

2010 Citi BCS National Championship Tournament of Roses Pricing Table (Your Guide to the Rose Bowl)

The pricing in the 2010 Citi BCS National Championship Game market for each individual team will follow the table below until the Tournament of Roses inventory for that team sells out completely to the public. Each column moving from left to right specify times that Tournament of Roses will re-organize the top 25 teams into set price points depending on ranking.

As the first Coaches Poll is not released until pre-season, the initial Launch rankings and Pre NFL Draft Day re-organization are set by the Tournament of Roses variables such as team outlook, fan strength, and conference strength. After the Pre NFL Draft re-price on April 24, the Tournament of Roses will rely on the Official Coaches Poll and BCS Rankings to re-organize the top 25 as they are posted each week.

Example 1: USC is initially ranked # 5 and the team reservations are priced at \$75. If the Trojans end up moving up to #2 by the Pre Draft Re-Price (April 24, 2009) and they have not sold out, their team reservation price would move to \$90.

Example 2: Wisconsin is initially ranked #17 and the team reservations are priced at \$40. If the Badgers end up moving up to #1 in the BCS Rankings by week 8 and they have not sold out, their team reservation price would become \$125.

This means that in example 2, the same team reservations that could have been purchased for \$40 initially could cost you \$125 by week 8! Getting in early is the only way to ensure the best team reservation price possible. Re-pricing continues for all teams as the season progresses until each team sells out completely. Once the teams sell out, the team reservation price is subject to market supply and demand. The Goal of this new pricing is simple: reward early purchasers and to ultimately put the market into the hands of the most rabid, die-hard college football fans in the country (that's you). So get in there and buy your favorite team, speculate on a sleeper team, and remember that YOU make this market.

Team Ranking	Launch (Jan. 9)	Pre NFL Draft Day (April 24)	Pre-Season (Coaches Poll)	Week 1 (Coaches Poll)	Week 5 (Coaches Poll)	Week 8 (BCS Poll)	Week 10 (BCS Poll)	Week 13 (BCS Poll)
1	\$90	\$90	\$90	\$100	\$110	\$125	\$140	\$150
2	\$90	\$90	\$90	\$100	\$110	\$125	\$140	\$150
3	\$75	\$75	\$75	\$80	\$95	\$110	\$125	\$140
4	\$75	\$75	\$75	\$80	\$95	\$110	\$125	\$140
5	\$75	\$75	\$75	\$80	\$95	\$110	\$120	\$130
6	\$60	\$60	\$60	\$65	\$75	\$80	\$90	\$90
7	\$60	\$60	\$60	\$65	\$75	\$80	\$90	\$90
8	\$60	\$60	\$60	\$65	\$75	\$80	\$90	\$90
9	\$60	\$60	\$60	\$65	\$75	\$80	\$90	\$90
10	\$60	\$60	\$60	\$65	\$75	\$80	\$90	\$90
11	\$45	\$45	\$45	\$47	\$50	\$50	\$50	\$50
12	\$45	\$45	\$45	\$47	\$50	\$50	\$50	\$50
13	\$45	\$45	\$45	\$47	\$50	\$50	\$50	\$50
14	\$45	\$45	\$45	\$47	\$50	\$50	\$50	\$50
15	\$45	\$45	\$45	\$47	\$50	\$50	\$50	\$50
16	\$40	\$40	\$40	\$42	\$42	\$42	\$42	\$42
17	\$40	\$40	\$40	\$42	\$42	\$42	\$42	\$42
18	\$40	\$40	\$40	\$42	\$42	\$42	\$42	\$42
19	\$40	\$40	\$40	\$42	\$42	\$42	\$42	\$42
20	\$40	\$40	\$40	\$42	\$42	\$42	\$42	\$42
21	\$40	\$40	\$40	\$42	\$42	\$42	\$42	\$42
22	\$40	\$40	\$40	\$42	\$42	\$42	\$42	\$42
23	\$40	\$40	\$40	\$42	\$42	\$42	\$42	\$42
24	\$40	\$40	\$40	\$42	\$42	\$42	\$42	\$42
25	\$40	\$40	\$40	\$42	\$42	\$42	\$42	\$42
All Other	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35

*All prices are subject to change.

Rules

The Pre NFL Draft Day price change will occur on April 24th at 11:00 AM CST

Starting with the Pre-Season Coaches Poll, each weekly pricing change (if the team has not sold out) will occur immediately after the rankings are release