Licensing Overview

The University of Washington is one of the world’s preeminent, top-ranked universities and a recognized leader in the classroom and on the field.

Our Profile
The University of Washington was established in 1861 as the first public university on the Pacific coast. The 690 acre Seattle campus is known for its beautiful waterfront location, its views of the city, lakes and distant mountains, and its notable architecture.

Today the UW is a multi-campus university comprising UW Seattle, UW Tacoma and UW Bothell as well as a world-class academic medical center.

The campus rests on the shores of Lake Washington and Portage Bay. On clear days, sunrise and sunset illuminate the two mountain ranges that cradle Seattle, the Cascades to the east and the Olympic Mountains to the west. Dominating the horizon in one direction is the majestic Mount Rainier.

UW STUDENTS
• 51,000+ students currently at the UW
• 60,000+ freshman applicants annually
• 800+ student organizations
• 37 Rhodes Scholars, 7 Marshall Scholars, and 4 Gates Cambridge Scholars, and 136 Fulbright Scholars
• Top 10 Nationally in Academic Value
• 75% of undergraduates come from Washington state – 15% from other states and 10% are international students
• 30% of undergraduates are first generation college students

OUR STATS
The University of Washington is ranked #1 in:
• Federal Research Funds for Public Universities – Office of Research
• Greenest College – US News & World Report
• School of Medicine for family medicine and rural medicine – US News & World Report
• School of Nursing – US News & World Report
• Most Peace Corps Volunteers among large universities

UW MARKET
• 4.5 million residents in the greater Puget Sound area, including Everett, Tacoma
• Seattle is the largest media market north of Los Angeles
• 4 professional sports teams in Seattle – Seahawks (NFL), Mariners (MLB), Sounders (MLS), Storm (WNBA)
• #1 economy in the nation
• #4 best places to live in America
• #1 Pac-12 city for college students

Icons designed by Piero Borgo (TV) and Simon Child (duck), from The Noun Project
Alumni

- 328,104 active UW Alumni
  - 53% male / 47% female
  - 65% reside in the Puget Sound
  - 5% reside in other areas of Washington state
  - 30% outside of the Washington state
- 53,249 UW Alumni Association members
  - 35% graduated in the past 20 years
  - 42% graduated 20-40 years ago
  - 23% graduated more than 40 years ago

FOOTBALL

- 16 Bowl wins – 14 losses, 1 tie – 8 Rose Bowl victories

BASKETBALL

- 1 Final Four – 1953
- 6 NCAA tournaments

Go Huskies!

- 19 Sports
  - Men’s baseball, basketball, crew, cross country, football, golf, soccer, tennis, track and field
  - Women’s basketball, crew, cross country, golf, gymnastics, soccer, softball, tennis, track and field, volleyball
- 650 student athletes
- Pac-12 Conference
- Recent national champions include the softball team, the men’s crew, NCAA Division I women’s cross country team, and the women’s volleyball team.

UW Licensing

The UW fans, alumni and students are powerful consumers as evident by Washington’s steadily increasing sales of apparel and non-apparel licensed product. Growth in royalty has exceeded 50% over the past 10 years.

Become a UW licensing partner today! The UW has dedicated marketing assets to support the sales of Husky products.

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Husky Stadium holds the record for having the loudest game in college football history: 130 decibels in 1992 against the Nebraska Cornhuskers.

The idea for the Wave was conceived at the UW in 1981.

932 wins in the Alaska Airlines Arena

The new 72,500 seat Husky Stadium opens August 31, 2013, after a $250 million renovation.