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Return of Organization Exempt From Income Tax

OMB No. 1545-0047

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

2002

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

The organization may have to use a copy of this return to satisfy state reporting requirements.

A For the 2002 calendar year, or tax year beginning SEPTEMBER 01, 2002, and ending AUGUST 31, 2003

- B Check if applicable:
- ☐ Address change
- ☐ Name change
- ☐ Initial return
- ☐ Final return
- ☐ Amended return
- ☐ Application pending

Please use IRS label or print or type. See Specific Instructions.

C Name of organization

SOUTHEASTERN CONFERENCE

Number and street (or P.O. box if mail is not delivered to street address)

2201 RICHARD ARRINGTON BOULEVARD N.

Room/suite

City or town, state or country, and ZIP + 4

BIRMINGHAM AL 35203-1103

D Employer identification number

63-0377461

E Telephone number

205-458-3000

F Acctg. method: ☒ Cash ☐ Accrual

Other (specify) ▶

Section 501(c)(3) organizations and 4947(a)(1) nonexempt charitable trusts must attach a completed Schedule A (Form 990 or 990-EZ).

H & I are not applicable to section 527 organizations.

H(a) Is this a group return for affiliates? ☐ Yes ☒ No

H(b) If "Yes," enter number of affiliates. ▶

H(c) Are all affiliates included? (If "No," attach a list. See instructions.) ☐ Yes ☐ NoH(d) Is this a separate return filed by an organization covered by a group ruling? ☐ Yes ☒ No

I Enter 4-digit GEN ▶

M Check ☐ if organization is not required to attach Sch. B (Form 990, 990-EZ, or 990-PF).

G Web site: ▶

J Organization type (check only one) ☒ 501(c)(3) (insert no.) ☐ 4947(a)(1) or ☐ 527K Check here ☐ if the organization's gross receipts are normally not more than \$25,000. The organization need not file a return with the IRS; but if the organization received a Form 990 Package in the mail, it should file a return without financial data. Some states require a complete return.

L Gross receipts: Add lines 6b, 8b, 9b, and 10b to line 12 ▶ 122,488,264

Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances (See Specific Instructions.)

1 Contributions, gifts, grants, and similar amounts received:

a Direct public support

1a

b Indirect public support

1b

c Government contributions (grants)

1c

d Total (add lines 1a through 1c) (cash \$ 0 noncash \$ 0)

1d

0
122,003,547

2 Program service revenue including government fees and contracts (from Part VII, line 93)

2

3 Membership dues and assessments

3

4 Interest on savings and temporary cash investments

4

484,717

5 Dividends and interest from securities

5

6a Gross rents

6a

b Less: rental expenses

6b

c Net rental income or (loss) (subtract line 6b from line 6a)

6c

7 Other investment income (describe ▶)

7

8a Gross amount from sales of assets other than inventory

(A) Securities

(B) Other

8a

b Less: cost or other basis & sales expenses

8b

c Gain or (loss) (attach schedule)

8c

d Net gain or (loss) (combine line 8c, columns (A) and (B))

8d

9 Special events and activities (attach schedule)

a Gross revenue (not including \$ of contributions reported on line 1a)

9a

b Less: direct expenses other than fundraising expenses

9b

c Net income or (loss) from special events (subtract line 9b from line 9a)

9c

10a Gross sales of inventory, less returns and allowances

10a

b Less: cost of goods sold

10b

c Gross profit or (loss) from sales of inventory (attach schedule) (subtract line 10b from line 10a)

10c

11 Other revenue (from Part VII, line 103)

11

12 Total revenue (add lines 1d, 2, 3, 4, 5, 6c, 7, 8d, 9c, 10c, and 11)

12

122,488,264

13 Program services (from line 44, column (B))

13

112,246,787

14 Management and general (from line 44, column (C))

14

5,010,120

15 Fundraising (from line 44, column (D))

15

16 Payments to affiliates (attach schedule)

16

17 Total expenses (add lines 13, 14, 15, and 16)

17

117,256,907

18 Excess or (deficit) for the year (subtract line 17 from line 12)

18

5,231,357

19 Net assets or fund balances at beginning of year (from line 73, column (A))

19

40,371,118

20 Other changes in net assets or fund balances (attach explanation)

20

21 Net assets or fund balances at end of year (combine lines 18, 19, and 20)

21

45,602,475

For Paperwork Reduction Act Notice, see the separate instructions.

Form 990 (2002)

Part II Statement of Functional Expenses

All organizations must complete column (A). Columns (B), (C), and (D) are required for section 501(c)(3) and (4) organizations and section 4947(a)(1) nonexempt charitable trusts but optional for others. (See Specific Instructions.)

