

MARSHALL UNIVERSITY



DONOR GUIDE

2017

To Our Big Green Family



It is easy for me, as the Director of Athletics, to be proud of what we have achieved, together, with Marshall University athletics. It can be measured by what our student-athletes accomplish on the field, in the classroom and by our state-of-the-art facilities, upgrades and enhancements. All of our success is because of YOUR generosity.

We have a unique story and a special bond, and it's evident in all that we do. For example, in 2016, 46 years after the football team's plane crash, one of our Women's Soccer players talked about playing for the 75 each time her cleats touched the field. That moves me. That is special. That is an attitude and a culture we want infiltrating all of our sport's teams. History matters. Tradition matters. We play for each other and we play for them.

I shouldn't be surprised. In 2015-16, our sports teams had more academic medal winners (60) than any athletic program in Conference USA. We had more Scholar Athlete of the Year winners (four) than any other athletic program in Conference USA. These are true student-athletes who are well-rounded and excel in academics and sports.

This past year our Big Green grew to a record number of members. We aren't looking to sustain what we've done or what we've built. We want to grow. It takes more to compete in our league and rival conferences. Our ability to continue providing athletic scholarships to our student-athletes is paramount. We need your support and I hope you will help us.

Go Herd!

Mike Hamrick





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What is Big Green?

The primary purpose of the Big Green Scholarship Foundation is to support the more than 350 student-athletes at Marshall University by raising the funds necessary to provide athletic scholarships. The Big Green is the fundraising arm for Marshall University Athletics and serves as a vehicle for all charitable contributions to the department, teams and programs.

Important Dates to Remember

JANUARY 1 2017 Big Green Annual Fund Begins (BGAF)

FEBRUARY 1 Season Tickets Renewal - Online
(Reminder – Big Green Contribution is paid separately)

APRIL 1 Due date for first installment of BGAF Payment Plan
(Applies to 2, 3 and 4 Payment Plans)

APRIL 19 Season Ticket Renewal deadline

APRIL 28 -29 HerdSpy's (Big Green Dinner) / Spring Game Weekend

MAY 2017 Coaches Tour begins
(Visit www.mubiggreen.com for tour schedule)

JUNE 1 Due date for second installment of BGAF Payment Plan
(Applies to 2, 3 and 4 Payment Plans)

JUNE 2 – 3 Big Green at the Greenbrier

JULY 1 Deadline for inclusion in the Football Game Program

AUGUST 1 All contributions tied to ticketing / parking must be received to avoid hold on account

Due date for third installment of BGAF Payment Plan
(Applies to 3rd and 4th Payment Plans)

Basketball Season Ticket renewal mailed out

OCTOBER 1 Deadline for inclusion in the Basketball game program

Fourth installment of BGAF Payment Plan due

DECEMBER 31 2017 Big Green Annual Fund concludes, all remaining gifts and pledges must be received



The funds raised from the Big Green Scholarship Foundation's Annual Fund are transferred directly to the Marshall University Athletic Department to defray the cost of student-athlete scholarships.

Over the last two years, our donors have helped raise more than \$300,000 by simply increasing their gift by 10%. This staggering number is a testament to the continued support of our annual fund members.

Whether you are joining the Big Green for the first time or renewing your annual gift, we would appeal to you to continue to invest in our student-athletes by increasing your gift 10%.

110% BENEFITS

Weekly Prize Drawings

All members who increase their annual gift by 10% will automatically be entered into our weekly prize drawings. In the past our members have won items such as exclusive on-field experiences, game worn memorabilia, coaches or team polos and much more.

ENHANCED PRIORITY POINTS

Annual Fund Gift Amount	Bonus Points Awarded
\$60-119	2
\$120-299	4
\$300-599	6
\$600-\$1,400	10
\$1,500-\$4,999	15
\$5,000 +	20

