of Mercedes-Benz Stadium, Ewers threw a 25-yard touchdown pass to Gunnar Helm on the very next play, followed by a 2-point conversion pass to Golden.

The Longhorns finally put Arizona State away when Mukuba picked off Sam Leavitt's pass at the three yard-line to end the game.

Despite being dominated on the stat sheet most of the game, the Longhorns had a seemingly comfortable 24-8 lead after scoring two early touchdowns and getting a 5-yard scoring run from Ewers with just over 10 minutes remaining.

But Skattebo and the Sun Devils were just getting warmed up.

The running back who calls himself the best in the nation, Skattebo backed up his bravado by displaying every facet of his all-around game.

First, he took a pitch on fourth-and-2 and heaved a 42-yard touchdown pass to Malik McClain that gave the Sun Devils a chance when they made the 2-point conversion.

Then, Skattebo broke loose down the sideline and hauled in a 62-yard throw from Leavitt — getting his helmet ripped off at the end of the play, which seemed like the only way to bring him down.

That set up a 2-yard touchdown run by the bowling ball of a back, and it was only appropriate that Skattebo also powered in for the 2-point conversion that tied the game at 24 with five minutes remaining.

Texas had a pair of chances to win in regulation, but Bert Auburn was wide right on a 48-yard field goal attempt and clanked one off the left upright from 38 yards away as time expired.

Skattebo rushed for 143 yards, made eight catches for another 99 yards and, of course, had that one big completion.

It wasn't quite enough.





**PLAYOFF
QUARTERFINAL**



presented by



ROSE BOWL GAME

WEDNESDAY, JANUARY 1 • ROSE BOWL STADIUM • PASADENA, CA



FINAL SCORE

NO. 8 OHIO STATE

41

NO. 1 OREGON

21



Jeremiah Smith caught two of Will Howard's three long touchdown passes during Ohio State's sensational 34-point first half, and the Buckeyes roared into the College Football Playoff Semifinals with a 41-21 victory over Oregon in the 111th Rose Bowl Game.

Howard passed for 319 yards, Emeka Egbuka also caught a long TD pass and TreVeyon Henderson made a 66-yard touchdown run in a redemptive Rose Bowl for the Buckeyes.

After painful regular-season losses to Oregon and Michigan, Ohio State has seized the second chances created by the first 12-team CFP. Facing the tournament's No. 1 seed in the Granddaddy of Them All, the Buckeyes scored on six of their first seven drives to take a 34-0 lead late in the second quarter on the nation's only remaining unbeaten team — and Henderson's second TD run late in the third essentially put it away.

Dillon Gabriel passed for 299 yards and hit Traeshon Holden for two touchdowns for the Ducks, whose dreams of their first national title were flattened on the famed Rose Bowl turf. Oregon's 14-game winning streak also came to an end.

Ohio State dominated this rematch of these Big Ten teams' regular-season thriller, won 32-31 by the Ducks in Eugene. The Ohio State defense that couldn't sack Gabriel in the teams' first meeting dropped the Heisman Trophy finalist eight times in the rematch.

Smith, the Buckeyes' standout freshman playmaker, had a remarkable bowl debut with seven receptions for 187 yards — including five catches for 161 yards in the first half alone, hauling in scoring passes of 45 and 43 yards.

After the usual pregame pageantry in 70-degree sunshine at the venerable stadium in Arroyo Seco, Ohio State needed just three plays and 49 seconds to strike first. Howard threw a short play-action screen pass to Smith, who motored through Oregon's secondary for a 45-yard score.

On the Buckeyes' third drive, Howard feathered an exceptional long pass over three Ducks to the sprinting Egbuka for a 42-yard TD. Howard finished the first quarter with a career-best 212 yards passing.

Early in the second quarter, Smith got so open near the Ducks' goal line that he had two seconds to settle under Howard's long throw like an outfielder with a fly ball, scoring a 42-yard TD untouched.

When Henderson broke a 66-yard TD run down the Oregon sideline for a 31-0 lead, both sides of the Rose Bowl stands rippled with disbelief.

Oregon finally got moving on its final drive before halftime. Gabriel found Holden for a 5-yard TD pass at the gun, and the Ducks added a two-point conversion to salvage something from their horrific half.

The Ducks drove for Noah Whittington's 2-yard TD run to open the second half, scoring the first touchdown allowed in the third quarter all season by Ohio State. Oregon even forced a punt moments later to stir faint hope in its fans, but the Ohio State defense drove the Ducks backward for a punt before Howard's group methodically drove for Henderson's second TD of the game.





PLAYOFF
QUARTERFINAL



ALLSTATE SUGAR BOWL
THURSDAY, JANUARY 2 • CAESARS SUPERDOME • NEW ORLEANS, LA



FINAL SCORE

NO. 7 NOTRE DAME

NO. 2 GEORGIA

23

10



Riley Leonard passed for a touchdown, Jayden Harrison returned a kickoff 98 yards for a score, and Notre Dame's defense made it hold up in a 23-10 victory over No. 2 Georgia in the Sugar Bowl.

In a game that was delayed by a day because of a New Year's Eve terrorist attack on Bourbon Street, Notre Dame made enough big plays and got some help from a clever move by coach Marcus Freeman.

Georgia entered the game without starting quarterback Carson Beck, who injured his elbow in the Southeastern Conference championship game. He was replaced by Gunner Stockton, who was 20 of 32 for 234 yards and one touchdown.

The Bulldogs outgained Notre Dame 296 yards to 244, but Georgia was stopped on all three of its fourth-down attempts.

Leonard finished with 90 yards passing and a team-high 80 yards rushing.

After a defensive battle through most of the first half, the game was tied at 3-all before Notre Dame scored 17 points in a span of 54 seconds.

The unusual sequence began with Mitch Jeter's 48-yard field goal with 39 seconds left in half.

Soon after, Georgia paid for an aggressive decision to attempt a drop-back pass from its own 25. RJ Oben's blind-side sack caused Stockton to fumble at the 13, where Irish defensive lineman Junior Tuihalamaka recovered. Leonard found Beaux Collins over the middle for a touchdown on the next play for a 13-3 lead that stood at halftime.

By the time 15 seconds had elapsed in the third quarter, Notre Dame led 20-3. Harrison took Georgia's second-half kickoff all the way to the end zone, slipping a tackle near the middle of the field, cutting toward the right sideline and outrunning everyone.

Georgia closed the gap to 20-10 when Stockton hit reserve running back Cash Jones for a 32-yard score and was in position to close within one score when Notre Dame stopped it on fourth-and-5 from the Irish 9-yard line with 9:29 to go.

Minutes later, Notre Dame had a fourth-and-short deep in his own territory when Freeman sent the punt team out before running all 11 players off the field and sending the offense out. Georgia raced to match up and then jumped offside as the play clock ticked down, giving the Irish a clock-sapping first down with 7:17 to go.

By the time the Bulldogs got the ball back, just 1:49 remained, and Notre Dame was well on its way to its 12th straight victory.





PLAYOFF SEMIFINALS



PLAYOFF
SEMIFINAL

CAPITAL ONE ORANGE BOWL

THURSDAY, JANUARY 9 • HARD ROCK STADIUM • MIAMI GARDENS, FL



FINAL SCORE

NO. 7 NOTRE DAME

27

NO. 6 PENN STATE

24







Penn State quarterback Drew Allar said he was trying to throw the ball into the ground. Notre Dame defensive back Christian Gray dove for it anyway and — luck of the Irish — the ball ended up right in his hands.

A few seconds later, Gray and Notre Dame found themselves with a spot in the national title game after a thrill-a-minute 27-24 victory over Penn State in the Orange Bowl.

Gray's snag of Allar's ill-advised pass across the middle at the Nittany Lions 42 with 33 seconds left, set up a 19-yard drive that ended with Mitch Jeter's winning 41-yard field goal.

Allar explained he saw his first two options covered on the play, then wanted to throw the ball into the dirt. But the throw, under pressure and across his body, didn't have enough zip on it to reach either receiver Omari Evans or the ground before Gray slid in.

It was the most memorable play of a game that featured three ties and three lead changes, along with 31 points in the fourth quarter alone.

Notre Dame quarterback Riley Leonard shook off a hit late in the second quarter that sent him to the medical tent to be checked for a concussion. He came back and led the Irish on four scoring drives in the second half, including the last one.

Leonard finished with 223 yards passing, including a key 10-yard dart to Jaden Greathouse to convert third-and-3 on the last drive. Leonard also had 35 yards rushing, and passed and ran for a score each.

With 4:38 left in the game, the senior quarterback hit Greathouse for a 54-yard score to tie it at 24 after a defender slipped.

The game started slow, but Riley's injury injected life into things. He led Notre Dame on TD drives of 75 and 72 yards in the third quarter to take a 17-10 lead.

