



TEXAS TECH RED RAIDERS



By TEXAS TECH ATHLETICS
JULY 28TH, 2021



FANS & ATTENDANCE





LARGEST

ATTENDANCE IN

COTTON & TEXAS BOWL

HISTORY



Texas Tech men's basketball averaged a conference-leading 14,057 fans per game during the 2019-20 season



Texas Tech's 2010 Alamo Bowl win drew a historic 8.9 million viewers



Chuck Carlton ✓
@ChuckCarltonDMN

Whole lot of red at American Airlines Center. Basically a Texas Tech home game.

7:49 PM · Mar 17, 2018 · TweetDeck



Sam Khan Jr. ✓
@skhanjr

It's loud in this building. The mostly Texas Tech crowd is vocal yelling "RAIDER! POWER" as the Red Raiders take a 40-35 lead over Florida (17:46, 2H)
[#marchmadness](#)

9:04 PM · Mar 17, 2018 · TweetDeck



Chris Kirschner ✓
@ChrisKirschner

Texas Tech fans are RIDICULOUSLY loud

6:19 PM · Dec 20, 2018 · TweetDeck

National spots writers comment on the size and strength of Red Raider Nation





TEXAS TECH
HAS LED ALL SCHOOLS IN THE
STATE OF TEXAS IN THE
CAPITAL ONE
CUP STANDINGS IN TWO OF THE
LAST THREE COMPLETE
ATHLETIC SEASONS
(EXCLUDES 2019-20).



Texas Tech football has appeared in 38 bowl games



2019 men's outdoor track and field national champions



FANS & ALUMNI



Texas Tech consistently ranks in the top 25 in royalties generated among the Collegiate Licensing Company's partner institutions, currently ranked #19 in last fiscal year.



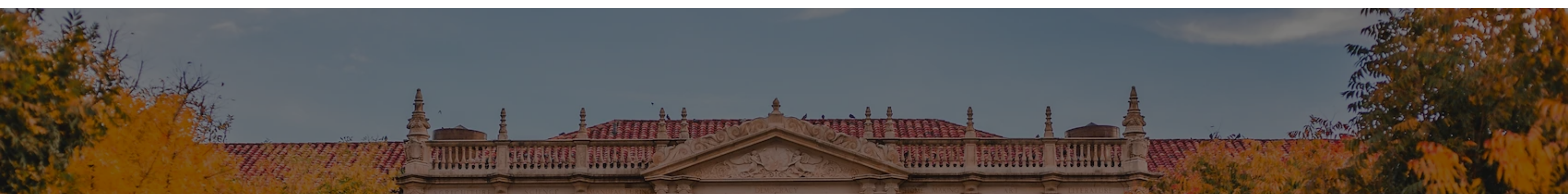
One of only 12 schools nationally featured in Madden NFL 20 video game.



One of only 10 schools nationally featured in NBA2K video game.



Texas Tech has passionate fans that love their Red Raiders





ONE OF 86 PUBLIC INSTITUTIONS LISTED IN THE **VERY HIGH RESEARCH ACTIVITY (R1) CATEGORY, OFTEN REFERRED TO AS “CARNEGIE TIER ONE”.**

 34% of current students are from Dallas/Fort Worth and 13% originate from Houston

 Over \$193M in research expenditures in 2020



OVER THE PAST 10 YEARS,
TEXAS TECH ATHLETICS
HAS INVESTED MORE THAN
\$300 MILLION INTO THE
**STUDENT
ATHLETE
EXPERIENCE**
INCLUDING FACILITIES,
SCHOLARSHIP SUPPORT,
NUTRITION, MENTAL
HEALTH, STRENGTH AND
CONDITIONING AND MORE.

FACILITIES



Recently, Texas Tech Athletics has invested more than \$300 million into the student-athlete experience, including facilities, scholarship support, nutrition, mental health, strength and conditioning and more.



Texas Tech officially opened the \$32.2 million Dustin R. Womble Basketball Center in May 2021, the premier basketball facility in the country that is home to both the Red Raider and Lady Raider basketball programs.



Texas Tech opened the \$48 million Sports Performance Center in the fall of 2017.



In 2020, Texas Tech opened the Cash Family Sports Nutrition Center, a state-of-the-art facility that supports the nutritional needs of more than 400 student-athletes.