Big Green Giving Levels and Benefits

2017 BIG GREEN GIVING LEVELS & BENEFITS	Marco \$60	White \$120	Green \$300	Captains \$600	Leaders \$1,500	Champions \$5,000	Scholars \$10,000
STUDENT-ATHLETE SUPPORT							
Assist with Scholarship funding for a student-athlete	✓	✓	✓	✓	✓	✓	✓
Assist with (1) semester textbook requirements for (1) student-athlete		✓	✓	✓	✓	✓	✓
Assist with the Cost of Attendance for (1) student-athlete					✓	✓	✓
RECOGNITION AND COMMUNICATION							
Tax Deduction	✓	✓	✓	✓	✓	✓	✓
Membership Package	✓	✓	✓	✓	✓	✓	✓
Big Green Priority Points	✓	✓	✓	✓	✓	✓	✓
Program Recognition	✓	✓	✓	✓	✓	✓	✓
Big Green E-mail	✓	✓	✓	✓	✓	✓	✓
Thundering Herd Illustrated subscription		✓	✓	✓	✓	✓	✓
TICKETS AND PARKING* (OPTION TO PURCHASE THE FOLLOWING)							
Eligible to purchase Priority Football Seating	✓	✓	✓	✓	✓	✓	✓
Eligible to purchase Priority Basketball Seating	✓	✓	✓	✓	✓	✓	✓
Eligible to purchase Away Game Tickets for Football and Men's Basketball	✓	✓	✓	✓	✓	✓	✓
Eligible to purchase Postseason Tickets	✓	✓	✓	✓	✓	✓	✓
Eligible to purchase Men's Basketball Season Parking Pass	✓	✓	✓	✓	✓	✓	✓
Eligible to purchase Football Garage Parking Pass		✓	✓	✓	✓	✓	✓
Eligible to purchase Football Maple Lot Parking Pass			✓	✓	✓	✓	✓
Eligible to purchase Football Reserved Parking Pass					✓	✓	✓
HOSPITALITY, SPECIAL EVENTS AND AMENITIES							
Eligible to use Big Green Discount Program (Herd Perks)	✓	✓	✓	✓	✓	✓	✓
Invitation to Big Green special events	✓	✓	✓	✓	✓	✓	✓
Big Green Gift		✓	✓	✓	✓	✓	✓
Complimentary autographed team ball of your choice						✓	✓
Invitation to Athletic Director's Sky Suite for select home Football game**							✓

*For more information regarding Priority Seating or eligibility please refer to 2017 Big Green Donor Guide or the Big Green Priority Seating Chart at www.mubiggreen.com. ** Excludes Annual Homecoming Game

The Big Green Priority Point system is used to determine rank order for seat allocations for Football and Men’s Basketball season tickets, priority parking and tickets for both post-season and off-campus athletic events (including away football and men’s basketball games). Priority Points are awarded based on financial contributions to the Department of Athletics and to the Big Green Scholarship Foundation.

All contributions that earn priority points are accrued on an annual basis and are re-calculated quarterly.

Types of Contributions

- Big Green Annual Fund Gift
- Gift-in-Kind
- Endowed Athletic Scholarship Gifts
- Individual Sport Giving (Restricted*)
- Big Green / Athletic Event Sponsorship
- Herd Athletic Fund

Point Value

- 1 point for every \$100 contributed
- 1 point for every \$100 contributed
- 1 point for every \$100 contributed
- 1 point for every \$200 contributed
- 1 point for every \$500 contributed
- 2 points for every \$100 contributed



ADDITIONAL WAYS TO EARN POINTS

Lifetime Points

Donor can earn a one-time point award (3 points) if they were a Marshall Letter Winner, full-time or retired employee, Big Green Board of Trustee, Marshall Alumni or a Big Green Chapter Officer or Representative.

Consecutive Years Points

Two points are awarded annually for those donor who give, in consecutive years, to the Big Green Annual Fund.

Sky Suites

Sky Suite holders are awarded points, annually, based on the size of the suite (100, 125 or 250).