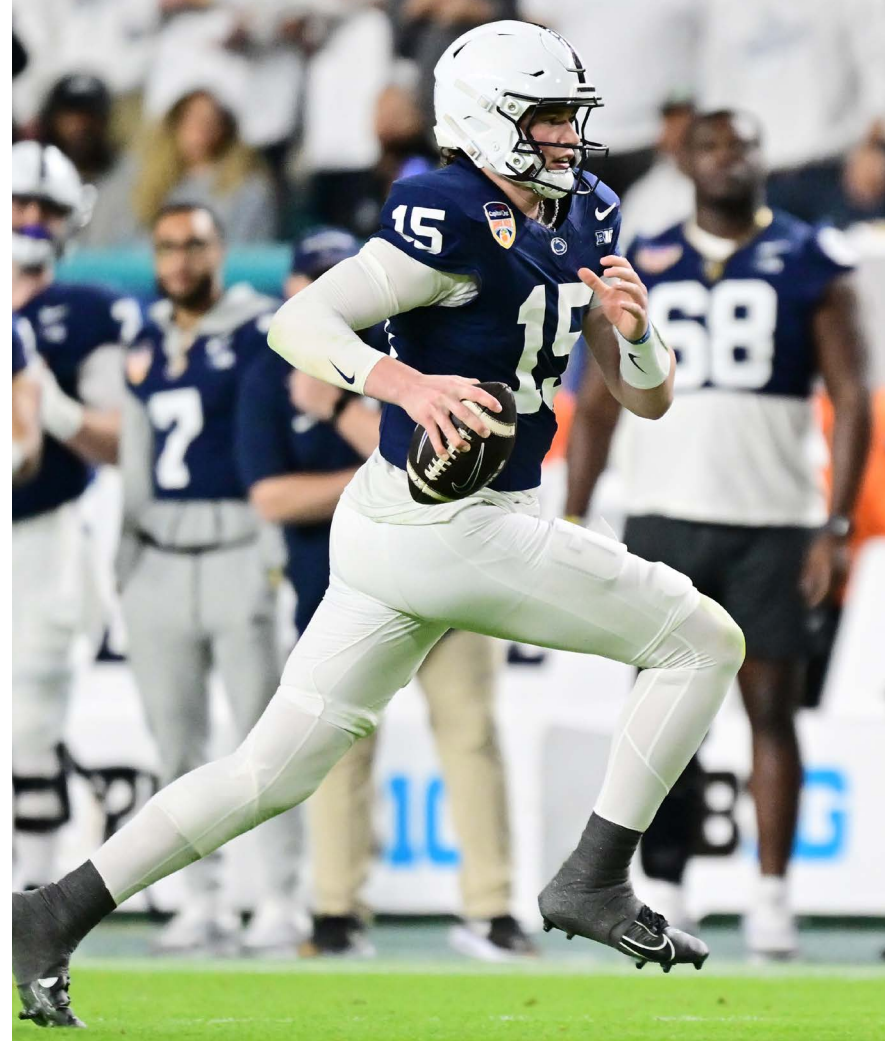
At that point, the fun was just getting started.

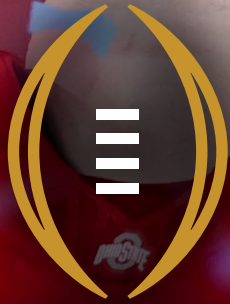
Penn State forced a Notre Dame punt and looked assured of at least going to overtime when they took over at their 15 with 47 seconds left.

After a gain of 13, Allar dropped to pass and had pressure coming. He threw across his body to the middle of the field, where Gray dove for the pick.

When Leonard went out, backup Steve Angeli came in and injected life into the Fighting Irish offense on the way to its first score.

Angeli went 6 for 7 for 44 yards and moved Notre Dame to field goal range to trim its deficit to 10-3 just before halftime.





**PLAYOFF
SEMIFINAL**

GOODYEAR COTTON BOWL CLASSIC
FRIDAY, JANUARY 10 • AT&T STADIUM • ARLINGTON, TX



FINAL SCORE

NO. 8 OHIO STATE

28

NO. 5 TEXAS

14







Quinshon Judkins ran for two touchdowns before Jack Sawyer forced a fumble by his former roommate that he returned 83 yards for a score with 2:13 left as Ohio State beat Texas 28-14 in the Cotton Bowl to advance to a shot for their sixth national title.

The Buckeyes got the semifinal victory in the same stadium where 10 years ago they were champions in the debut of the College Football Playoff as a four-team format.

Judkins had a 1-yard touchdown to stake Ohio State to a 21-14 lead with 7:02 left. That score came four plays after quarterback Will Howard converted fourth-and-2 from the Texas 34 with a stumbling 18-yard run that was almost a score.

On the ensuing drive, Texas marched down to the Buckeyes' one-yard line, helped by two pass-interference penalties in the end zone, before Quintrevion Wisner was stopped for a 7-yard loss. On fourth-and-goal from the 8, Sawyer got to Longhorns quarterback Quinn Ewers, knocking the ball loose and scooping it up before lumbering all the way to the other end. It was the longest fumble return in CFP history. Ewers and Sawyer were roommates in Columbus for the one semester the quarterback was there before transferring home to Texas.

Howard ended the night 24-of-33 passing for 289 yards with a touchdown and an interception while Ewers was 23 of 39 for 283 yards with two TD passes to Jaydon Blue and an interception after getting the ball back one final time.





VS.



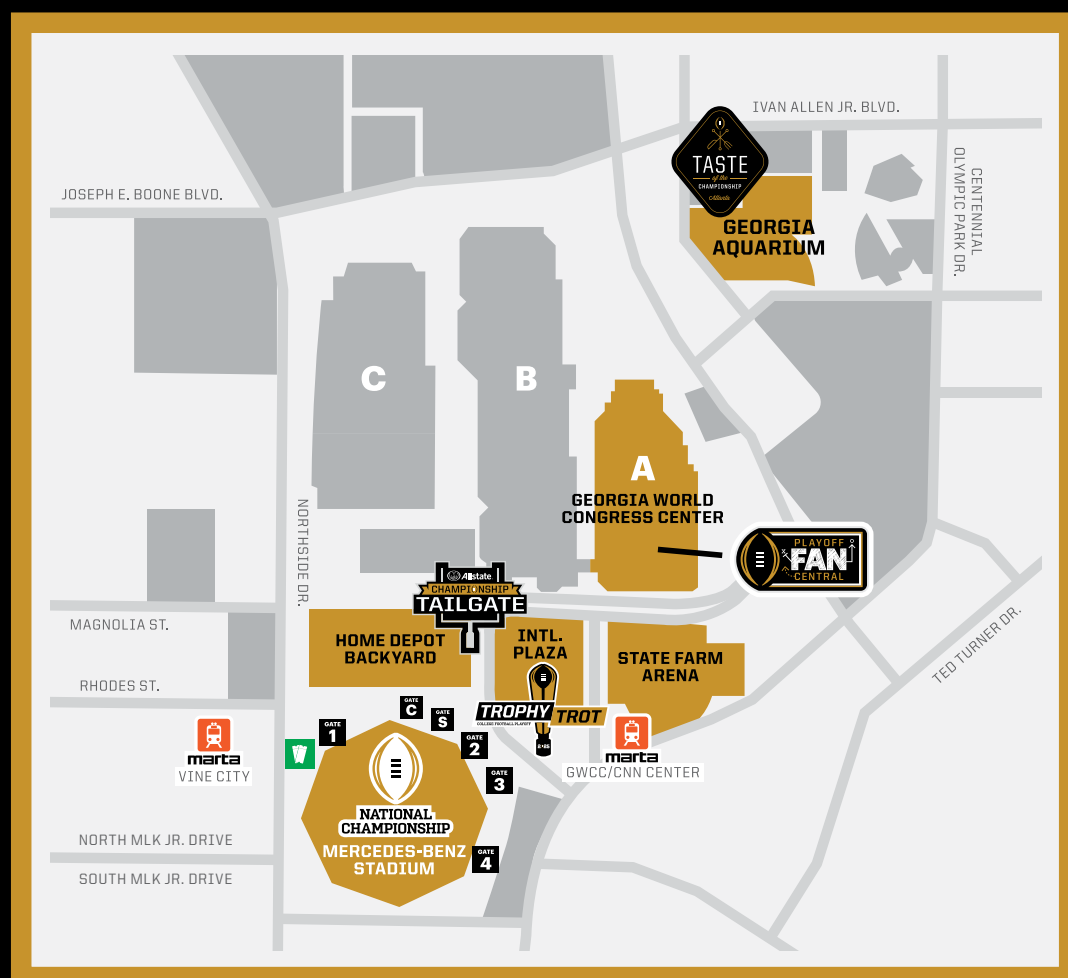
2025 NATIONAL CHAMPIONSHIP

NATIONAL CHAMPIONSHIP WEEK

SMITH

4

2025 CHAMPIONSHIP CAMPUS

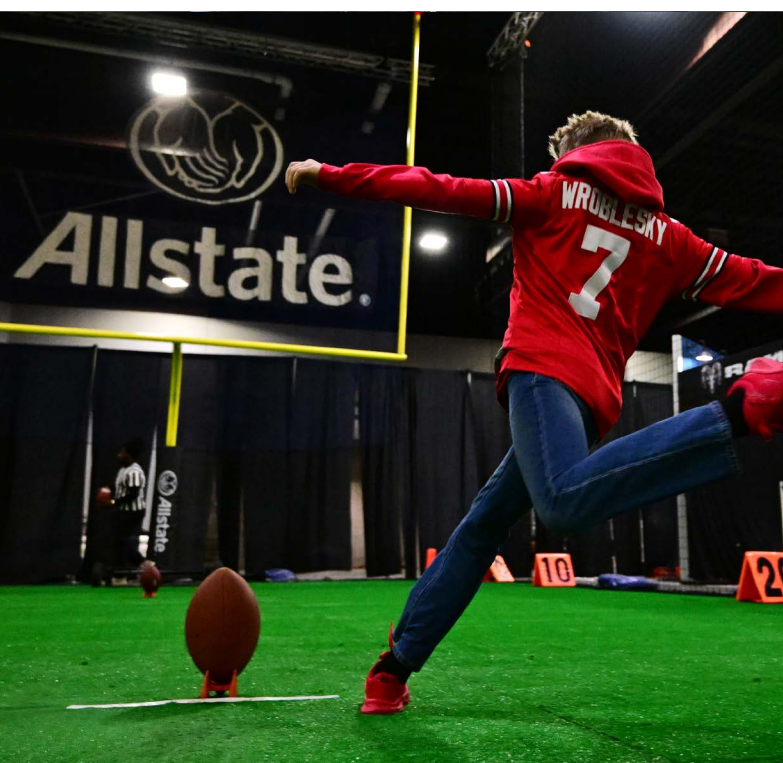


Championship Campus in downtown Atlanta provided a fan-friendly, walkable footprint featuring a comprehensive fan-friendly festival of attractions and activities, including the CFP's signature lineup of events in Playoff Fan Central, AT&T Playoff Playlist Live!, Media Day presented by Great Clips, the Trophy Trot and Taste of the Championship. On game day, the fun continued outside Mercedes-Benz Stadium for Allstate Championship Tailgate leading up to kickoff of the 2025 national championship game.