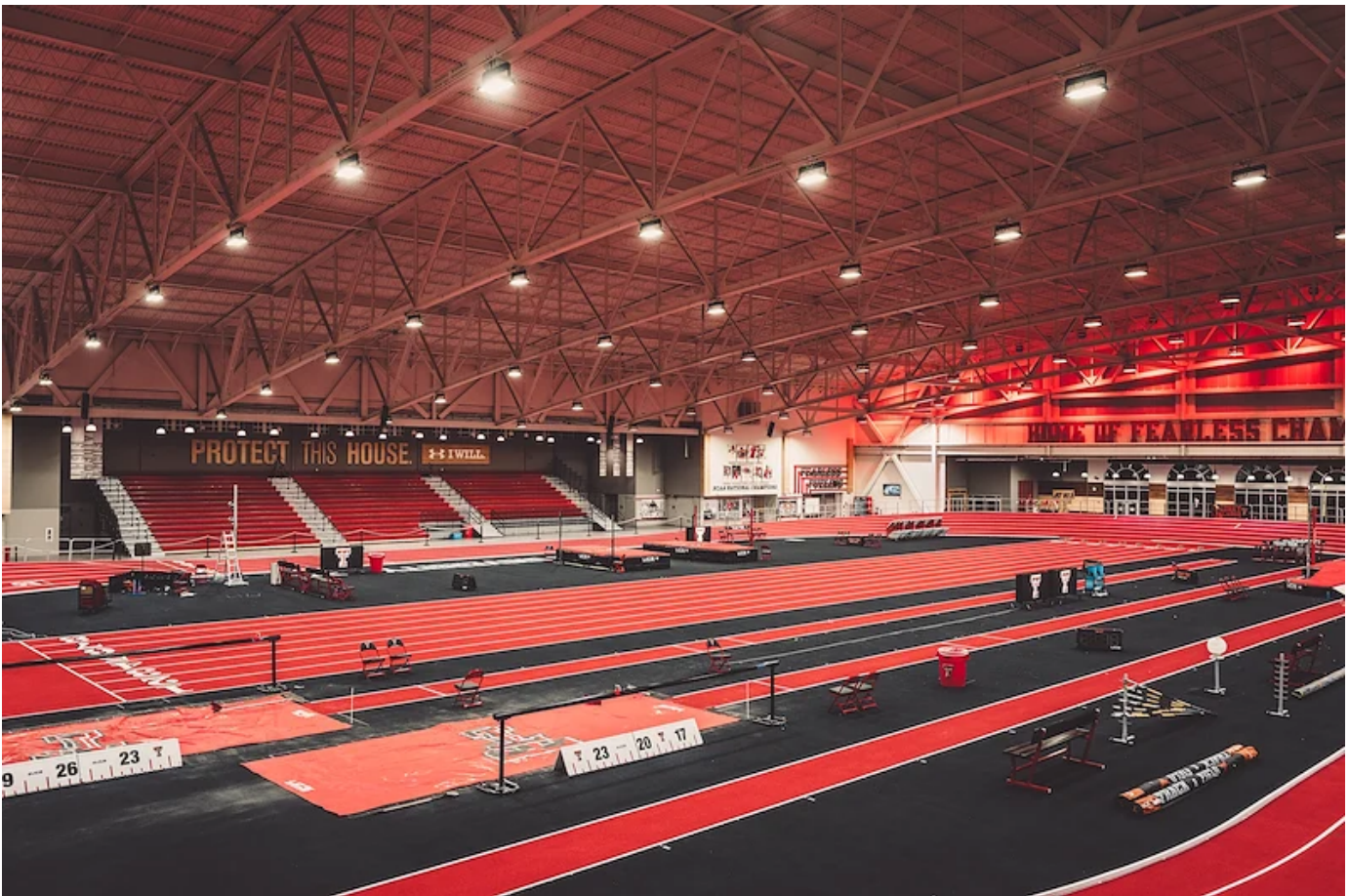
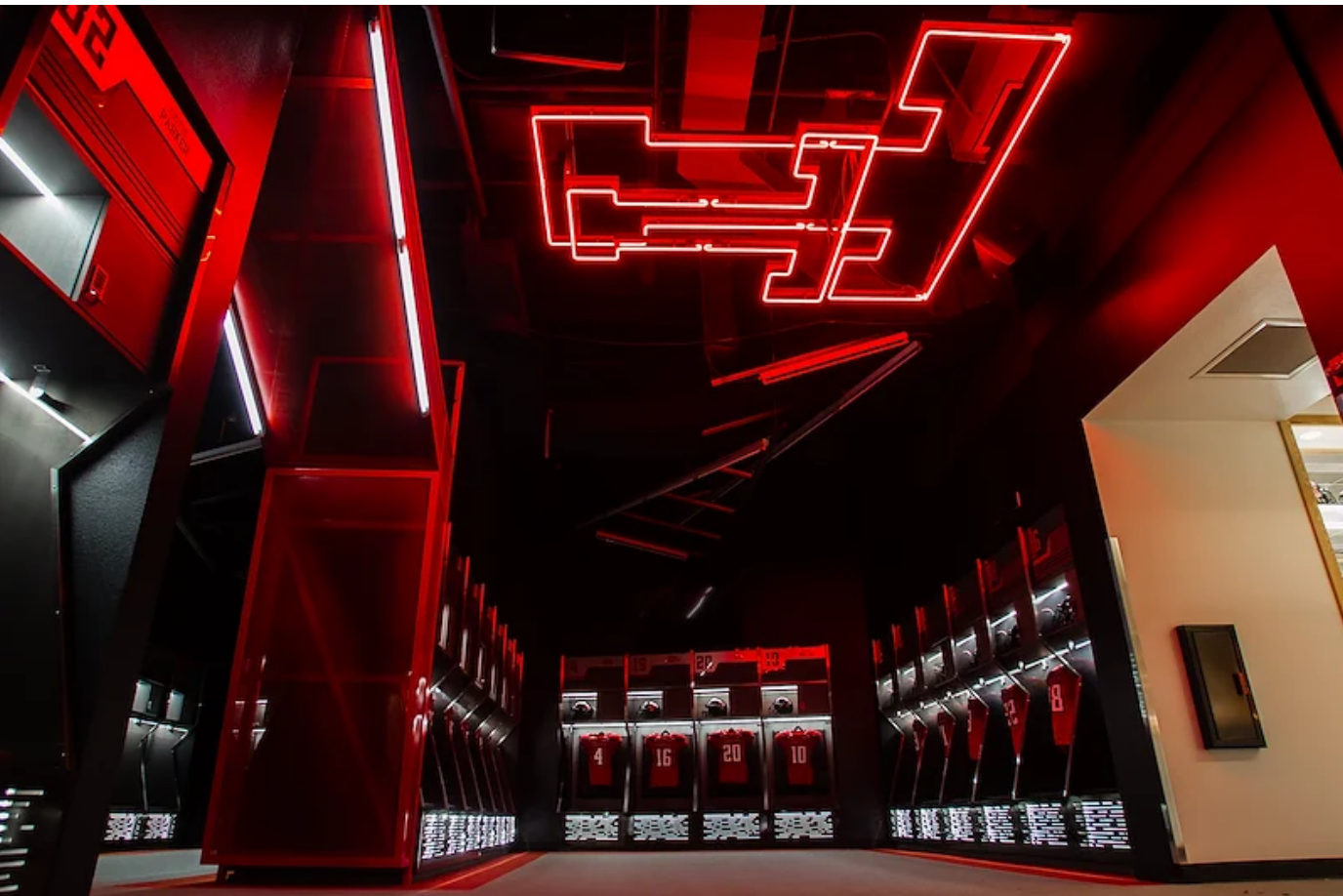
Texas Tech created the J.T. and Margaret Talkington Leadership Academy in 2014 to help prepare student-athletes for success after graduation.



United Supermarkets Arena remains one of the top basketball facilities in the country, boasting a capacity of over 15,000.



Jones AT&T Stadium has a capacity of 60,454, which includes 85 luxury suites and multiple club areas for more than 1,600 fans.







Row 1: Sold out United Supermarkets Arena • Row 2: L: Football locker room R: Indoor track facility • Row 3: Jones AT&T Stadium during Red Dawn • Row 4: Dan Law Field at Rip Griffin Park



SOCIAL MEDIA



Texas Tech Athletics won the “Most Engaged Audience” Award from Opendorse in March 2021.



Texas Tech has the fifth-highest TikTok following by athletics accounts in the nation.



Over 1.3 million combined followers across our social media platforms.



During the 2020-21 athletic year, Texas Tech social media platforms accumulated 35 million combined video views.



Since July 1, 2019, Texas Tech Men’s Basketball has accumulated 3.05 million interactions on Instagram.



Since July 1, 2019, Texas Tech Baseball leads the Big 12 with over 500,000 interactions on Facebook.