Big Green Football Priority Seating & Parking Information

FOOTBALL PRIORITY SEATING CHART	Marco \$60	White \$120	Green \$300	Captains \$600	Leaders Circle \$1,500	Champions \$5,000	Scholar \$10,000
NEW Eligible to purchase HerdTix	✓	✓	✓	✓	✓	✓	✓
NEW Eligible to purchase East Prime I Football Season Tickets	Up to 2	Up to 4	Up to 8	Up to 12	✓ 1	✓ 1	✓ 1
NEW Eligible to purchase East Prime II Football Season Tickets	Up to 4	Up to 6	Up to 10	Up to 15	✓ 1	✓ 1	✓ 1
Eligible to purchase Football Season Garage Parking		✓	✓	✓	✓	✓	✓
Eligible to purchase Chairback Football Season Tickets		✓	✓	✓	✓	✓	✓
Eligible to purchase Maple Lot Season Football Parking			✓	✓	✓	✓	✓
Eligible to purchase Reserved Season Football Parking ²					✓	✓	✓

NEW FOR 2017

The Big Green Scholarship Foundation, in conjunction with the Marshall Athletics Ticket Office, will introduce a monthly ticket subscription program, **HerdTix**, that will be available exclusively to Big Green members beginning with the 2017 football season. More information coming soon!

Also, beginning with the 2017 football season the BGAF seating requirement for East Prime I (Sec. 109 & 111) and East Prime II (Sec. 107 & 113) sections at Joan C. Edwards Stadium will be restructured. Donors will NO LONGER be required to pay an individual per seat contribution. Instead, donors will be eligible to purchase differing ticket quantities based on a Priority Ticket Limit. The Priority Ticket Limit allows BGAF members to purchase their desired ticket quantity based on BGAF giving level and makes all BGAF members eligible to purchase at least two tickets in any East Prime section without paying an additional contribution.

What if I want to purchase a ticket quantity that is in excess of my giving level?

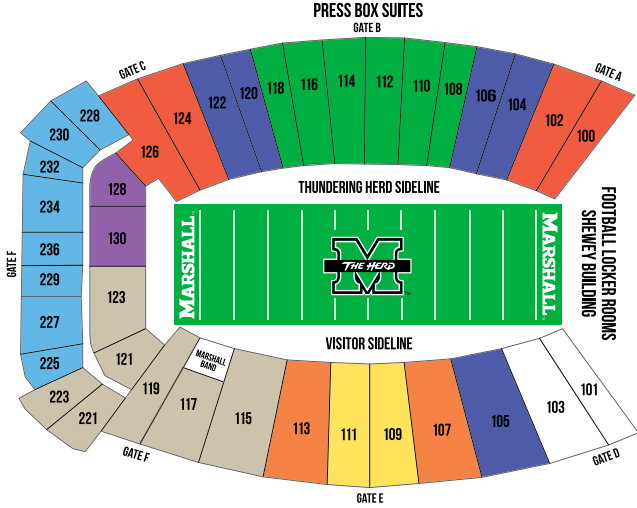
Donors wishing to purchase a ticket quantity in excess of the Priority Ticket Limit at their BGAF giving level may do so, but will be required to contribute \$60 per seat to the BGAF for every additional ticket purchased.

Example: Marco Herd is a member at the White level and wishes to purchase six tickets in Section 109. As a member at the White level, Mr. Herd is eligible to purchase a maximum of four tickets in Section 109 through the Priority Ticket Limit program. In order to purchase the additional two tickets, Mr. Herd is required to contribute an additional \$60 per seat, therefore the total contribution to the BGAF required for Mr. Herd to make the selection is \$240.

¹ All East Prime I and East Prime II ticket purchases in excess of the quantities noted at the Captains Level require a \$60 per seat BGAF contribution.

² All Reserved Season Football Parking is subject to availability. If you are unable to obtain parking, your name will be placed on a waiting list managed by the Big Green. Donors must make the qualifying gift to stay on the waiting list. For more information please contact the Big Green office at 304-696-4661, or biggreen@marshall.edu

Joan C. Edwards Stadium Seating Information



JOAN C. EDWARDS STADIUM PRIORITY SEATING

WEST SIDE CHAIRBACKS

Sections: 108, 110, 112, 114, 116 & 118

Donation: \$300 per seat

Ticket Cost: \$316

EAST PRIME II

Sections: 107 & 113

Donation: Refer to Priority Seating Chart on page 8.

Ticket Cost: \$241

EAST PRIME I

Sections: 109 & 111

Donation: Refer to Priority Seating Chart on page 8.

Ticket Cost: \$266

JOAN C. EDWARDS STADIUM SKY SUITES

Joan C. Edwards Stadium offers three levels of premier Sky Suites. Each suite comes equipped with stadium seating, kitchenette/bar, satellite television, and individually controlled heating and cooling unit, along with ample space to host guests while enjoying a great view of the action on the field. A minimum BGAF contribution of \$1,200 is required.

