

Dear Season Ticket holder,

Thank you for your loyal and passionate support of Marquette Basketball. You play a pivotal role in the success of our program. Last season was one of great accomplishments for our program and we look forward to continued success this year. This letter is to inform you of changes which will affect the reseating process to be conducted next June.

In order to protect the tax deductibility of your seat donations, we are required to conduct reseating on an annual basis with the following modifications:

- Season ticket holders will now be asked to provide a section and row for ticket preferences;
- Season ticket holders will no longer be permitted to select exact seats;
- Upon identification of section and row, season ticket holders can provide detailed seat preferences relative to the section and row they have chosen;
- Final seat location must be determined by the Marquette Ticket Office.

With these changes in mind, season ticket holders will continue to have the ability to participate in and view the reseating process online or in person at the Al McGuire Center. Included in this mailing is a document containing Frequently Asked Questions to help address some of your questions about the new process. Additionally, we are planning to host a series of web-based tutorials within which season ticket holders can learn more about these changes. For additional information on reseating visit www.gomarquette.com/reseating, or call the Marquette Ticket Office at 414-288-4668

Thank you for your passionate support of Marquette Basketball, we look forward to seeing you at the BMO Harris Bradley Center.

Go Marquette!

A handwritten signature in black ink, appearing to read "MB", with a stylized flourish at the end.

Mike Broeker

Deputy Athletic Director



2013 Marquette Men's Basketball Reseating Frequently Asked Questions

What is Reseating?

Reseating gives season ticket holders the opportunity to improve seating based on the amount of priority points accumulated through donations and consecutive years of being a season ticket holder. The priority point system is intended to promote fairness, reward the loyalty of our long-time supporters and encourage current contributions to Marquette. Season ticket holders select their preferences based on priority point rank. All donations, including matching gifts, must be received by the Priority Giving Deadline of April 30, 2013 to be included in priority point calculation for the 2013 Reseating.

Why is Marquette changing the reseating process?

In order to protect the tax deductibility of your seat donations, we are now required to conduct reseating on an annual basis with the modifications listed below.

What are the changes to the reseating process?

Reseating will now take place on an annual basis. Season ticket holders will now provide their preferred location by section and row and be allowed to give detailed preferences within selected row. Actual seats will be determined by Marquette Athletics staff in order of priority point preference.

Will I still be able to login and watch the reseating process taking place?

Yes, you will still be able to view the reseating process in real time. However, you will not see individual seats, just rows.

When and where will Reseating take place?

Reseating will begin in May of 2013. Appointment dates and times will be mailed in early May. Marquette is once again utilizing the online reseating mechanism that was used in the 2011 reseating. At the time of your reseating appointment you will have the opportunity to provide your preferences from the convenience of your own home, office, or wherever you find yourself that day. Or, as with the 2011 reseating, you can come to the Al McGuire Center for assistance with the process.

How many seats can I register preferences for during my reseating appointment time?

Each season ticket holder account is eligible to provide preferences for up to four seats during his/her Reseating time. If a season ticket holder wants to purchase more than four seats, the account's priority points will be divided in half for purchase of up to eight seats, divided into thirds for purchase of up to 12 seats, etc.

What is more important, my ranking or my points?

Points determine your rank. However, ranking is the most important figure to look at. For example, if you are ranked at 500, you will have 499 accounts select before you. There have been cases where an account has increased points from previous reseatings, but has dropped its ranking.

Is it possible to sit with another season ticket holder?

Yes, if you would like to sit with someone please indicate this on your appointment response form. The individual with the lower point total determines the time of the reseating appointments.

What if I need accessible seating due to a disability?

Accessible seating due to a disability is available and part of the point system. A physician's written Authorization is required and we ask that you truly need accessible seating due to a disability. Due to limited wheelchair accessible seating, if limited mobility seating would work, we would appreciate saving seats reserved for those with disabilities.

How do I make a gift to the Blue & Gold Fund?

Making a gift to the Blue & Gold Fund is easy. Gifts can be made by calling the Blue & Gold Fund at 414-288-3988 or visiting GoMarquette.com by clicking the Getting Involved Tab and selecting Blue & Gold Fund. All donations, including matching gifts, must be received by the Priority Giving Deadline of April 30, 2013 to be included in the priority point calculation for the 2013 Reseating.

Why are there so many locations already taken by the time I get to choose?

Season ticket holders with higher point totals have already provided their preferences. Marquette also reserves seats for various internal needs, including recruits, players' families, students and the band.

Where can I view my priority point account?

Priority points can be viewed on your My Marquette Account, which is accessible through GoMarquette.com. If you would like to see a detailed point statement or have questions about your Priority point account, please call the Blue & Gold Fund at 414-288-3988.