



2022-23 UNIVERSITY OF TEXAS LONGHORN FOOTBALL FACT SHEET

MISSION STATEMENT

"The mission of Texas Athletics is to define what it means to be the world's best athletics program, instilling the passion, knowledge and character for all student-athletes to compete to win, to succeed academically, to achieve their dreams in life and to positively contribute to society."



LONGHORN FOOTBALL RECORDS

ALL-TIME BOWL APPEARANCES

- 57 appearances, 31-24-2 all-time record

NATIONAL CHAMPIONSHIPS

- 1963: Southwest Conference Champions
- 1969: Southwest Conference Champions
- 1970: Southwest Conference Champions
- 2005: Big 12 Conference Champions

COLLEGE FOOTBALL HALL OF FAME

- 23 UT Texas Longhorns (and counting)

HOME GAME ATTENDANCE

- 2021: Average 91,939 per game at Darrell K. Royal - Texas Memorial Stadium in Austin, Texas

NCAA DIVISION I

Division I Governance

INTERCOLLEGIATE ATHLETICS COUNCIL

UT Policy Office

TEXAS ATHLETICS REVENUE

Longhorn Network

FOOTBALL GAME TICKETS

Mobile Headquarters

2022 LONGHORN COACHING

- Head Coach.....**Steve Sarkisian**
- Assistant HC/Special Teams.....**Jeff Banks**
- Co-Defensive Coord.....**Jeff Choate**
- Offensive Coord./Line.....**Kyle Flood**
- Defensive Coordinator.....**Pete Kwiatkowski**
- Running Backs.....**Tashard Choice**
- Defensive Line.....**Bo Davis**
- Safeties.....**Blake Gideon**
- Def. Passing Game Coord.....**Terry Joseph**
- Wide Receiver.....**Brennan Marion**
- Quarterbacks.....**AJ Milwee**
- Dir. of Football Performance.....**Torre Becton**

TEXAS LONGHORN TRADITIONS

1. **Bevo** embodies Longhorn pride and Texas spirit. As a UT mascot, Bevo's appearances fund the Neighborhood Longhorns Program, UT scholarships and other UT philanthropic endeavors.
2. The University of Texas' official fight song is "**Texas Fight**" and it's played after Longhorn football touchdowns and extra points.
3. The world-renowned "**Hook 'Em, Horns**" is a symbol of Texas pride, created by cheerleader Harley Clark in 1955.
4. "**The Eyes of Texas**" is sung before and after all Texas Athletics events and other UT functions.
5. "**The Tower**" was built in 1937. It stands 30 stories tall on the UT campus and glows burnt orange for special occasions.

All images courtesy The University of Texas at Austin Athletics



I'm choosing the University of Texas Football SPORG because fan sentiment for the Longhorns is waning. We want to intervene before it gets worse.

The ESPN Football Power Index ranks the Longhorns seventh. Based on past season performance, fans aren't convinced the new season will be different.

I've used social listening to monitor fan discussions on Twitter and the majority are less than favorable. We want to change that perception with preseason fan events with the team. These events will hopefully generate more excitement and change fan perceptions, increase ticket and fan gear sales and subscriptions to the Longhorn Network.

Resources:

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