Do not include amounts reported on line 6b, 8b, 9b, 10b, or 16 of Part I.		(A) Total	(B) Program services	(C) Management and general	(D) Fundraising
22	Grants and allocations (attach schedule) (cash \$ _____ noncash \$ _____)	22			
23	Specific assistance to individuals (attach schedule) . .	23			
24	Benefits paid to or for members (attach schedule) # 1.	24 103,025,587	103,025,587		
25	Compensation of officers, directors, etc.	25 425,000		425,000	
26	Other salaries and wages.	26 1,731,089		1,731,089	
27	Pension plan contributions.	27 296,798		296,798	
28	Other employee benefits	28 230,435		230,435	
29	Payroll taxes.	29 141,413		141,413	
30	Professional fundraising fees	30			
31	Accounting fees	31 35,000		35,000	
32	Legal fees	32 45,534		45,534	
33	Supplies.	33 95,114		95,114	
34	Telephone	34 45,113		45,113	
35	Postage and shipping	35 47,632		47,632	
36	Occupancy.	36 152,128		152,128	
37	Equipment rental and maintenance	37 8,973		8,973	
38	Printing and publications	38 208,675		208,675	
39	Travel	39 345,308		345,308	
40	Conferences, conventions, and meetings.	40 376,236		376,236	
41	Interest.	41			
42	Depreciation, depletion, etc (attach schedule).	42			
43	Other expenses not covered above (itemize) a SCHEDULE 3	43a 10,046,872	9,221,200	825,672	
b		43b			
c		43c			
d		43d			
e		43e			
44	Total functional expenses (add lines 22 through 43). Organizations completing columns (B)-(D), carry these totals to lines 13-15	44 117,256,901	112,246,787	5,010,120	0

Joint Costs. Check ☐ if you are following SOP 98-2.Are any joint costs from a combined educational campaign and fundraising solicitation reported in (B) Program services? . . ☐ Yes ☒ No

If "Yes," enter (i) aggregate amount of these joint costs \$ _____; (ii) the amount allocated to Program services \$ _____;

(iii) the amount allocated to Management and general \$ _____; and (iv) the amount allocated to Fundraising \$ _____

Part III Statement of Program Service Accomplishments (See Specific Instructions.)What is the organization's primary exempt purpose? **a** See Schedule 4

All organizations must describe their exempt purpose achievements in a clear and concise manner. State the number of clients served, publications issued, etc. Discuss achievements that are not measurable. (Section 501(c)(3) and (4) organizations and 4947(a)(1) nonexempt charitable trusts must also enter the amount of grants and allocations to others.)

Program Service Expenses (Required for 501(c)(3) & (4) orgs. & 4947(a)(1) trusts, but optional for others.)

a	See Schedule 4			
	(Grants and allocations \$ _____)			112,246,787
b				
	(Grants and allocations \$ _____)			
c				
	(Grants and allocations \$ _____)			
d				
	(Grants and allocations \$ _____)			
e	Other program services (attach schedule)			
f	Total of Program Service Expenses (should equal line 44, column (B), Program services)			112,246,787

Part IV Balance Sheets (See Specific Instructions.)

		(A) Beginning of year		(B) End of year
Note: Where required, attached schedules and amounts within the description column should be for end-of-year amounts only.				
A S S E T S	45 Cash -- non-interest-bearing	170	45	170
	46 Savings and temporary cash investments	3,110,919	46	4,424,606
	47a Accounts receivable	47a		
	b Less: allowance for doubtful accounts	47b	47c	
	48a Pledges receivable	48a		
	b Less: allowance for doubtful accounts	48b	48c	
	49 Grants receivable		49	
	50 Receivables from officers, directors, trustees, and key employees (attach schedule)		50	
	51a Other notes and loans receivable (attach schedule)	51a		
	b Less: allowance for doubtful accounts	51b	51c	
	52 Inventories for sale or use		52	
	53 Prepaid expenses and deferred charges		53	
	54 Investments -- securities (attach schedule) #2 <input type="checkbox"/> Cost <input type="checkbox"/> FMV	37,260,029	54	41,177,699
	55a Investments -- land, buildings, and equipment: basis	55a		
	b Less: accumulated depreciation (attach schedule)	55b	55c	
56 Investments -- other (attach schedule)		56		
57a Land, buildings, and equipment: basis	57a			
b Less: accumulated depreciation (attach schedule)	57b	57c		
58 Other assets (describe)		58		
59 Total assets (add lines 45 through 58) (must equal line 74)	40,371,118	59	45,602,475	
L I A B I L I T I E S	60 Accounts payable and accrued expenses		60	
	61 Grants payable		61	
	62 Deferred revenue		62	
	63 Loans from officers, directors, trustees, and key employees (attach schedule)		63	
	64a Tax-exempt bond liabilities (attach schedule)		64a	
	b Mortgages and other notes payable (attach schedule) ..		64b	
	65 Other liabilities (describe)		65	
66 Total liabilities (add lines 60 through 65)	0	66	0	
N E T A S S E T S F U N D B A L A N C E S	Organizations that follow SFAS 117, check here ... <input type="checkbox"/> and complete lines 67 through 69 and lines 73 and 74.			
	67 Unrestricted		67	
	68 Temporarily restricted		68	
	69 Permanently restricted		69	
	Organizations that do not follow SFAS 117, check here ... <input type="checkbox"/> and complete lines 70 through 74			
	70 Capital stock, trust principal, or current funds		70	
	71 Paid-in or capital surplus, or land, building, and equipment fund ..		71	
	72 Retained earnings, endowment, accumulated income, or other funds. . .	40,371,118	72	45,602,475
	73 Total net assets or fund balances (add lines 67 through 69 or lines 70 through 72, column (A) must equal line 19; column (B) must equal line 21)	40,371,118	73	45,602,475
74 Total liabilities and net assets / fund balances (add lines 66 and 73)	40,371,118	74	45,602,475	