300 Level (Working Press)

\$23,500 Annually

Includes- 12 season tickets, 4 parking passes and 12 game programs. The lessee has the option to purchase up to 10 additional tickets, per game, at a cost of \$216 per ticket.

400 Level (Private Boxes)

\$51,000 Annually

Includes- 24 season tickets, 6 parking passes and 24 game programs. The lessee has the option to purchase up to 14 additional tickets, per game, at a cost of \$216 per ticket.

500 Level (Sky Deck)

\$60,000 Annually

Includes- 28 season tickets, 6 parking passes and 24 game programs. The lessee has the option to purchase up to 24 additional tickets, per game, at a cost of \$216 per ticket.

Big Green Basketball Priority Seating & Parking Information

CAM HENDERSON CENTER ARENA LOWER BOWL MID-COURT RESERVED

Sections: 102, 103, 110 & 111

Donation: \$300 per seat

Ticket Cost: TBA

LOWER BOWL SIDELINE RESERVED

Sections: 104, 109 & 112

Donation: \$150 per seat

Ticket Cost: TBA

LOWER BOWL RESERVED

Sections: 105, 106, 107, 108 & 113

Donation: \$60 per seat

Ticket Cost: TBA

BOX SEATS

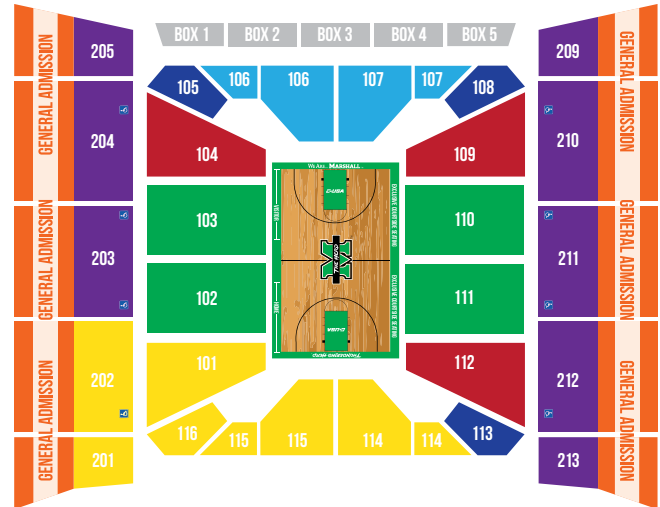
The Cam Henderson Center Arena Box Seats offer a bird's eye view of the action. Perched above the court on the Main Level Concourse of the arena, these seats offer a secluded view of the game, along with private concessions and waitress service. A Big Green donation of \$300 per seat is required. 2017 season ticket cost is TBA.

RESERVED COURTSIDE SEATS

The Reserved Courtside seats offer an unparalleled experience of the action in the Cam Henderson Center Arena. These premium seats are located directly opposite of the team benches on the floor level. From these seats you are right in the middle of the action as you cheer on the Herd! A Big Green contribution of \$1,000 (above any other required ticketing contributions) per seat is required. 2017 season ticket cost is TBA.

BASKETBALL PRIORITY SEATING CHART	Marco \$60	White \$120	Green \$300	Captains \$600	Leaders Circle \$1,500	Champions \$5,000	Scholar \$10,000
NEW Eligible to purchase HerdTix	✓	✓	✓	✓	✓	✓	✓
Eligible to purchase Men's Basketball Season Parking Pass ¹	✓	✓	✓	✓	✓	✓	✓
Eligible to purchase Men's Basketball Lower Level Season Tickets	✓	✓	✓	✓	✓	✓	✓
Eligible to purchase Men's Basketball Box Seat Season Tickets			✓	✓	✓	✓	✓

¹All Season parking passes for Men's Basketball are eligible to be used in the Joan C. Edwards Stadium West Lot or in the 3rd Avenue Parking Garage.



