

Should NCAA Champ Be Rewarded With Multi-Million Lump Sum Payment?

By [Matt Rybaltowski](#), Contributor. Apr 07, 2025, 11:11am EDT



Cooper Flagg missed a potential game winning shot in Duke's loss to Houston on Saturday. (Photo by ... [More](#) GETTY IMAGES)

"Rewarding each team who advances is a good system, and it helps with the costs associated with travel when advancing to additional rounds," said **Jennifer Barr Dean**, co-founder and chief marketing officer of **Five Star Fans**. "The overall winner should receive additional revenue-sharing funds, and so should players with more playing time and TV time."

Just a handful of NCAA sports turn a profit on their championship events, according to Dosh: men's basketball, men's ice hockey, men's lacrosse, men's wrestling and baseball. **Tina Provost** serves as CEO of Five Star Fans, a website she co founded with Barr Dean. The company gives athletes an opportunity to monetize their NIL brand while remaining focused on academic goals. When it comes to revenue sharing, Provost believes there should be some exemptions from tradition Title IV aid.

If schools are forced to dilute the rev share equally across all programs and the two genders, it puts the sustainability of the revenue-generating sports – usually football and basketball – at budget risk, she contends. Moreover, the sports which cover the budget for all the others, cannot sustain the non-revenue generating programs. As a result, the smaller programs may be at risk of being cut.

"I imagine a swimming team would prefer their team to accept less rev share to ensure the program can even exist," Provost said.