Form 990 is available for public inspection and, for some people, serves as the primary or sole source of information about a particular organization. How the public perceives an organization in such cases may be determined by the information presented on its return. Therefore, please make sure the return is complete and accurate and fully describes, in Part III, the organization's programs and accomplishments.

Part VI Other Information (See Specific Instructions.)		Yes	No
76	Did organization engage in any activity not previously reported to IRS? If "Yes," attach detailed description of each activity		X
77	Were any changes made in the organizing or governing documents but not reported to the IRS? If "Yes," attach a conformed copy of the changes.		X
78a	Did the organization have unrelated business gross income of \$1,000 or more during the year covered by this return? . . .		X
b	If "Yes," has it filed a tax return on Form 990-T for this year?		X
79	Was there a liquidation, dissolution, termination, or substantial contraction during the year? If "Yes," attach a statement . .		X
80a	Is the organization related (other than by association with a statewide or nationwide organization) through common membership, governing bodies, trustees, officers, etc., to any other exempt or nonexempt organization?		X
b	If "Yes," enter the name of the organization ► _____ and check whether it is <input type="checkbox"/> exempt or <input type="checkbox"/> nonexempt.		
81a	Enter direct or indirect political expenditures See line 81 instructions 81a N/A		
b	Did the organization file Form 1120-POL for this year?	81b	X
82a	Did the organization receive donated services or the use of materials, equipment, or facilities at no charge or at substantially less than fair rental value?	82a	X
b	If "Yes," you may indicate the value of these items here. Do not include this amount as revenue in Part I or as an expense in Part II. (See instructions in Part III.) 82b N/A		
83a	Did the organization comply with the public inspection requirements for returns and exemption applications?	83a	X
b	Did the organization comply with the disclosure requirements relating to quid pro quo contributions?	83b	X
84a	Did the organization solicit any contributions or gifts that were not tax deductible?	84a	X
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?	84b	X
85	501(c)(4), (5), or (6) organizations. a Were substantially all dues nondeductible by members?	85a	X
b	Did the organization make only in-house lobbying expenditures of \$2,000 or less?	85b	X
	If "Yes" was answered to either 85a or 85b, do not complete 85c through 85h below unless the organization received a waiver for proxy tax owed for the prior year		
c	Dues, assessments, and similar amounts from members 85c N/A		
d	Section 162(e) lobbying and political expenditures 85d N/A		
e	Aggregate nondeductible amount of section 6033(e)(1)(A) dues notices 85e N/A		
f	Taxable amount of lobbying and political expenditures (line 85d less 85e). 85f N/A		
g	Does the organization elect to pay the section 6033(e) tax on the amount on line 85f?	85g	X
h	If section 6033(e)(1)(A) dues notices were sent, does the organization agree to add the amount on line 85f to its reasonable estimate of dues allocable to nondeductible lobbying and political expenditures for the following tax year? . .	85h	X
86	501(c)(7) orgs Enter a Initiation fees and capital contributions included on line 12 . . 86a N/A		
b	Gross receipts, included on line 12, for public use of club facilities 86b N/A		
87	501(c)(12) orgs Enter: a Gross income from members or shareholders 87a N/A		
b	Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them.) 87b N/A		
88	At any time during the year, did the organization own a 50% or greater interest in a taxable corporation or partnership, or an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? If "Yes," complete Part IX	88	X
89a	501(c)(3) organizations. Enter: Amount of tax imposed on the organization during the year under: section 4911 ► N/A ; section 4912 ► N/A , section 4955 ► N/A		
b	501(c)(3) and 501(c)(4) orgs Did the organization engage in any section 4958 excess benefit transaction during the year or did it become aware of an excess benefit transaction from a prior year? If "Yes," attach a statement explaining each transaction	89b	X
c	Enter: Amount of tax imposed on the organization managers or disqualified persons during the year under sections 4912, 4955, and 4958 ► N/A		
d	Enter: Amount of tax on line 89c, above, reimbursed by the organization ► N/A		
90a	List the states with which a copy of this return is filed ► N/A		
b	Number of employees employed in the pay period that includes March 12, 2002 (See instructions). 90b N/A		
91	The books are in care of ► Mr. Michael Slive Telephone no. ► (205) 458-3000 Located at ► 2201 Richard Arrington Blvd., B'ham, ZIP + 4 ► 35203-1103		
92	Section 4947(a)(1) nonexempt charitable trusts filing Form 990 in lieu of Form 1041 -- Check here. ► and enter the amount of tax-exempt interest received or accrued during the tax year 92 N/A		

Part VII Analysis of Income-Producing Activities (See Specific Instructions.)

