WHERE WE STAND

Bear Foundation Annual Giving

$15.4 million was the total annual giving to Athletics in the 2016-17 fiscal year. Out of this amount, $3.6 M was graciously contributed by 91 Championship Club Members. This comes in at the second-highest annual giving total in Bear Foundation history. Thank you!

The $15.4 million raised in annual giving covers about 90 percent of the cost of scholarships for Baylor student-athletes. Every year, the Bear Foundation strives to significantly offset or fully cover the cost of these scholarships.

ATHLETIC FUNDING SOURCES

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Distribution</td>
<td>48%</td>
</tr>
<tr>
<td>Season Tickets</td>
<td>23%</td>
</tr>
<tr>
<td>Bear Foundation</td>
<td>20%</td>
</tr>
<tr>
<td>Sponsorship</td>
<td>7%</td>
</tr>
<tr>
<td>Licensing</td>
<td>2%</td>
</tr>
</tbody>
</table>

About Championship Club

The Championship Club is the Bear Foundation’s highest giving level, helping to provide essential scholarship assistance for Baylor’s student-athletes.

The Benefits

- Exclusive BBF Feature Emails, Membership Card and Car Decal
- BBF Insider Magazine
- BaylorVision Webcast All-Access Subscription
- Special Bear Foundation Gift
- Baylor Sports Network Event Voucher
- Athletic Director’s Spring Football Game Event
- FOOTBALL: Single-Game Ticket Priority, Program Recognition, Reserved Football Parking, 2 Suite Tickets or Pregame Field Access for One Home Game
- BASKETBALL: Access to Stone Room VIP Area, Assigned VIP Parking, Men’s and Women’s Home Game Discounted Single-Game Tickets and Concessions
- BASEBALL: Reserved Parking

Plus, these benefits exclusive to Championship Club

- Top Priority for Football and Basketball Ticket Selection for Postseason and Home Events
- Invitation to Championship Club Annual Event

Championship Club Membership

2016-17 - 91 Members, $3.6M | 2017-18 - 95 Members $3.7M

AS OF AUGUST, 30, 2017

PREPARING CHAMPIONS FOR LIFE

Academic Achievement

We embrace the value of a Baylor education that equips student-athletes for a successful future. This experience helps them define their life’s calling with the practical tools necessary to excel in their chosen field.

Athletic Success

In the process of developing successful teams, we teach students the principles of hard work, discipline, teamwork and a positive attitude – qualities that will serve them beyond their days as athletes.

Social Responsibility

The Baylor community embraces service. Learning to serve and advocate for worthy causes teaches our student-athletes that their time at Baylor is not only about what they get, but also what they can give.

Spiritual Growth

Baylor University was founded upon a deeply-rooted tradition of faith. Sports ministry is an essential area of development offered to Baylor student-athletes, creating opportunities for them to live out their faith in tangible ways.