



## BYU Enters the Big 12 Athletic Conference

It has taken some time for BYU to become a member of a Power Five Conference, but on July 1, 2023, that all changed; BYU was officially welcomed into the Big 12 Conference. The impact on BYU athletics and on Provo will be immediate and long lasting.

BYU has always had a top tier athletic program comprising of 21 varsity intercollegiate athletic teams. These outstanding teams are a great fit for any Power Five Conference. Take a look at some BYU athletics' "resume" items:

- The Directors Cup annually ranks the top collegiate athletic programs in America:
  - o BYU is ranked in the top 10% of all athletic programs over the past 30 years
  - o BYU has been ranked in the top 25 eight times
  - o BYU was ranked 17<sup>th</sup> in 2021
- 1500 BYU All-American athletes
- BYU Basketball - top 20 college basketball program in total victories
- BYU Football – top 10 college football program in total wins in last 50 years

The list of BYU's athletic credentials goes on and on. This sets the stage for BYU to add significant benefit to the Big 12 Conference – which is the 3<sup>rd</sup> most powerful athletic conference in America, behind only the SEC and the Big 10. The Big 12 has consistently been rated as the best college basketball conference in America. TV viewership of Big 12 sports is 3<sup>rd</sup> among the Power Five Conferences.

This outstanding fit between BYU and the Big 12 Conference will have an impact in a broad range of areas. For example, a large economic impact will occur to Provo and the surrounding area. With BYU's athletic venues able to annually accommodate 1.5M spectators, thousands and thousands of new visitors will flood into Provo for athletic events. Viewership of BYU's Big 12 sporting events will add millions of new viewers who will see first-hand what Provo offers. Word will spread throughout the 14 Big 12 communities of the friendly & accommodating culture provided by Provo and coupled with the outstanding outdoor recreation offered, will become a magnet for additional new visitors to Provo in the coming years.

The reputation of BYU will grow as a top athletic school and Provo's economic foundation will be strengthened. BYU entering the Big 12 Conference will set the stage for a huge increase in awareness of Provo from visitors and those viewing sporting events. This awareness will help acquaint people with the outstanding environment and culture that exists and has existed in Provo for many years. People will experience first-hand **The Provo Advantage!**