Playoff Fan Central was an interactive experience that gave over 62,000 fans the opportunity to be a part of the 2025 College Football Playoff National Championship. Held at the Georgia World Congress Center from Saturday, January 18 - Monday, January 20, the free family-friendly event included games, clinics, pep rallies, special guest appearances, autograph signings and exhibits celebrating college football and its history.

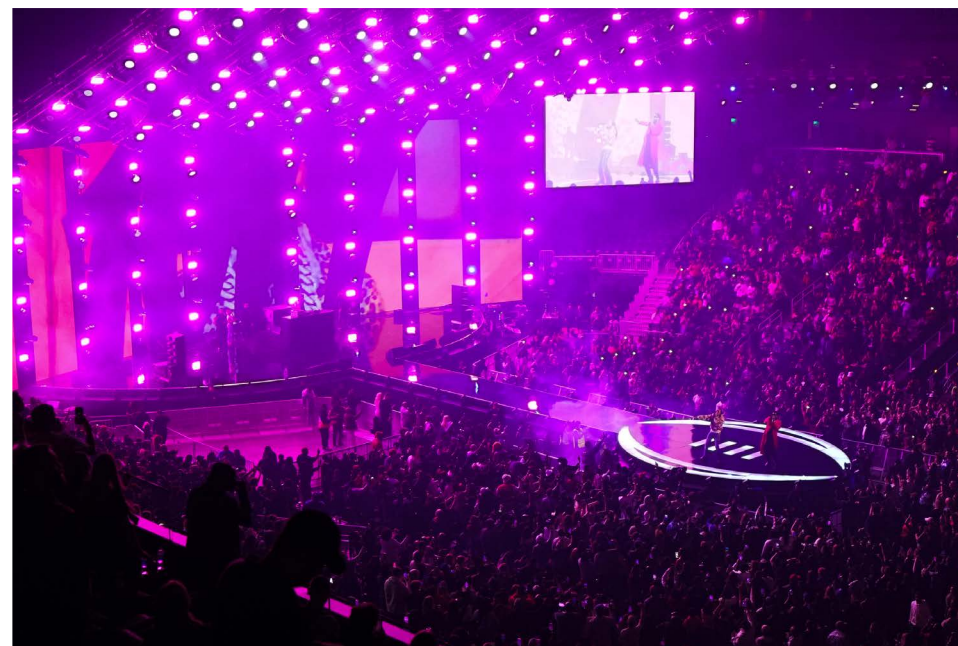




AT&T Playoff Playlist Live! brought a full weekend of music to downtown Atlanta, serving as the ultimate soundtrack for the 2025 College Football Playoff National Championship.

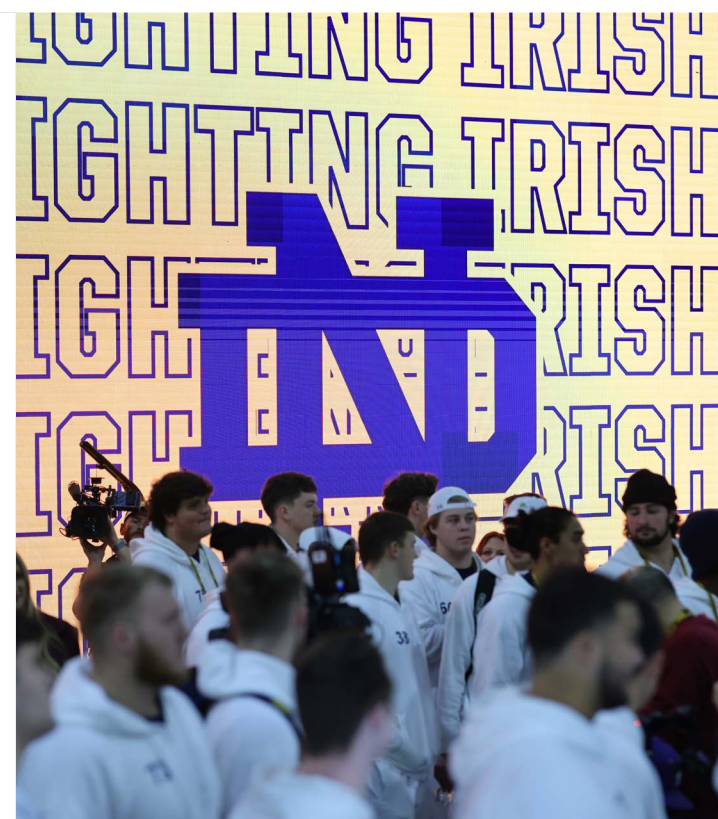
Held at State Farm Arena, the concert series' initial needle-drop took place on Saturday, January 18 with performances by five-time GRAMMY® Award-winning rap icon Lil Wayne, GRAMMY®-nominated and multi-platinum rap pioneer Gucci Mane, GRAMMY®-nominated rapper Quavo, plus special guest performances by hip-hop legend 2 Chainz and OJ da Juiceman.

The music continued Sunday, January 19 with diamond-certified GRAMMY®-nominated pop powerhouse Camila Cabello, British singer-songwriter and Apple Music's Up Next Artist Myles Smith and Nashville-based singer-songwriter and social media sensation Knox.





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 18 at the Georgia World Congress 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 the opportunity to listen in and engage with student-athletes and coaches from Ohio State and Notre Dame.