Note: Enter gross amounts unless otherwise indicated.

93 Program service revenue.**a** SEE SCHEDULE 2**b****c****d****e****f** Medicare/Medicaid payments . . .**g** Fees & contracts from govt. agencies**94** Membership dues & assessments**95** Interest on savings and temporary cash investments . . .**96** Dividends & interest from securities**97** Net rental income or (loss) from real estate**a** debt-financed property**b** not debt-financed property**98** Net rental income or (loss) from personal property**99** Other investment income**100** Gain or (loss) from sales of assets other than inventory**101** Net income or (loss) from special events . .**102** Gross profit/(loss) from sales of inventory .**103** Other revenue: **a****b****c****d****e****104** Subtotal (add columns (B), (D), and (E)) .**105** Total (add line 104, columns (B), (D), and (E))

Note: Line 105 plus line 1d, Part I, should equal the amount on line 12, Part I.

Part VIII Relationship of Activities to the Accomplishment of Exempt Purposes (See Specific Instructions.)

Line No.

▼ Explain how each activity for which income is reported in column (E) of Part VII contributed importantly to the accomplishment of the organization's exempt purposes (other than by providing funds for such purposes).

93A, Both income producing activities exclusively provide for the foster
95 of strong competition among the teams of its member institutions in
 broad spectrum of amateur sports and championships.

Part IX Information Regarding Taxable Subsidiaries and Disregarded Entities (See Specific Instructions.)

(A) Name, address, and EIN of corporation, partnership, or disregarded entity	(B) Percentage of ownership int.	(C) Nature of activities	(D) Total income	(E) End-of-year assets
	%			
	%			
	%			
	%			

Part X Information Regarding Transfers Associated with Personal Benefit Contracts (See Specific Instructions.)(a) Did organization, during the year, receive any funds, directly or indirectly, to pay premiums on a personal benefit contract? ☐ Yes ☒ No(b) Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract? ☐ Yes ☒ No

Note: If "Yes" to (b), file Form 8870 and Form 4720 (see instructions)

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Please
Sign
Here

Signature of officer

Date

MICHAEL SLIVE

COMMISSIONER

Type or print name and title.

Paid
Preparer's
Use OnlyPreparer's
signature

Date

Check if
self-
employed ☒

Preparer's SSN or PTIN (See Gen. Inst. W)

Firm's name (or yours
if self-employed),
address, and ZIP + 4

DENBO, HARRIS & COMPANY
 2000A SOUTHBRIDGE PKWY STE 630
 BIRMINGHAM AL 35209

EIN 63-1082168
 Phone no. 205-870-3688

SCHEDULE A
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Organization Exempt Under Section 501(c)(3)

(Except Private Foundation) and Section 501(e), 501(f), 501(k),
501(n), or Section 4947(a)(1) Nonexempt Charitable Trust

Supplementary Information — (See separate instructions.)

OMB No. 1545-0047

2002

▶ **MUST be completed by the above organizations and attached to their Form 990 or 990-EZ**

Name of the organization

SOUTHEASTERN CONFERENCE

Employer identification number

63-0377461

Part I Compensation of the Five Highest Paid Employees Other Than Officers, Directors, and Trustees
(See the instructions. List each one. If there are none, enter "None.")

(a) Name and address of each employee paid more than \$50,000	(b) Title and average hours per week devoted to position	(c) Compensation	(d) Contributions to empl benefit plans & deferred compensation	(e) Expense account and other allowances
MARK WOMACK	EXEC ASSOC COM			
3432 CHAPEL LANE,	40	155,000	23,250	
BIRMINGHAM, AL 35226				
GREGORY SANKEY	ASSOC. COM.			
3253 BROOK HIGHLAND TR	40	104,546	15,682	
BIRMINGHAM, AL 35242				
	See attachment			
Total number of other employees paid over \$50,000 ▶	5			

Part II Compensation of the Five Highest Paid Independent Contractors for Professional Services
(See the instructions. List each one (whether individuals or firms). If there are none, enter "None.")

(a) Name and address of each independent contractor paid more than \$50,000	(b) Type of service	(c) Compensation
NONE		
Total number of others receiving over \$50,000 for professional services ▶	0	

For Paperwork Reduction Act Notice, see the Instructions for Form 990 and Form 990-EZ.

Schedule A (Form 990 or 990-EZ) 2002

Part III Statements About Activities (See the instructions.)