Additional Giving Programs

DR. DOROTHY HICKS ENDOWED SCHOLARSHIP PROGRAM

The Dr. Dorothy Hicks Endowed Scholarship Program plays an important role for Marshall University Intercollegiate Athletics. Contributions to the program are invested, with the interest generated from the principal transferred to Marshall Athletics annually solely for the use of student-athlete scholarships.

A minimum gift of \$25,000 (payable over a five-year period) is required to establish an individual endowment, often named in the memory of a family member, former coach, team or teammate.

Donors wishing to contribute to the general Big Green Endowment are able to do so with a gift of any size. Contributions of \$1,000 or more are eligible for special recognition.

THE CHARLIE SLACK LEGACY SOCIETY

The Charlie Slack Legacy Society was founded for the purpose of providing a funding avenue for planned giving to the Big Green, including estate planning, charitable trusts, life insurance, bequests, and endowed funds.

Named in honor of Marshall Athletics Hall of Famer Charlie Slack, who along with his wife, Alma, helped initiate the program through their own planned gift. The Charlie Slack Legacy Society provides you the opportunity to place your imprint on Marshall's Athletics program now and in the future.

CAPITAL GIVING

As with the recent Vision Campaign, capital campaigns for athletic facilities are critical in growing a program to national prominence. The Vision Campaign was the first of its kind in Marshall Athletics history, raising over \$20 million and illustrating the commitment Marshall Alumni and supporters are willing to make to bring state-of-the-art facilities to all of our athletic programs.

HERD ATHLETIC FUND (HAF)

The Herd Athletic Fund has been established for the purpose of developing and rewarding excellence in Marshall Athletics. Essential equipment needs, staff additions, coaching and staff performance bonuses, and summer school expenses are examples of when Herd Athletic Fund gifts will be used.

INDIVIDUAL SPORT GIVING

In order to meet specific needs for each of Marshall's 16 sports, donations may be made to each program to enhance their budgets. The Big Green acts as the clearinghouse for all monies donated to each team and assures donors they will receive proper receipting and Big Green Priority Points for their gift.

**YOUR DONATION
STRENGTHENS
Marshall
University's
commitment to
student-athlete
success both
academically and
athletically.**



John Sutherland (right), Associate Athletic Director for Development and Executive Director of the Big Green, presents the late Bart Andrews and his wife Doris with the Dot Hicks Legacy Award at the 2016 Big Green Scholarship Dinner.

Herd PERKS provides Big Green Annual Fund members the opportunity to receive discounts on dining, golf, retail services and more from local businesses in the tri-State area.



As a participant in Herd PERKS, you will:

- Receive a window cling and decal for display at your place of business.
- Be listed on our website (www.mubiggreen.com), advertised through our various social media platforms, and promoted in direct mailings and on an insert in the membership items sent to our donors on an annual basis.
- Become a member in the Big Green Annual Fund at the Marco Level which provides a separate set of benefits that include membership items, Big Green Priority Points, recognition in our football and basketball game programs, Big Green E-Newsletter, opportunity to purchase priority seating, parking and away game tickets as well as an invitation to special events.

HERD MOTORS

Herd MOTORS is the official moniker of the Big Green Courtesy Car Program. Currently, 16 dealers across the Tri-State region provide over 30 vehicles to Marshall Athletics administrators and coaches reducing official travel and recruiting costs and contributing directly to fundraising efforts. Herd Motors also assists the department in attracting and retaining quality personnel. Participating dealers receive Gift-In-Kind credit, ticket privileges for football and men's basketball, along with recognition for their support. To learn more about how you can participate contact the Big Green office.

Herd NUTRITION

Created in 2014 to offset the "unlimited meals" aspect of the *Full Cost of Attendance* allowance for our student-athletes. The program affords student-athletes critical pre and post workout nutrition as well as vitamins and supplements they would not otherwise receive. There are designated areas in the Olympic Sports and Jonathan Edward Dunfee weight rooms that have been established to serve our student-athletes. To date, vendors from across the area have contributed more than \$100,000 in fruits, vegetables, meals, snacks, supplements and supplies to the more than 350 student-athletes at Marshall.