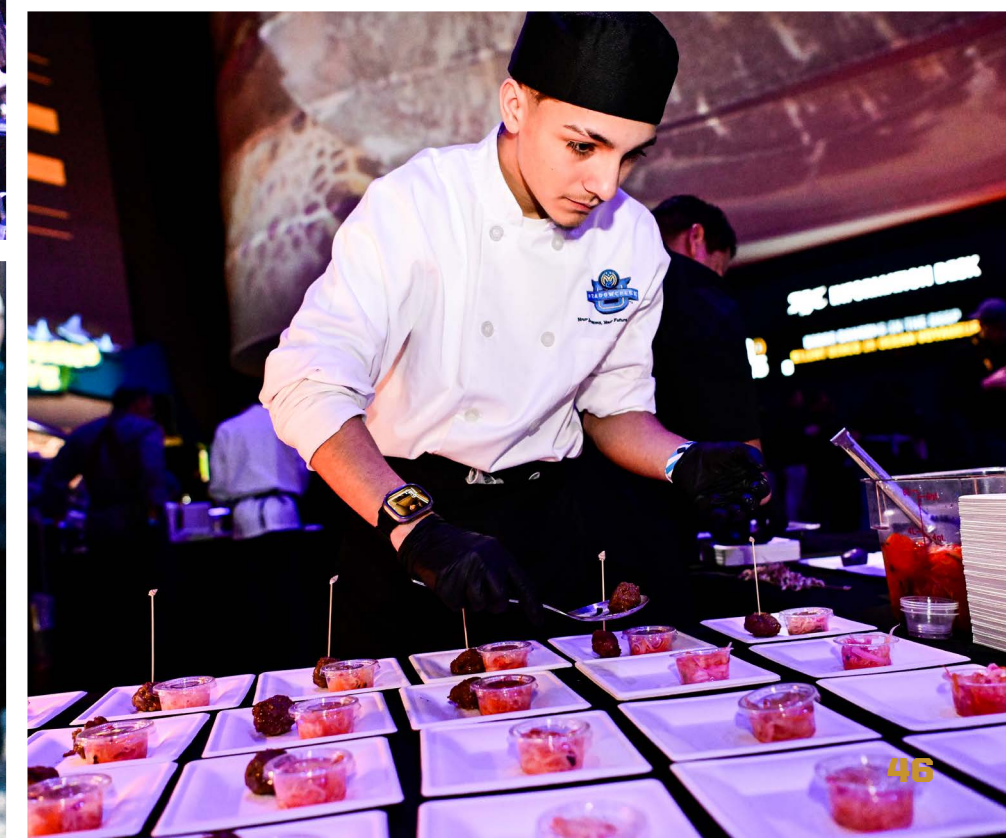
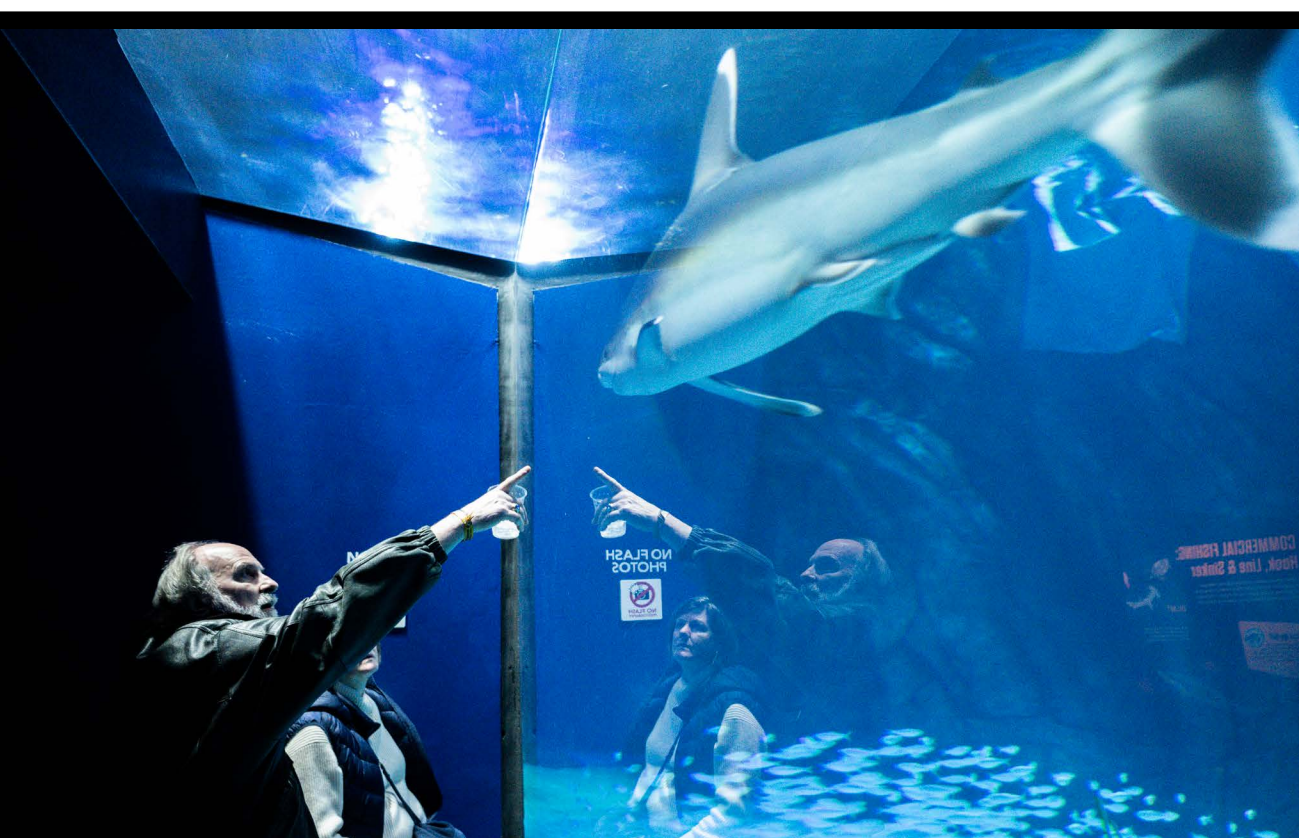
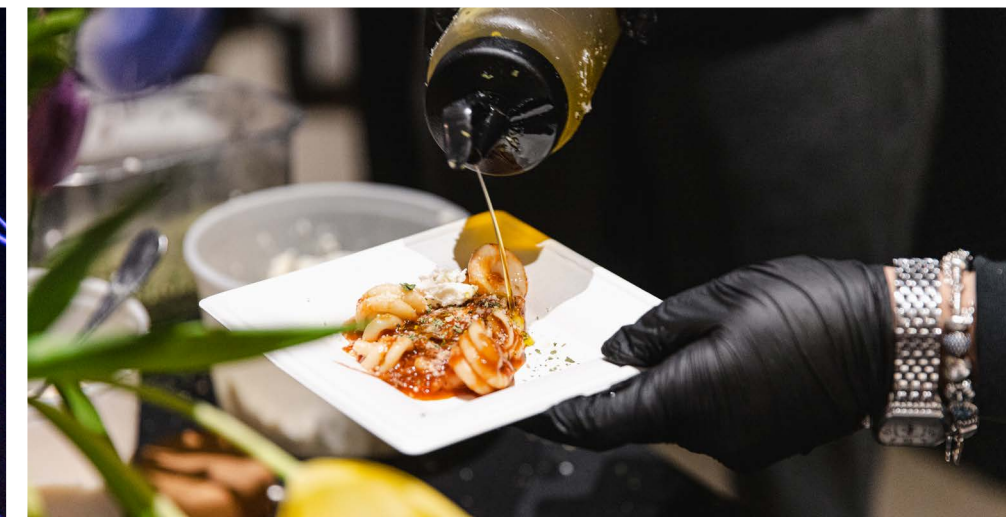


As part of national championship weekend, runners and walkers participated in the Trophy Trot on Sunday, January 19. The event weaved through the heart of downtown Atlanta and featured both the 5K and 10K distances. Winners in each age division won two tickets to the national championship game. Proceeds 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 Atlanta and the community hosting the 2025 national championship game. Held at the Georgia Aquarium, this premium dining experience provided almost 1,500 guests with the unique combination of exploring local culture and cuisine, while celebrating the teaching profession and the educational mission of the CFP Foundation.





For the third 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 250 participants attended the panel that was hosted at the College Football Hall of Fame in downtown Atlanta. Patti Phillips, Chief Executive Officer of Women Leaders in Sports, moderated the panel that featured Rich Clark, executive director of the College Football Playoff; Laila Brock, senior vice president of community impact and strategic partnerships for the Atlanta Dream; Amanda Gifford, vice president of production for ESPN; and Carla Williams, director of athletics at the University of Virginia.





PLAYOFF
PREMIUM

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

On the eve of the national championship game, Playoff Premium suite and ticket buyers attended the Champions Party, held at the historic Tabernacle concert hall in downtown Atlanta. Party entertainment included photo ops with the CFP National Championship Trophy, a chalk talk with ESPN talent Kirk Herbstreit and Rece Davis, and a private performance by KC and the Sunshine Band.

Playoff Premium hotel guests received access to a hospitality lounge at the Ritz-Carlton, including premium food and beverage offerings as well as a Monday morning chalk-talk with Molly McGrath and Marty Smith.

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 live DJ entertainment, unique game day activities, premium open bars, local cuisine, and more.

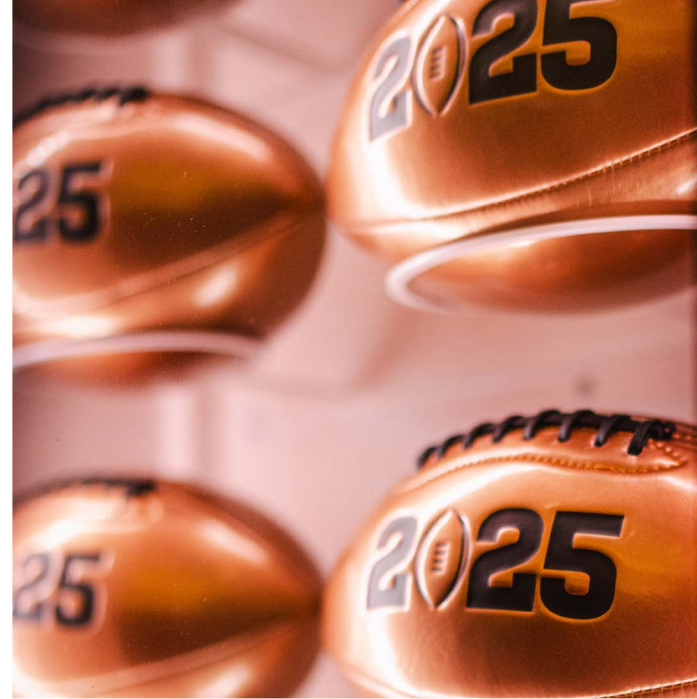
Playoff Premium customers also enjoyed exclusive gifts, a dedicated concierge service and the most premium suites and tickets on game day.



TEAM EXPERIENCE

Atlanta offered student-athletes from the Ohio State Buckeyes and Notre Dame Fighting Irish a memorable national championship experience with its private team hospitality lounges and events. Upon arrival on Friday, January 17, each team was welcomed to the “Opening Drive” event, as attendees were greeted by football-specific art created by local Atlanta artists, as well as energizing music, a “trading card” photo booth and the traditional signing of metallic gold footballs.

The “Saturday Night Lights” festivities on Saturday, January 18 offered a highly-anticipated music recording experience, which lived up to the excitement following the CFP’s tradition of a student-athlete barbershop, giving the teams the opportunity to relax and look and feel their best leading up to game day. Student-athletes were also given the opportunity to select their national championship gift at “The Shop.”





2025 CFP NATIONAL CHAMPIONSHIP

PLAYOFF PREGAME 2025

Held at the Signia by Hilton Atlanta, Playoff Pregame served as the ultimate pregame celebration leading into the national championship game. The event brought Atlanta's vibrant spirit to VIP attendees, immersing guests in a celebration of art, culture, food, music and college football.





Allstate CHAMPIONSHIP TAILGATE

Leading up to the national championship game, Allstate Championship Tailgate served as the gathering place for game attendees to have the ultimate tailgate experience. The free event provided outdoor entertainment outside Mercedes-Benz Stadium, as over 25,000 fans enjoyed a pre-game concert on the Capital One Music Stage opened by iHeartCountry "On The Verge" artist Ashley Cooke and headlined by global superstar Kane Brown. Attendees also participated in interactive games and sponsor activations, as well as live ESPN broadcasts and performances by each team's marching band and spirit squad.