Yes No

- 1** During the year, has the organization attempted to influence national, state, or local legislation, including any attempt to influence public opinion on a legislative matter or referendum? If "Yes," enter the total expenses paid or incurred in connection with the lobbying activities ▶ \$ _____ (Must equal amounts on line 38, Part VI-A, or line I of Part VI-B.)

1 X

Organizations that made an election under section 501(h) by filing Form 5768 must complete Part VI-A. Other organizations checking "Yes," must complete Part VI-B AND attach a statement giving a detailed description of the lobbying activities.

- 2** During the year, has the organization, either directly or indirectly, engaged in any of the following acts with any substantial contributors, trustees, directors, officers, creators, key employees, or members of their families, or with any taxable organization with which any such person is affiliated as an officer, director, trustee, majority owner, or principal beneficiary? (If the answer to any question is "Yes," attach a detailed statement explaining the transactions.)

a Sale, exchange, or leasing of property? **2a** X

b Lending of money or other extension of credit? **2b** X

c Furnishing of goods, services, or facilities? **2c** X

d Payment of compensation (or payment or reimbursement of expenses if more than \$1,000)? **2d** X

e Transfer of any part of its income or assets? **2e** X

- 3** Does the organization make grants for scholarships, fellowships, student loans, etc.? (See **Note** below.) . . #3 **3** X

- 4** Do you have a section 403(b) annuity plan for your employees? **4** X

Note: Attach a statement to explain how the organization determines that individuals or organizations receiving grants or loans from it in furtherance of its charitable programs "qualify" to receive payments.

Part IV Reason for Non-Private Foundation Status (See the instructions.)

The organization is not a private foundation because it is: (Please check only **ONE** applicable box.)

- 5** ☐ A church, convention of churches, or association of churches. Section 170(b)(1)(A)(i).
- 6** ☐ A school. Section 170(b)(1)(A)(ii). (Also complete Part V.)
- 7** ☐ A hospital or a cooperative hospital service organization. Section 170(b)(1)(A)(iii).
- 8** ☐ A Federal, state, or local government or governmental unit. Section 170(b)(1)(A)(v).
- 9** ☐ A medical research organization operated in conjunction with a hospital. Section 170(b)(1)(A)(iii). Enter the hospital's name, city, and state ▶ _____
- 10** ☐ An organization operated for the benefit of a college or university owned or operated by a governmental unit. Section 170(b)(1)(A)(iv). (Also complete the **Support Schedule** in Part IV-A.)
- 11a** ☐ An organization that normally receives a substantial part of its support from a governmental unit or from the general public. Section 170(b)(1)(A)(vi). (Also complete the **Support Schedule** in Part IV-A.)
- 11b** ☐ A community trust. Section 170(b)(1)(A)(vi). (Also complete the **Support Schedule** in Part IV-A.)
- 12** ☐ An organization that normally receives: (1) more than 33 1/3% of its support from contributions, membership fees, and gross receipts from activities related to its charitable, etc., functions -- subject to certain exceptions, and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See section 509(a)(2). (Also complete the **Support Schedule** in Part IV-A.)
- 13** ☒ An organization that is not controlled by any disqualified persons (other than foundation managers) and supports organizations described in: (1) lines 5 through 12 above; or (2) section 501(c)(4), (5), or (6), if they meet the test of section 509(a)(2). (See section 509(a)(3).)

Provide the following information about the supported organizations. (See the instructions.)

(a) Name(s) of supported organization(s)	(b) Line number from above
MEMBER COLLEGE INSTITUTIONS	6

- 14** ☐ An organization organized and operated to test for public safety. Section 509(a)(4). (See the instructions.)

Part IV-A Support Schedule (Complete only if you checked a box on line 10, 11, or 12.) Use cash method of accounting.

Note: You may use the worksheet in the instructions for converting from the accrual to the cash method of accounting.

N/A

Calendar year (or fiscal year beginning in)	(a) 2001	(b) 2000	(c) 1999	(d) 1998	(e) Total
15 Gifts, grants, and contributions received. (Do not include unusual grants. See line 28.)					
16 Membership fees received					
17 Gross receipts from admissions, merchandise sold or services performed, or furnishing of facilities in any activity that is related to the organization's charitable, etc., purpose.					
18 Gross income from interest, dividends, amounts received from payments on securities loans (section 512(a)(5)), rents, royalties, and unrelated business taxable income (less section 511 taxes) from businesses acquired by the organization after June 30, 1975					
19 Net income from unrelated business activities not included in line 18					
20 Tax revenues levied for the organization's benefit and either paid to it or expended on its behalf					
21 The value of services or facilities furnished to the organization by a governmental unit without charge. Do not include the value of services or facilities generally furnished to the public without charge					
22 Other income. Attach a schedule. Do not include gain or (loss) from sale of capital assets					
23 Total of lines 15 through 22					
24 Line 23 minus line 17					
25 Enter 1% of line 23					