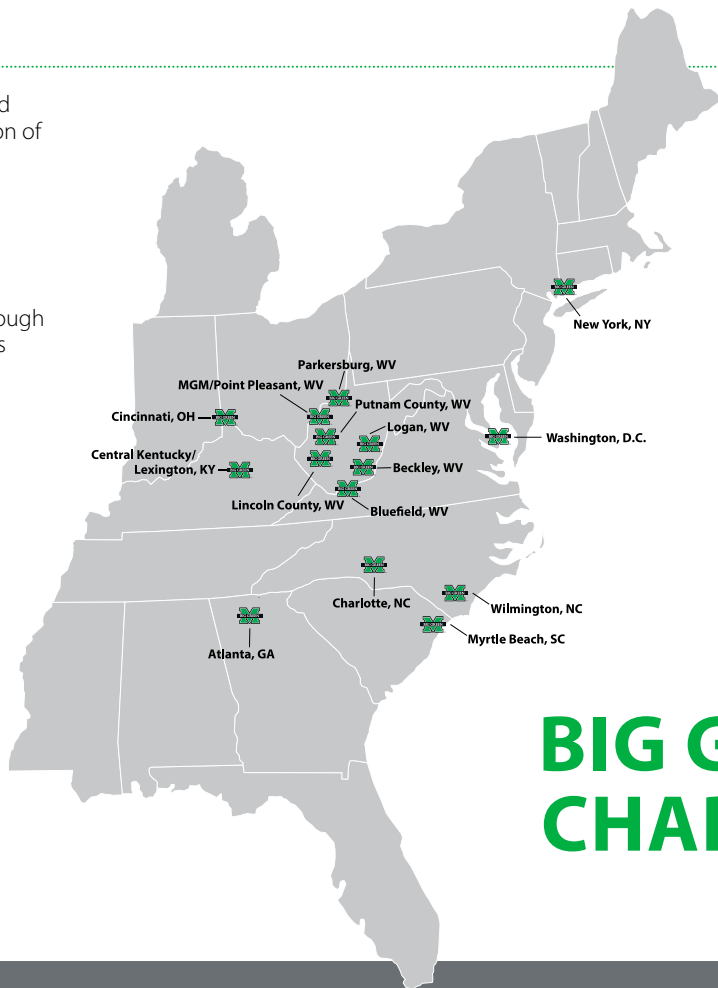
HERD NUTRITION

Big Green Chapters

THERE ARE 14 REGIONAL CHAPTERS that exist and whose mission is to help grow and promote the mission of the Big Green Scholarship Foundation.

Each chapter has a representative that coordinates everything from a simple game watching party to the fundraising effort in that area.

The Big Green visits these areas on an annual basis through the Big Green Coaches Tour. Check out the map on this page to locate the chapter closest to you.



BIG GREEN CHAPTERS

THE MCLUB IS AN ORGANIZATION designed to promote and preserve the friendships and loyalties enjoyed by all former letter winners of Marshall University. The MClub seeks to assist former athletes, coaches, trainers, and managers in remaining actively involved with Thundering Herd athletics. The MClub hosts team reunion weekends, alumni games, Hall of Fame events and recognizes an MClub Member of the Year to celebrate and award those who represent Marshall University with pride, passion and commitment.

Before every home football game, the MClub sponsors a tailgate in the MClub Pavilion located at the southwest corner of Joan C. Edwards Stadium on MClub Drive. The pavilion serves as a place where members and their guests can congregate and socialize with old and new friends who shared the same experience of being an athlete at Marshall University.

As a former letter winner, you have the opportunity to continue to make a difference in the lives of current student-athletes. You once lived that life; you know the hours, the work and the sacrifice. As a fan you love The Herd, and Kelly Green will always be your color. Be loyal to it by continuing your support of Marshall University athletics. Live the Dream. Create a Legacy.

Benefits:

- Membership Card
- Discounts w/select local businesses
- Free admission to MClub Tailgates
- Membership in the Big Green Annual Fund at the \$60 level
- Game program recognition
- Invitations to exclusive events

Costs:

Annual \$60 - includes all Marco Level Membership Benefits
 Brick \$150 - commemorative brick outside MClub Pavilion
 Endowments - all money donated goes directly into the MClub endowment for scholarships.

How to Join:

For more information about continuing to leave a legacy with Marshall University Athletics and joining the MClub, please visit www.mubiggreen.com, contact the Marshall MClub Office at 304.696.4661 or email biggreen@marshall.edu.