Mercedes-Benz STADIUM

NATIONAL CHAMPIONSHIP

Mercedes-Benz
STADIUM

COLLEGE FOOTBALL
PLAYOFF

2025
COLLEGE FOOTBALL
PLAYOFF
GATE 2

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COLLEGE FOOTBALL
PLAYOFF

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PLAYOFF

PAGEANTRY

Pregame festivities at the 2025 College Football Playoff National Championship featured old and new traditions alike. Prior to kickoff, GRAMMY® award-winning singer/songwriter and actress Coco Jones performed “The Star-Spangled Banner.” Jones was accompanied by award-winning musician, composer and arranger, Music Director Adam Blackstone. The National Anthem Ceremony began with the presentation of the Nation’s Colors by a Joint Armed Forces Color Guard from the United States Central Command carrying flags representing the Army, Marine Corps, Navy, Air Force, Space Force and Coast Guard, followed by the unfurling of a giant American flag by volunteers from the Atlanta community. Continuing a CFP tradition, drummers from the participating team bands will also be included in the National Anthem presentation.

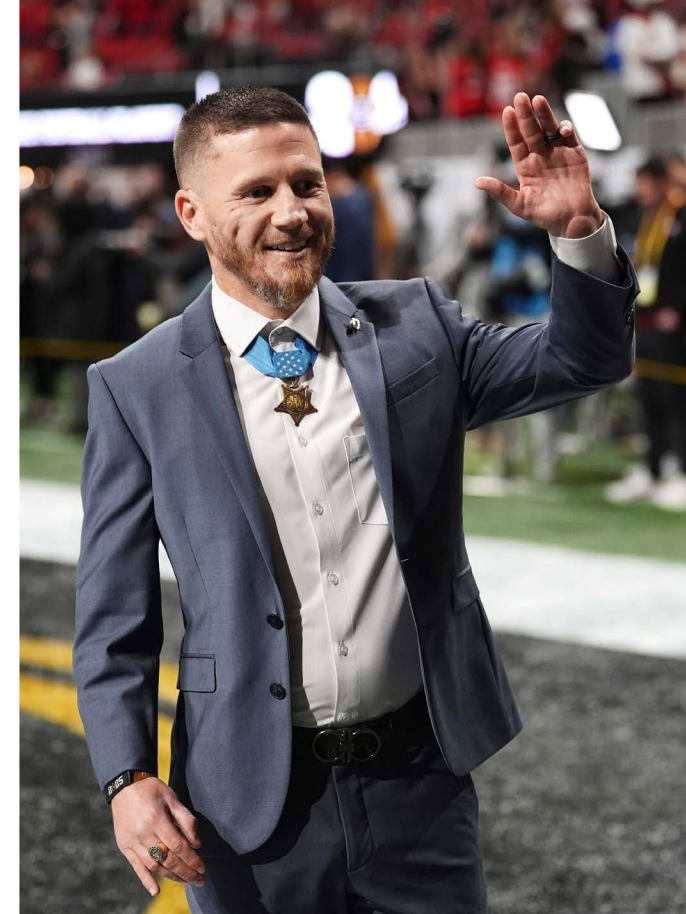
Before the National Anthem, “America the Beautiful” was performed by members of the Spelman College Glee Club under the direction of Dr. Kevin Johnson. 14-year old Johrgia Peaches, an 8th-grade student from Newnan, Georgia, performed “America the Beautiful” in American Sign Language (ASL) and 20-year old Alexander Charlot, a 12th-grade student from Monroe, Georgia, performed “Star-Spangled Banner” in ASL.

On the day in which the country annually pays tribute to the late Rev. Dr. Martin Luther King Jr., Dr. Bernice A. King, CEO of The Martin Luther King, Jr. Center for Nonviolent Social Change and daughter of Dr. Martin Luther King Jr. and Coretta Scott King, participated in the coin toss on the field.

As part of the CFP Foundation’s Extra Yard for Teachers (EYFT) initiative, the 2024 Teacher of the Year from each U.S. state and territory was honored on the field during the pregame celebration.

During the national championship game, the College Football Playoff recognized Medal of Honor recipient Corporal (Retired) Kyle Carpenter, who demonstrated extraordinary courage in Helmand Province, Afghanistan, on November 21, 2010, by shielding a fellow Marine from a grenade blast, saving his life. Despite severe injuries, Carpenter’s selfless actions embody the highest traditions of the Marine Corps and continue to inspire Americans.

ESPN sideline reporter Stormy Buonantony returned as the in-stadium emcee of the national championship game for the third straight year and was joined by renowned DJ Mal-Ski, who energized the crowd with his signature high-energy performance. DJ Mal-Ski was joined by six drummers from the Clark Atlanta University Drumline, under the direction of Torre Goodson, for a dynamic collaboration blending live percussion with electrifying beats.







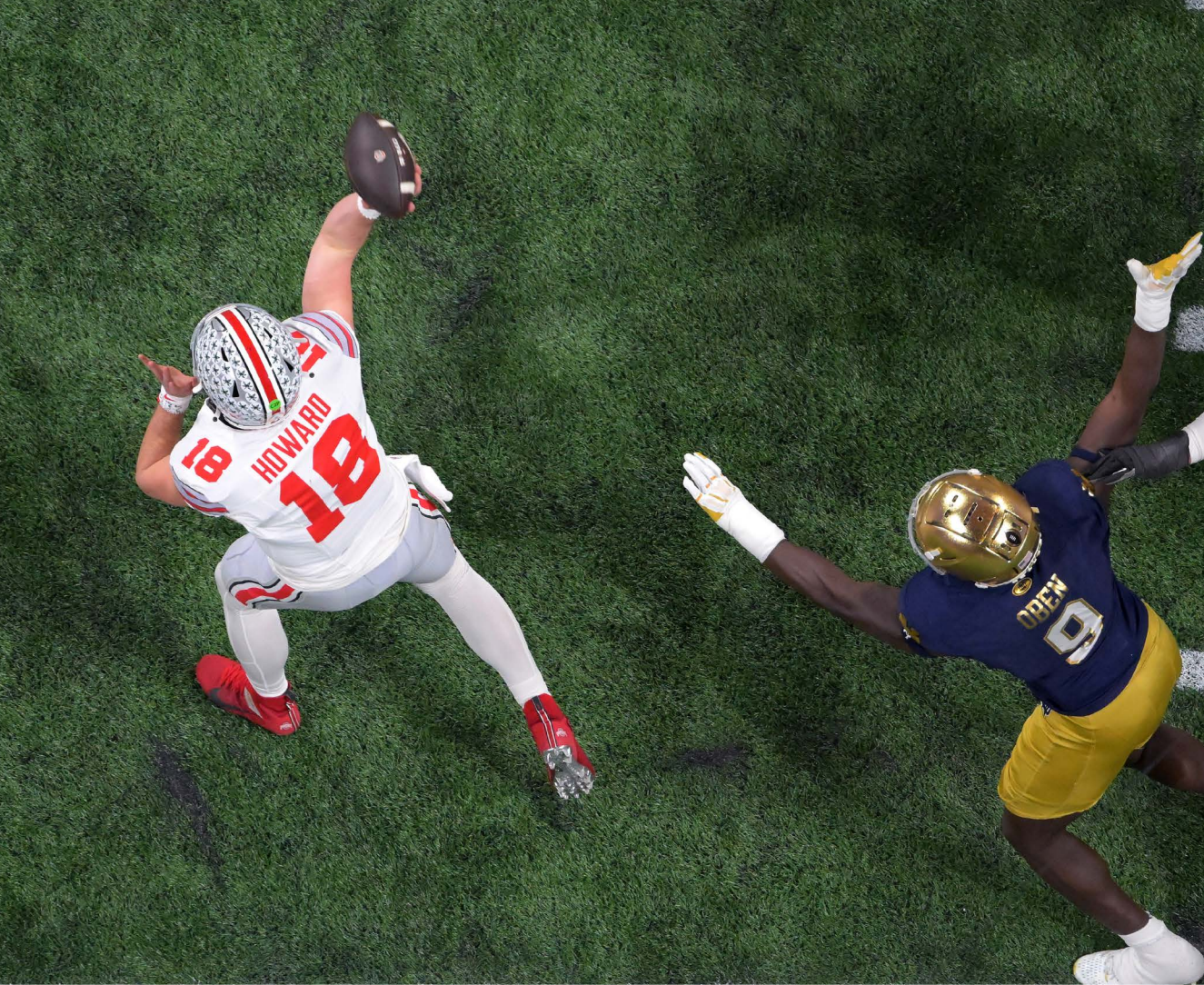
























NATIONAL CHAMPIONSHIP

2025

COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP

JANUARY 20, 2025 • MERCEDES-BENZ STADIUM • ATLANTA, GA • ATTENDANCE: 77,660

OFFENSIVE		DEFENSIVE		FINAL SCORE		SCORE BY QUARTER					
PLAYER OF THE GAME		PLAYER OF THE GAME		NO. 8 OHIO STATE	NO. 7 NOTRE DAME		1ST	2ND	3RD	4TH	F
WILL HOWARD		CODY SIMON		34	23	NO. 8 OHIO STATE	0	21	10	0	34
SR., QB, OHIO STATE		SR., LB, OHIO STATE				NO. 7 NOTRE DAME	7	0	8	8	23

GAME RECAP

Ohio State can once again celebrate a national title after holding off a Notre Dame comeback bid to walk away with a 34-23 victory over the Fighting Irish.

Will Howard hit big-play receiver Jeremiah Smith for 56 yards on a late third-and-11 to lock down a game that had been a laugher, then turned into something else.

Trailing 31-7, Notre Dame scored two touchdowns and two 2-point conversions to make it a one-score game late in the fourth quarter.

The Irish stopped Ohio State on the first two plays of the next drive and used their timeouts to also stop the clock. But on third down, Howard found Smith in single coverage on the right sideline and dropped his best pass of the season into the hands of the second-team All-American.