26 Organizations described on lines 10 or 11: a Enter 2% of amount in column (e), line 24	26a	N/A
b Prepare a list for your records to show the name of and amount contributed by each person (other than a governmental unit or publicly supported organization) whose total gifts for 1998 through 2001 exceeded the amount shown in line 26a. Do not file this list with your return. Enter the total of all these excess amounts	26b	N/A
c Total support for section 509(a)(1) test. Enter line 24, column (e)	26c	N/A
d Add: Amounts from column (e) for lines 18 19 22 26b	26d	N/A
e Public support (line 26c minus line 26d total)	26e	N/A
f Public support percentage (line 26e (numerator) divided by line 26c (denominator))	26f	N/A %

27 Organizations described on line 12: **a** For amounts included in lines 15, 16, and 17 that were received from a "disqualified person," prepare a list for your records to show the name of, and total amounts received in each year from, each "disqualified person." Do not file this list with your return. Enter the sum of such amounts for each year:

(2001) N/A (2000) (1999) (1998)

b For any amount included in line 17 that was received from each person (other than "disqualified persons"), prepare a list for your records to show the name of, and amount received for each year, that was more than the larger of (1) the amount on line 25 for the year or (2) \$5,000. (Include in the list organizations described in lines 5 through 11, as well as individuals.) Do not file this list with your return. After computing the difference between the amount received and the larger amount described in (1) or (2), enter the sum of these differences (the excess amounts) for each year:

(2001) N/A (2000) (1999) (1998)

c Add: Amounts from column (e) for lines: 15 16 17 20 21	27c	
d Add: Line 27a total and line 27b total	27d	
e Public support (line 27c total minus line 27d total)	27e	
f Total support for section 509(a)(2) test: Enter amount from line 23, column (e)	27f	
g Public support percentage (line 27e (numerator) divided by line 27f (denominator))	27g	%
h Investment income percentage (line 18, column (e) (numerator) divided by line 27f (denominator))	27h	%

28 Unusual Grants: For an organization described in line 10, 11, or 12 that received any unusual grants during 1998 through 2001, prepare a list for your records to show, for each year, the name of the contributor, the date and amount of the grant, and a brief description of the nature of the grant. Do not file this list with your return. Do not include these grants in line 15.

Part V Private School Questionnaire (See the instructions.)

(To be completed ONLY by schools that checked the box on line 6 in Part IV) PAGE N/A

	Yes	No
29 Does the organization have a racially nondiscriminatory policy toward students by statement in its charter, bylaws, other governing instrument, or in a resolution of its governing body?	29	
30 Does the organization include a statement of its racially nondiscriminatory policy toward students in all its brochures, catalogues, and other written communications with the public dealing with student admissions, programs, and scholarships?	30	
31 Has the organization publicized its racially nondiscriminatory policy through newspaper or broadcast media during the period of solicitation for students, or during the registration period if it has no solicitation program, in a way that makes the policy known to all parts of the general community it serves? If "Yes," please describe; if "No," please explain. (If you need more space, attach a separate statement.)	31	
<hr/>		
<hr/>		
<hr/>		
32 Does the organization maintain the following	32a	
a Records indicating the racial composition of the student body, faculty, and administrative staff?	32a	
b Records documenting that scholarships and other financial assistance are awarded on a racially nondiscriminatory basis?	32b	
c Copies of all catalogues, brochures, announcements, and other written communications to the public dealing with student admissions, programs, and scholarships?	32c	
d Copies of all material used by the organization or on its behalf to solicit contributions?	32d	
If you answered "No" to any of the above, please explain. (If you need more space, attach a separate statement.)		
<hr/>		
<hr/>		
33 Does the organization discriminate by race in any way with respect to:		
a Students' rights or privileges?	33a	
b Admissions policies?	33b	
c Employment of faculty or administrative staff?	33c	
d Scholarships or other financial assistance?	33d	
e Educational policies?	33e	
f Use of facilities?	33f	
g Athletic programs?	33g	
h Other extracurricular activities?	33h	
If you answered "Yes" to any of the above, please explain. (If you need more space, attach a separate statement.)		
<hr/>		
<hr/>		
<hr/>		
34a Does the organization receive any financial aid or assistance from a governmental agency?	34a	
b Has the organization's right to such aid ever been revoked or suspended?	34b	
If you answered "Yes" to either 34a or b, please explain using an attached statement.		
<hr/>		
35 Does the organization certify that it has complied with the applicable requirements of sections 4.01 through 4.05 of Rev. Proc. 75-50, 1975-2 C.B. 587, covering racial nondiscrimination? If "No," attach an explanation	35	

Part VI-A Lobbying Expenditures by Electing Public Charities (See the instructions.)
(To be completed **ONLY** by an eligible organization that filed Form 5768)Check ☐ **a** if the organization belongs to an affiliated group. Check ☐ **b** if you checked "a" and "limited control" provisions apply**Limits on Lobbying Expenditures**

(The term "expenditures" means amounts paid or incurred.)