Ways to Give

A PERSON WISHING TO GIVE TO THE BIG GREEN can do so in multiple ways. All donors are unique in their giving, so please don't hesitate to contact the Big Green with questions at 304.696.4661.

CASH / CHECK / ONLINE CONTRIBUTION

To join the Big Green Annual Fund simply fill out the pledge card and send to:

Big Green Scholarship Foundation
Marshall University
Post Office Box 1360
Huntington, WV 25715

Phone: 304.696.4661 • Fax: 304.696.6665

or online at: mubiggreen.com • biggreen@marshall.edu

DIRECT BANK WITHDRAWAL

Donors wishing to pay their BGAF pledge via a checking or savings account can do so by filling out the Consumer Debit Authorization form (online) and returning it to the Big Green office. Note: A voided check and Annual Fund pledge card must accompany form. Withdrawals are taken during the 5th or 20th of each month.

CREDIT CARDS • All major credit cards accepted.

Big Green members wishing to pay their BGAF pledge via credit card can do so by enrolling in one of the following payment plans:

1. Monthly – cards are charged either the 5th or the 20th of the month
2. Four Installments – cards are charged April 1st, June 1st, August 1st and October 1st
3. Three Installments – cards are charged April 1st, June 1st and August 1st
4. Two Installments – cards are charged April 1st and June 1st

GIFTS OF STOCK

Donors or their designated financial services provider can transfer funds directly to the Big Green to cover current or other planned gifts or pledges.

MATCHING GIFTS

In many cases donors can apply for a matching gift from their employers that can increase their annual support to the Big Green, and in some cases their associated giving level. Donors wishing to submit a matching gift are encouraged to check the Big Green's eligibility against their company's matching gift guidelines and ensure that the matching gift form is returned with their gift.

GIFTS-IN-KIND

The Big Green allows donors that can provide goods and/or professional services that normally would incur a cost to the Department of Athletics to be eligible for credit against their annual pledge to the Big Green. Approval from the Big Green Board of Directors is required before gifts of goods and/or professional services can be accepted.

BEQUESTS

Donors can ensure the financial future of the Big Green by making contributions through wills and bequests. These types of gifts are the ideal way to sustain your family's name in conjunction with the Big Green and Marshall Athletics.

REAL ESTATE

Substantial tax benefits can exist for gifts of real estate.

LIFE INCOME GIFTS

Charitable gift annuities or charitable trusts can offer an opportunity to make a substantial gift to the Big Green without forfeiting the annual income produced by these assets. You retain income for your life and the life of your spouse. This gift can also be structured to create a substantial tax break over a period of years.

Want to join online?

1. Visit www.mubiggreen.com
2. Click the "Big Green" Tab
3. Click "Join the Big Green"
4. Click the 2017 Big Green Annual Fund Link
5. If you are already a customer, please log in. If you are new to the donation process online, click the register now button.
6. Once you are logged into your account, simply follow the prompts.

BIG GREEN ANNUAL FUND PLEDGE CARD

Donor # _____

Name _____ Spouse Name _____
 (Business Name if joining as business)

Contact _____

Address _____

City _____ State _____ Zip _____

Phone (C) _____ (W) _____ (H) _____

Email _____

Alumni Year* _____ Spouse Alumni Year* _____
 *Eligible for one-time award of 3 Priority Points.

Marshall Athlete Sport/Years* _____
 *Eligible for one-time award of 3 Priority Points.

Referred by: _____

Matching Gift Information

If your employer/company has a Matching Gift Program you could be eligible to increase your annual contribution with submission of the appropriate forms.

Company Name: _____

Major Gift Giving

- A variety of major gift opportunities exist for those wishing to provide support beyond the Annual Fund. Please check the box to be contacted regarding these opportunities.

Athletic Publication Listing Information

Pledge card must be returned to the Big Green office by 7/1 to be listed in the Football game program and 10/1 for Basketball program.

- I request not to be listed in the Football/Basketball program or any other athletic publication.**



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Thank you for making a difference in the lives of our student-athletes.

MARSHALL UNIVERSITY BIG GREEN SCHOLARSHIP FOUNDATION

P.O. Box 1360 | Huntington | West Virginia 25715

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