It set up a field goal that started the celebration in earnest, closing out a seven-week climb from the depths of a loss to rival Michigan to the top of college football. Ohio State brought home its sixth national championship to the Horseshoe in Columbus and first since the inaugural CFP National Championship in the 2014-15 season back.

Howard, a transfer-portal success story from Kansas State, threw for 231 yards and two scores, but nothing will beat the pass to Smith with everything on the line.

The receiver, who had been bottled up by Texas in the semifinals then fairly quiet for most of the title game, finally got loose for the kind of play he's been making all year. He finished with five catches for 88 yards.

Ohio State scored touchdowns on its first four possessions, then added a field goal on its fifth.

When Quinshon Judkins (100 yards, 11 carries, three TDs), a transfer from Mississippi who highlighted Ohio State's judicious use of the ever-growing portal, busted a 70-yard run to set up the score that made it 28-7, this game looked over.

Really, though, Ohio State was the better team. The Buckeyes outgained Notre Dame 445 yards to 308. Howard completed his first 13 passes and never really got stopped. The proof: Ohio State punted a grand total of once.

The Buckeyes rolled through four games in the new, 12-team playoff — what great timing for Ohio State — by a combined score of 145-85.

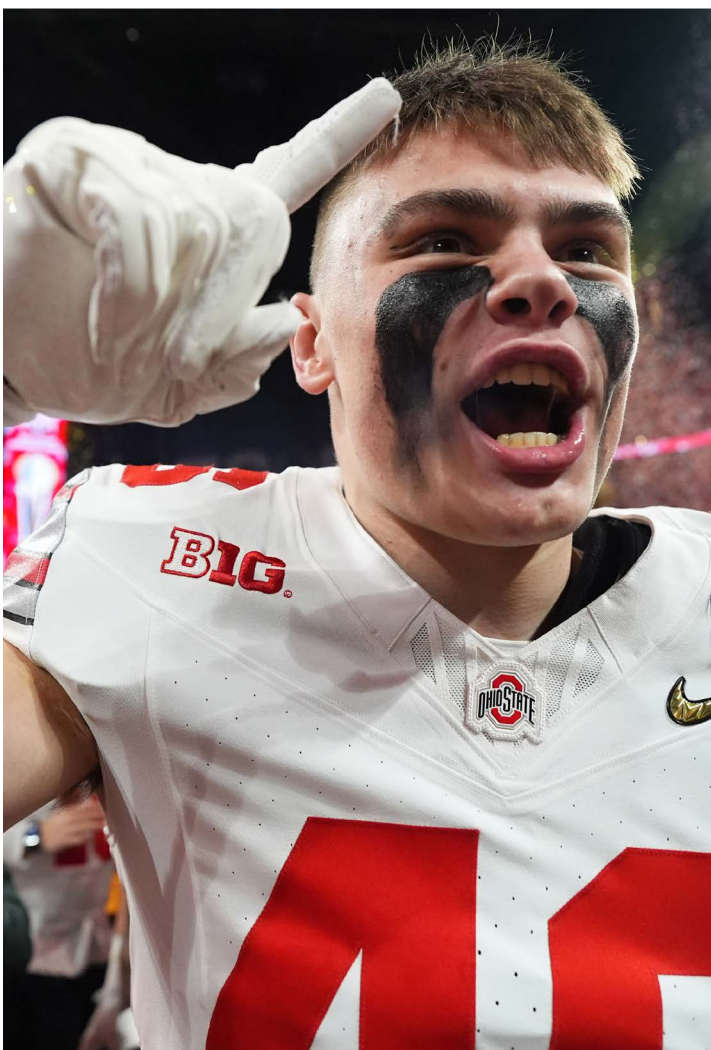
Head Coach Ryan Day joins a list of title-winning coaches with Urban Meyer, Jim Tressel, Woody Hayes and Paul Brown. Also, Day's .873 winning percentage is third all-time among coaches with 50-plus games — one spot behind none other than the Notre Dame legend Knute Rockne, himself.

This marked the first time the Big Ten has taken back-to-back titles since 1942. Last year's champion was Michigan, which was sitting home watching this one, but still played a special role in a Buckeyes redemption story hardly anyone saw coming.











A photograph of the ESPN College Football Playoff broadcast booth. Three men in suits are seated at a curved desk with ESPN logos. The man on the right is speaking into a microphone. The background shows a blurred crowd of fans at a stadium.

COLLEGE FOOTBALL PLAYOFF ON TV

ESPN and TNT's presentation of the expanded College Football Playoff reached multi-year viewership highs and record audience numbers across all broadcast platforms.

The complete 11-game College Football Playoff reached 80 million Americans and averaged 15.6 million viewers in 2024-25. The CFP featured nine of the top 10 college football broadcasts for the year, including the three most-watched non-NFL sports telecasts since the 2024 CFP National Championship.

The four CFP first-round games averaged 10.9 million viewers across ESPN and TNT, including a weekend-high 14.7 million viewers tuning in to Tennessee at Ohio State.

The Playoff Quarterfinals saw the average ratings jump to 16.9 million viewers as all four games appeared on ESPN. The broadcast of the Vrbo Fiesta Bowl between Boise State and Penn State was the most-watched non-semifinal Fiesta Bowl since 2009. The Chick-fil-A Peach Bowl was the most-viewed bowl game ever to start before 3 p.m., peaking at 24.4 million viewers for overtime between Arizona State and Texas. The 2025 edition of the Rose Bowl Game featuring Oregon and Ohio State was the second-most watched non-NFL sports event in the past year, and the rescheduled Allstate Sugar Bowl between Georgia and Texas still pulled in 15.8 million viewers on the afternoon of Friday, January 2.

The Playoff Semifinal round on ESPN continued the viewership trend, as 17.8 million viewers took in the contest between Penn State and Notre Dame in the Capital One Orange Bowl, marking the best Orange Bowl audience since 2005. The next night, the Goodyear Cotton Bowl Classic drew 20.6 million viewers for the tilt between Texas and Ohio State, the highest Cotton Bowl viewership on record and the largest television audience for a Friday telecast in over four years.

For the 2025 national championship game, Ohio State and Notre Dame attracted 22.1 million viewers, making it the most-watched college football game of the 2024-25 season.

A large, crowded event space, likely a sports arena or conference, with many people and cameras. The background features banners for the "2025 NATIONAL CHAMPIONSHIP" and "Great Clips PLAYOFF". The text "DIGITAL AND SOCIAL MEDIA" is overlaid in large, bold, white capital letters.

DIGITAL AND SOCIAL MEDIA

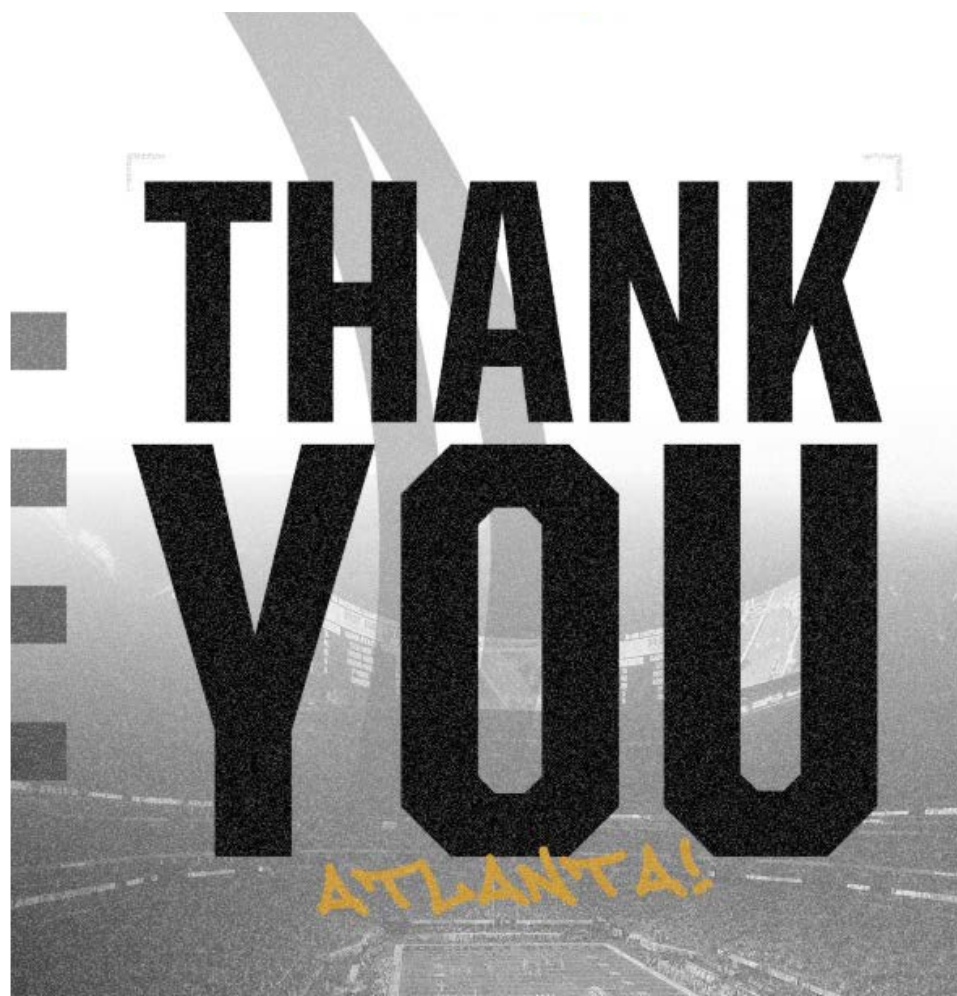
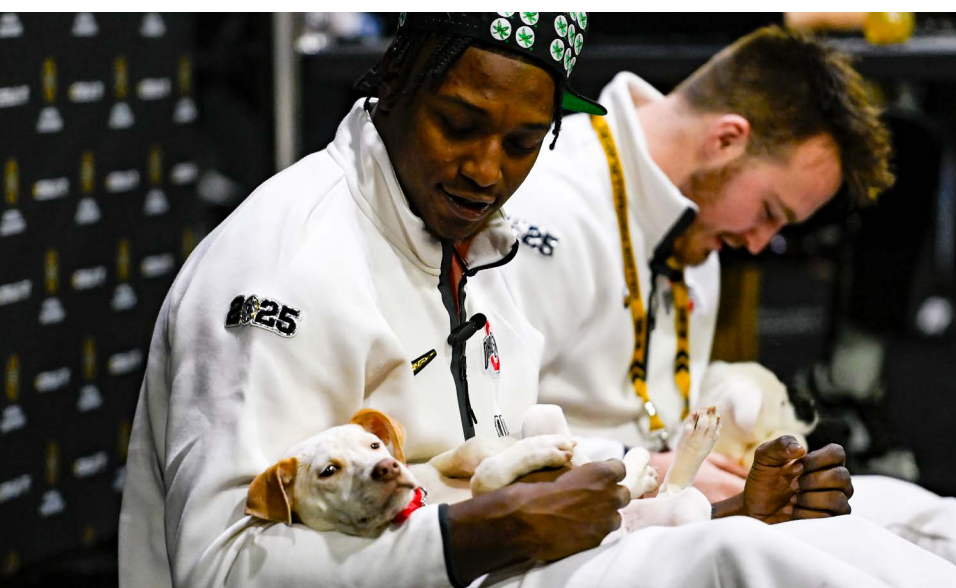
DIGITAL & SOCIAL MEDIA