		(a) Affiliated group totals	(b) To be completed for ALL electing organizations
36 Total lobbying expenditures to influence public opinion (grassroots lobbying)	36		
37 Total lobbying expenditures to influence a legislative body (direct lobbying)	37		
38 Total lobbying expenditures (add lines 36 and 37)	38		
39 Other exempt purpose expenditures	39		
40 Total exempt purpose expenditures (add lines 38 and 39)	40		
41 Lobbying nontaxable amount. Enter the amount from the following table --			
If the amount on line 40 is --	The lobbying nontaxable amount is --		
Not over \$500,000	20% of the amount on line 40		
Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000		
Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000	41	
Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000		
Over \$17,000,000	\$1,000,000	42	
42 Grassroots nontaxable amount (enter 25% of line 41)	42		
43 Subtract line 42 from line 36. Enter -0- if line 42 is more than line 36.	43	0	0
44 Subtract line 41 from line 38. Enter -0- if line 41 is more than line 38.	44	0	0

Caution: If there is an amount on either line 43 or line 44, you must file Form 4720**4-Year Averaging Period Under Section 501(h)**(Some organizations that made a section 501(h) election do not have to complete all of the five columns below.
See the instructions for lines 45 through 50.)

	Lobbying Expenditures During 4-Year Averaging Period				
Calendar year (or fiscal year beginning in) ▶	(a) 2002	(b) 2001	(c) 2000	(d) 1999	(e) Total
45 Lobbying nontaxable amount					
46 Lobbying ceiling amount (150% of line 45(e))					
47 Total lobbying expenditures					
48 Grassroots nontaxable amount					
49 Grassroots ceiling amount (150% of line 48(e))					
50 Grassroots lobbying expenditures					

Part VI-B Lobbying Activity by Nonelecting Public Charities

(For reporting only by organizations that did not complete Part VI-A) (See the instructions.)

During the year, did the organization attempt to influence national, state or local legislation, including any attempt to influence public opinion on a legislative matter or referendum, through the use of:

- a** Volunteers
- b** Paid staff or management (Include compensation in expenses reported on lines **c** through **h**.)
- c** Media advertisements
- d** Mailings to members, legislators, or the public
- e** Publications, or published or broadcast statements
- f** Grants to other organizations for lobbying purposes
- g** Direct contact with legislators, their staffs, government officials, or a legislative body
- h** Rallies, demonstrations, seminars, conventions, speeches, lectures, or any other means
- i** Total lobbying expenditures (Add lines **c** through **h**.)

Yes	No	Amount

If "Yes" to any of the above, also attach a statement giving a detailed description of the lobbying activities.

, and ending 08-31-2003

Employer Identification Number

63-0377461

[illegible]

SOUTHEASTERN CONFERENCE - 63-0377461
ATTACHMENTS TO FORM 990
YEAR ENDED AUGUST 31, 2003

PART II, LINE 24, DISTRIBUTIONS TO MEMBERS:	SCHEDULE 1
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University of Alabama	\$ 6,412,811
University of Arkansas	8,965,099
Auburn University	9,305,396
University of Florida	9,314,579
University of Georgia	8,241,207
University of Kentucky	6,309,646
Louisiana State University	9,151,099
University of Mississippi	9,230,227
Mississippi State University	9,137,342
University of South Carolina	9,125,227
University of Tennessee	9,140,227
Vanderbilt University	<u>8,692,727</u>

Total Form 990, Part II, Line 24	\$ <u>103,025,587</u>
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PART VII, LINE 93(a), PROGRAM SERVICE REVENUE:	SCHEDULE 2
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Postseason Bowl Games	\$ 22,109,667
Regular Season Football Games	45,667,500
Regular Season Basketball Games	11,382,500
Postseason Basketball Games	21,600,447
2002 Football Championship	13,113,623
2003 Football Championship	2,359,141
Jefferson Pilot Player of the Game	26,000
Conference Baseball Tournament	435,344
Conference Softball Tournament	17,753
Conference Gymnastics Championship	37,487
McWhorter Scholarship Endowment Grant	50,000
NCAA Student Athlete Assistance Fund	508,331
Sponsorship Royalties	1,526,525
2003 NCAA Basketball Tournament First & Second Round	1,229,797
Championship Fanfare and Events	303,189
Jefferson Pilot Internship	25,783
CCA National Letter of Intent Program	69,625
NCAA Grant	187,645
Prior Years Events	<u>1,353,190</u>

Total Form 990, Part VII, Line 93(a)	\$ <u>122,003,547</u>
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SOUTHEASTERN CONFERENCE - 63-0377461
ATTACHMENTS TO FORM 990
YEAR ENDED AUGUST 31, 2003

