UCLA Football

Then Now Forever

UCLA Football experiences are unforgettable. From Saban’s arrival and legacy to bowl games like the Rose Bowl and the Cotton Bowl, and every season in between, UCLA football has been one of the most storied in college athletics.

The Wooden Athletic Fund helps keep the Bruin tradition of excellence alive and well.

Approximately 300 donors access all UCLA Football tickets, and the Wooden Athletic Fund is the only group that receives preferential seating and parking at the Rose Bowl, along with many other benefits. The Wooden Athletic Fund supports the mission of UCLA Athletics.

As the official benefactor of UCLA Football, the Wooden Athletic Fund is recognized as the Bruin football supporters’ association.

Upcoming Event

Call to Action!

Ticket Holders brought their blankets and picnic baskets to enjoy the Rose Bowl in a way they never experienced before. Coach Mora and select staff and current football student-athletes enjoyed the game with Ticket Holders.

Parking at the Rose Bowl is allocated according to Wooden Athletic Fund donations. For more information on how to become a Ticket Holder and other ways to support UCLA Athletics, call or email us.

Annual Gift Opportunities

You can make an immediate impact in the lives of Bruin student-athletes through an annual gift to the Wooden Athletic Fund. Yearly giving is an easy way to support Bruin student-athletes and their academic and athletic success. Gifts can be designated for Bruin student-athlete scholarships.


2016 Olympic Games later this month in Rio, Brazil. UCLA affiliations include incoming freshmen, football student-athletes and Bruin alumni.

Follow UCLA Compliance on Twitter at @UCLACompliance or contact Dan Goldberg, Assistant Athletic Director Compliance at (310) 794-8813 or development@athletics.ucla.edu.