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, November 5, and Selection Day on Sunday, December 8, the website saw over 8 million page views (up 39% year-over-year) and nearly 3 million new users (+14%), both setting all-time traffic records for the CFP. Another 11.9 million page views were accumulated between Selection Day, through the inaugural 12-team College Football Playoff leading into the national championship game on Monday, January 20.

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 231,000 new followers across its social media presence during the 2024-25 college football season. In addition, the College Football Playoff garnered over 116 million impressions on its social media accounts during the 2024-25 postseason (+110% yoy), including nearly 23 million video views (+156%) and over 5.6 million engagements (+89%) during that period.



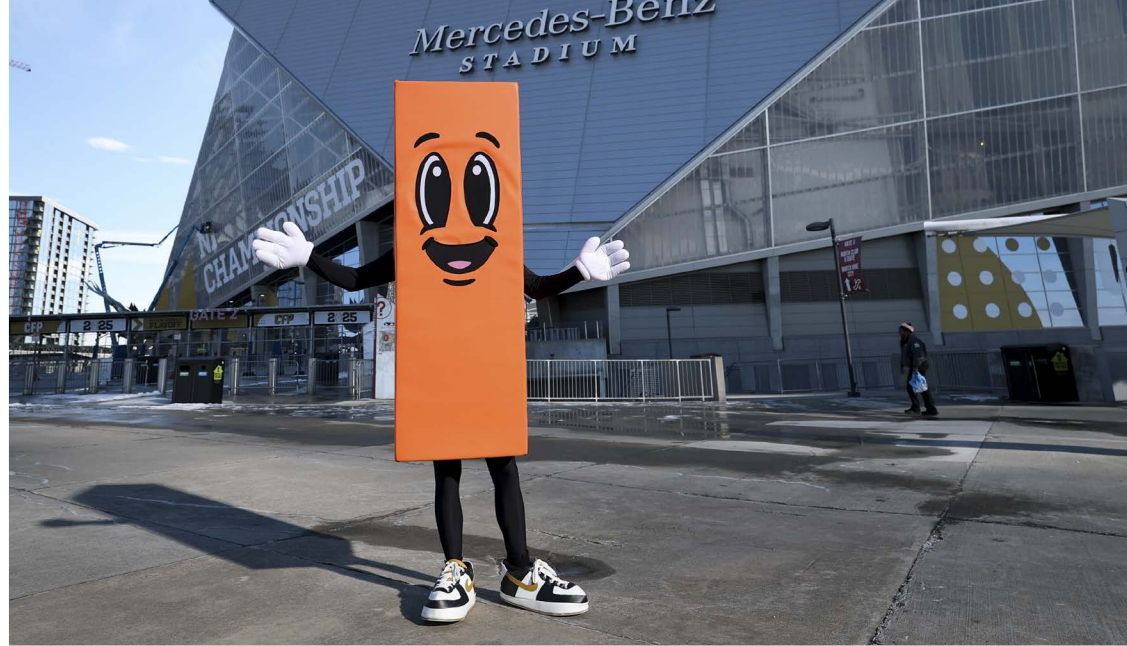


f X j s i #CFBPLAYFF

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 Atlanta 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 Mercedes-Benz Stadium. The College Football Playoff once again joined X to deploy hashtag emoji that appeared when specific hashtags were tweeted during the 2024-25 postseason, this year including not only #CFBPlayoff and #NationalChampionship but team-specific hashtags for each of the 12 participating teams. Snapchat once again collaborated with the College Football Playoff, as well as the Ohio State Buckeyes and Notre Dame Fighting Irish, to design and deploy custom filters of each team's football helmet for users to share in the pre-game and in-game excitement.

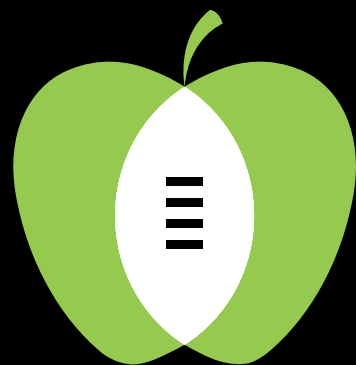
Meta (Instagram, Facebook and Threads) once again joined the College Football Playoff at Media Day. Student-athletes from both Ohio State and Notre Dame helped Meta launch its "mega-mic" activation, a larger-than-life microphone used for fun interviews and other engaging content. The CFP's social media team also created a "K9 Kickoff" activation that blended the love of football and puppies. Student-athletes from both teams answered a mix of fun and football-related questions while playing with puppies from an Atlanta-area animal shelter, creating memories lighthearted and engaging moments. Footage from both the "mega-mic" and K9 Kickoff activation was then turned around for content that was shared in advance of the CFP National Championship.



BUSINESS ED
LAB-2

COLLEGE FOOTBALL PLAYOFF FOUNDATION





EXTRA YARD FOR TEACHERS

COLLEGE FOOTBALL PLAYOFF
FOUNDATION

The College Football Playoff (CFP) Foundation is the 501(c)3 non-profit organization serving as the community engagement arm of the College Football Playoff and works 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 programs, professional development opportunities, and initiatives aimed at recruiting and retaining top-quality teachers.

**COLLECTIVE
IMPACT
SINCE 2014**

- \$92 MILLION INVESTED IN EDUCATION
- 650,000 TEACHERS SUPPORTED
- 13 MILLION STUDENTS REACHED
- 81,000 SCHOOLS BENEFITTED

EXPONENTIAL IMPACT THROUGH PARTNERSHIPS

Education is a cornerstone for strong communities. It's the basis of self-empowerment, economies, employment opportunities and civic engagement. The CFP Foundation's impact has grown significantly through its partnerships with organizations across college football and media, as well as other corporate and philanthropic groups. College Football Playoff official sponsors, including AT&T, Cheez-It, Eckrich, Dr Pepper, Modelo and Nike, are among those partners who support the CFP Foundation in its year-round initiatives to support educators.