PART II, LINE 43(a), OTHER EXPENSES

SCHEDULE 3

	<i>Total</i>	<i>Program Service</i>	<i>Management & General</i>
Dues	\$ 14,712		\$ 14,712
Medals, Trophies, Awards	259,495		259,495
Insurance	121,871		121,871
Institutional Services	40,682		40,682
Automobile Purchases	74,999		74,999
Promotion and Marketing	130,686		130,686
Employee Training and Moving	170,829		170,829
Miscellaneous	6,023		6,023
Retirement Function	6,375		6,375
Post Season Basketball Tournament	3,487,396	\$ 3,487,396	
Scholarships, Fellowships, Grants	865,413	865,413	
Sponsorship Royalties	798,165	798,165	
Officiating, Umpires	226,488	226,488	
Bowl Game Insurance and Other	920,523	920,523	
2002 SEC Football Championship	1,575,721	1,575,721	
2003 SEC Football Championship	37,558	37,558	
Post Season Baseball Tournament	235,560	235,560	
Post Season Softball Tournament	25,509	25,509	
Post Season Gymnastics Championship	18,506	18,506	
Conference Championships	59,492	59,492	
Nonrevenue Sports - Television Contract	850,000	850,000	
CCA National Letter of Intent Program	32,944	32,944	
Football Crossover Fees	57,500	57,500	
Bowl Alliance Administrative Expenses	<u>30,425</u>	<u>30,425</u>	<u> </u>
 Total Form 990, Part II, Line 43(a)	 \$ <u>10,046,872</u>	 \$ <u>9,221,200</u>	 \$ <u>825,672</u>

SOUTHEASTERN CONFERENCE - 63-0377461
ATTACHMENTS TO FORM 990
YEAR ENDED AUGUST 31, 2003

PART III, LINE (A), STATEMENT OF PROGRAM SERVICES	SCHEDULE 4
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Distributions to member institutions of revenues received from television rights, fees and ticket sales for regular and post season football, basketball and baseball games	\$ 103,025,587
Grants, scholarships, and fellowships to scholar athletes, minority employees, drug education and compliance	865,413
Expenses incurred in hosting SEC post season tournaments and advancement of conference teams to national tournaments	3,826,463
Expenses associated with conducting 2002 and 2003 SEC football championship games	1,613,279
Expenses incurred with conference sponsors	798,165
Insurance, home appearance, crossover fees, lighting allowance and game guarantees associated with televised sporting events	2,084,936
CCA National Letter of Intent Program	<u>32,944</u>
Total Form 990, Part III, Line (a)	\$ <u>112,246,787</u>

PART IV-A and IV-B, LINE d(2), OTHER RECONCILING ITEMS:	SCHEDULE 5
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Revenues netted against expenses for audited financial statement reporting purposes.	\$ 444,609
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SOUTHEASTERN CONFERENCE - 63-0377461
ATTACHMENTS TO FORM 990
YEAR ENDED AUGUST 31, 2003

PART V, FORM 990	SCHEDULE 6
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<i>Name and Address</i>	<i>Title and Avg Time</i>	<i>Compensation</i>	<i>Benefit Plans</i>	<i>Other</i>
Michael Slive <i>Southeastern Conference, 2201 Richard Arrington Blvd. N., Birmingham, Alabama 35203</i>	Commissioner, 100%	\$ 425,000	None	None
John White <i>University of Arkansas, Administrative Building - Rm. 425, Fayetteville, Arkansas 72701</i>	President, part-time	None	None	None
Michael Adams <i>University of Georgia, Administration Building, Athens, Georgia 30602</i>	Vice President, part-time	None	None	None
Anne Mayhew <i>University of South Carolina, 817-A Andy Holt Tower, Columbia, South Carolina 29208</i>	Secretary, part-time	None	None	None
Todd Turner <i>Vanderbilt University, Post Office Box 120158, Nashville, Tennessee 37212-0158</i>	Exec. Comm., part-time	None	None	None
John Picoro <i>University of Kentucky, 209 College of Pharmacy, Lexington, Kentucky 40536-0082</i>	Exec. Comm., part-time	None	None	None
Samye Johnson <i>Mississippi State University, Post Office Box 5327, Mississippi State, MS 39762</i>	Exec. Comm., part-time	None	None	None

SOUTHEASTERN CONFERENCE - 63-0377461
ATTACHMENTS TO FORM 990
YEAR ENDED AUGUST 31, 2003

ANSWER TO SCHEDULE A, PART III, ITEMS 3:	SCHEDULE 7
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Scholarships are awarded by a committee of member institution faculty representatives to scholar athletes for the continuance of postgraduate studies. Fellowships and grants are expended to provide opportunities for ethnic minorities and women and expand Conference activities in the areas of compliance, officiating and drug education.

Institutions, listed in Schedule 2, represent member universities engaged in intercollegiate athletics, which are themselves non-profit organizations. Distributions from the Conference are made in accordance with formulas set forth in the Conference by-laws and are consistent with the guidelines set forth in the constitution of the Southeastern Conference.