

**Exhibit B
INCENTIVE PAYMENTS**

Bonus Plan:

Bowl Games

College Football National Champions	\$500,000 [^] #
College Football playoff Championship Game participant	\$250,000 [^] #
College Football playoff semi-final winner	\$100,000 [^] #
College Football playoff participant	\$50,000 [^] #
College Football "New Year's Six" (non-playoff eligible) Bowl Game participant	\$25,000 [#]
National Coach of the Year - Football	\$150,000
National Coach of the Year - Men's Basketball	\$100,000
National Coach of the Year - Women's Basketball	\$50,000
Conference Coach of the Year - Football	\$75,000
Conference Coach of the Year - Men's Basketball	\$50,000
Conference Coach of the Year - Women's Basketball	\$35,000

Football Rankings

Every ASU Football victory	\$10,000
College Football Final ranking, two consecutive years of top 15 finishes	\$50,000 [^] +
Football and Men's Basketball both finish in Top 10 rankings in any year	\$50,000 [*]
Football and Men's Basketball both finish in Top 4 rankings in any year	\$75,000 [*]
Football and Men's Basketball both win National Championships in same Year	\$1,000,000 [*]

Other Sports

NCAA Champions - Men's Basketball	\$100,000
NCAA Champions Women's Basketball and Olympic sports	\$50,000
Conference Champions - Olympic Sports	\$5,000
PAC 12 Conference Champions - Men's Basketball	\$50,000
PAC 12 Conference Champions - Women's Basketball	\$25,000

Other

NACDA Directors' Cup Finish – 2 nd through 10 th	\$50,000
NACDA Directors' Cup Champion	\$100,000

[^] Non-cumulative

^{*} Non-cumulative

[#] If Football achieves any of the indicated achievements during any Contract Year, then beginning the subsequent Contract Year the Sponsorship Payment will increase by the highest amount earned for all subsequent Contract Year(s), if any.

⁺ If Football achieves the indicated achievement during any Contract Year, then beginning the subsequent Contract Year the Sponsorship Payment will increase by such amount for all subsequent Contract Year(s), if any.