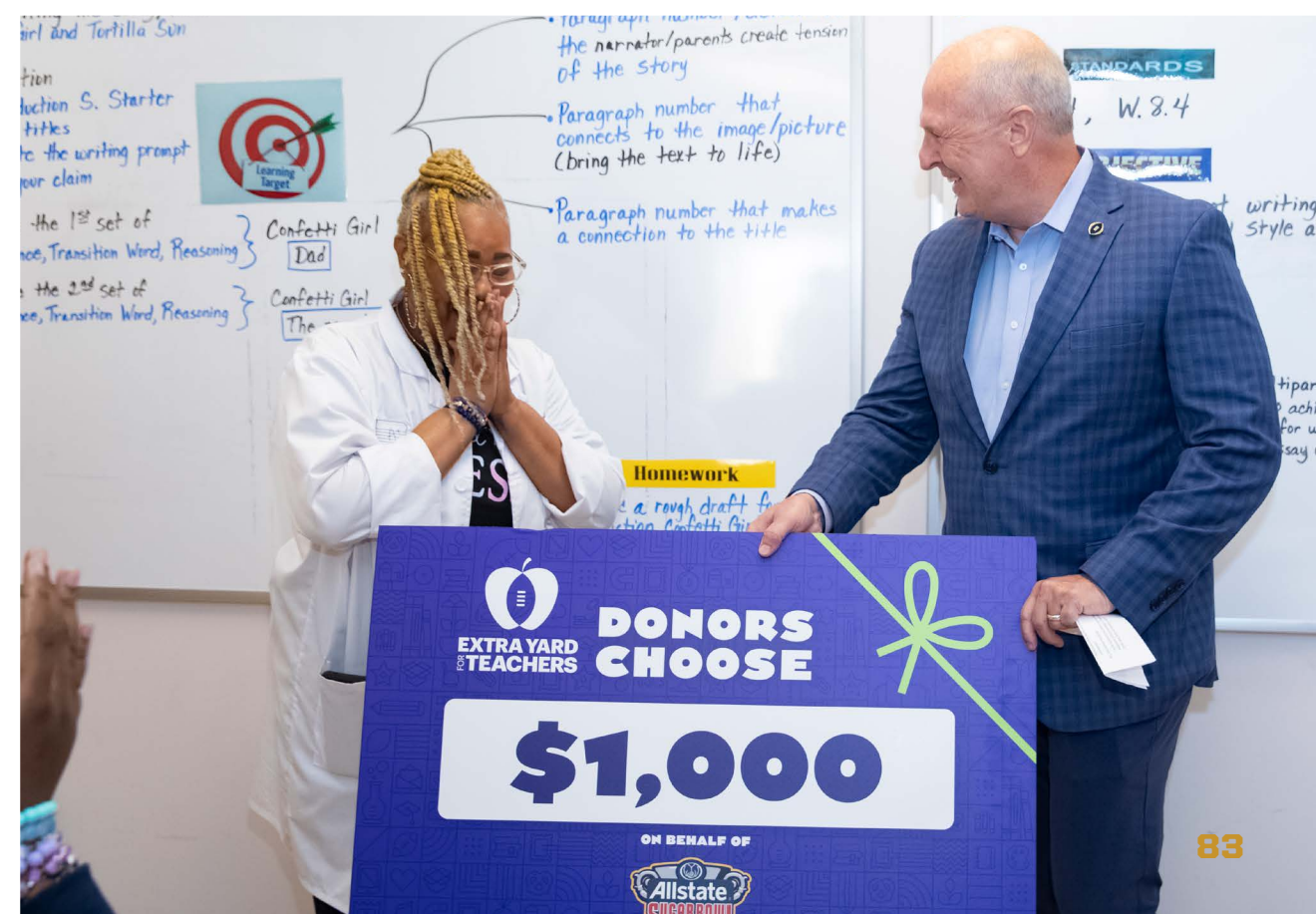




DESERVING DOZEN

TEACHERS AND COACHES IN THE 12-TEAM COLLEGE FOOTBALL PLAYOFF COMMUNITIES CELEBRATED WITH \$250,000 IN SURPRISE FUNDING

In commemoration of the first 12-team College Football Playoff field, the CFP Foundation and ESPN surprised nearly 500 teachers and coaches in the communities of all 12 participating teams in the form of project assistance. Projects focused on health, sports and fitness needs received an amount of \$20,000 in funds in each of the 12 cities.





GRANTING WISHES

THE VRBO FIESTA BOWL GENEROUSLY GIVES RESOURCES TO TEACHERS YEAR-ROUND

In 2016, the College Football Playoff Foundation wrote a grant to the Fiesta Bowl to support the launch of Wishes for Teachers, a substantial effort to help teachers with classroom resources. Since then, the event has flourished into a \$1.25 million annual investment by the Vrbo Fiesta Bowl in support of educators across Arizona. This year, Wishes for Teachers has supported 500 educators across 380 schools with resources that will impact over 230,000 students. And, since the program's inception, a total of \$8.25 million in resources has been distributed to teachers across 107 school districts and 79 charter schools in the state of Arizona, benefitting more than one million students.



GOING THE DISTANCE

CHICK-FIL-A PEACH BOWL HELPS STUDENTS THRIVE IN GREATER ATLANTA

The Chick-fil-A Peach Bowl has a long history of supporting Atlanta-area educators and students with resources needed to maximize student success. More than 10,000 students have benefitted from programs supported by the College Football Playoff Foundation and the Peach Bowl. Teacher literacy training programs, mentor programs, and access to performance tools are just a few ways the partnership has empowered teachers to improve student outcomes. Recently, the CFP Foundation and Peach Bowl announced a commitment to multiple Extra Yard Makeovers in elementary and middle schools within four area school districts, a total of 10 over the next two years.



RECOGNITION, RESOURCES AND ROSES

THE ROSE BOWL GAME AND TOURNAMENT OF ROSES INVEST IN SOCIAL EDUCATORS

The Rose Bowl Game and the Tournament of Roses continue to up their game in support of education, especially as it relates to their efforts with the Pasadena Educational Foundation. The Rose Bowl Game's partnership with the College Football Playoff Foundation first began by awarding teachers with grants to encourage creativity and innovation in PUSD classrooms and grew last year to over \$223,000 in distributed grants to 220 teachers across every PUSD school, marking the largest-ever distribution in the teacher grant program's 45-year history. Together, the Rose Bowl Game and CFP Foundation have also invested in refurbished media facilities and a new high school teacher prep program. More than \$3 million has been invested in resources that inspire Pasadena teachers thanks to the partnership with the CFP Foundation.





HOME INVESTMENT

ALLSTATE SUGAR BOWL PRIORITIZES RETENTION OF GREAT TEACHERS IN NEW ORLEANS

In partnership with New Schools for New Orleans, the College Football Playoff Foundation and Allstate Sugar Bowl have invested over \$5 million to support the development of the Allstate Sugar Bowl New Orleans Teacher community. This initiative aims to recruit and retain teachers across New Orleans by providing classroom resources, recognition and appreciation events for educators, including the CFP Foundation's Honored Schools program, where students and parents can recognize educators with the Life Changing Teacher Award. Additionally, the annual New Orleans Excellence in Teaching Awards Gala honors 90 great teachers and in the past three years has distributed over \$270,000 in grants to help with classroom resources. The roots of this partnership go back to 2019, when the CFP Foundation and Sugar Bowl partnered with New Schools for New Orleans to support teachers leading up to the 2020 national championship game.



A NOD TO THE PRESENT AND FUTURE

CAPITAL ONE ORANGE BOWL UPDATES LEARNING SPACES GEARED TOWARD STUDENTS' NEEDS

In preparation for the 2021 national championship game in Miami, the College Football Playoff Foundation and Capital One Orange Bowl committed to provide media center makeovers to 33 middle schools by the end of the 2026-27 academic year, the highest total of any such school makeovers in any community in the country. By the spring of 2027, the partnership between the CFP Foundation and Orange Bowl will have made over 60 middle school makeovers a reality across the Miami-Dade, Palm Beach and Broward counties. In addition to these makeovers, about 350 middle school students throughout south Florida are enrolled each year in the Orange Bowl Leadership Academy. This program provides participants with the opportunity to dream, set and achieve goals and understand options for success.



HANDS-ON APPROACH

THE GOODYEAR COTTON BOWL CLASSIC INVESTS IN ORGANIZATIONS ALREADY IN THE CLASSROOM

Over \$3.5 million has been invested in more than 20 North Texas-based non-profit and education organizations to support teachers and retention efforts in high-need area schools by the Cotton Bowl Foundation and the CFP Foundation. A generous supporter of the Big Day for Teachers since 2020, this year the Cotton Bowl Foundation surprised Catch Up and Read, The Educator Collective, United to Learn, and Principal Impact Collaborative with a total of \$200,000 in grants. The four organizations tackle different aspects of the educational support space but share the common thread of providing learning and leadership opportunities to teachers.

TOUCHDOWN FOR TEACHERS

For the second straight postseason, the College Football Playoff Foundation and ESPN Citizenship continued its collaborative postseason “Touchdown for Teachers” effort 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 2024-25 postseason. In addition to the donation for the 326 touchdowns scored, bowl organizations across the country stepped up with matching grants, totaling over \$1 million in resources.



**TOUCHDOWN
FOR TEACHERS**

**COLLEGE FOOTBALL PLAYOFF
FOUNDATION**

TDS Scored

326

Touchdown Donations

\$326,000

Total Donations

\$1,064,500



HOST CITY LEGACY IMPACT

Each year, the CFP Foundation develops a comprehensive strategy to support teachers within the CFP National Championship host city. The work in Atlanta this year was even more expansive, reaching educators across the entire state of Georgia. In May 2024, the CFP Foundation and Atlanta Football Host Committee (AFHC) launched the Georgia Teachers Initiative (GTI) to celebrate, support, engage, connect and provide resources to PK-12 teachers through a statewide platform and community. Together with the GTI, the city of Atlanta and the CFP Foundation looked to build on the \$4 million collective investment since the 2018 national championship game, while expanding the legacy impact to teachers across the state of Georgia with a goal of reaching one-third of all educators statewide (over 100,000) by kickoff of the 2025 national championship game. Since its launch, more than 40,000 educators have engaged with the GTI digital platform, including schools in all 159 counties across the state, each of which has benefitted through funding. Additionally, over \$3 million has been invested in resources to support teacher recognition and retention efforts in the state of Georgia.





EXTRA YARD FOR TEACHERS SUMMIT

On Saturday, January 18, over 800 Atlanta-area teachers flocked to the Rialto Theater at Georgia State University for the College Football Playoff Foundation's annual Extra Yard for Teachers Summit. Additionally, over 3,000 teachers from across the country were able to participate virtually in the sold-out program focused on inspiring teachers and education leaders.

Each year, the Summit features high-energy and captivating guest speakers and an array of music performances. The 2025 event featured education professionals, as well as ESPN's Jess Sims and guitarist Coy Boyles of the Zac Brown Band.





FUTURE NATIONAL CHAMPIONSHIP GAME SITES



2026

NATIONAL CHAMPIONSHIP

JANUARY 19 | MIAMI

HARD ROCK STADIUM • MIAMI GARDENS, FLORIDA



2027

NATIONAL CHAMPIONSHIP

JANUARY 25 | LAS VEGAS

ALLEGiant STADIUM • LAS VEGAS, NEVADA



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