



**PER SEAT
DONATION
PROGRAM**



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MESSAGE FROM DIRECTOR OF ATHLETICS

Dear Tiger Fan,

In October 2008, the Tiger Athletic Advisory Board endorsed a new priority seating program for men's basketball. The program adopted by the Athletics Department will be an annual Per Seat Donation Program. This program will take the place of the current system beginning with the 2009-10 season.

We understand this represents a major change for our loyal fan base. However, this new per seat donation plan has several advantages for Tiger fans. As you will find throughout this document, it is a critical part of our long term strategy for excellence. As we assess the challenges which lie ahead in the next decade and beyond – achieving and sustaining a highly competitive athletics program is extremely important for our future.

Our goal is simple: Increase revenue for Tiger Athletics and thus achieve excellence in the programs and services we offer. This type of seat donation program is not unique in intercollegiate athletics and it is necessary for the University of Memphis to remain competitive at the highest level.

This is an exciting and important time for the University of Memphis' Athletics Program. I hope you will take great pride and ownership in the academic and athletic success of our Student-Athletes for many years to come. Your donations are going directly to paying for the Student-Athlete scholarships. I thank you for your past support and for your continuing commitment to our great athletic tradition and our bright future.

Sincerely,

R.C. Johnson
Director of Athletics

PER SEAT DONATION PROGRAM OVERVIEW

The Per Seat Donation Program is a fundamental change to the Tiger Scholarship Fund. The fundamental element of the Per Seat Donation Program for FedExForum is the division of the arena into sections based on donation per seat. The annual Per Seat donation is a minimum donation required to keep your season ticket location from one year to another. Other benefits such as parking, post season tickets, and pre-game hospitality will be based on your current giving level.

Priority Seating Program

The Priority Seating Program requires a contribution for the right to purchase tickets in "premium" seating locations for men's basketball. Contributions are scaled according to the best seats in FedExForum.

Tiger Scholarship Fund Per Seat Donation Program

A Per Seat donation is required for approximately 80% of the seats in FedExForum. The contribution is an annual Per Seat donation in addition to the cost of the season ticket. The maximum number of tickets one account can purchase is six. The Per Seat donation will be your annual, tax-deductible contribution to the Tiger Scholarship Fund.

Transfer Option for those who currently have more than six tickets

Current season ticket holders have a one-time opportunity before the 2009-10 basketball season to transfer their current season tickets into another account. Once transferred each person will be required to make the Per Seat donation and pay for the season tickets. Please remember each account can purchase a maximum of six tickets. If you have more tickets in your account you may want to take advantage of this one-time transfer period. The transfer request form will be available in this packet or online at www.gotigersgo.com/tsf.

Changing Location of Tickets

A benefit to our fans is with the Per Seat Donation Program we do not have any plans in the foreseeable future to reseat FedExForum. As long as you pay your annual Per Seat donation you will be able to keep your current seats. The Tiger Scholarship Fund will still conduct a voluntary seat selection each year for donors to attend. The seat selection will allow donors to change their ticket location based on availability.

Priority Ranking

Your priority ranking is determined by your priority points. In the new system, your lifetime giving will be the biggest factor in determining your priority points. In the past, donors were rewarded more for their level of donation than their lifetime giving. In the new system, lifetime giving will heavily impact your rank among donors. We will no longer rank donors by giving levels for seating priority.

Donation Levels

The Tiger Scholarship Fund will still have donor levels and benefits at those levels. We will utilize donor levels for benefits which include parking, post season tickets, hospitality, travel opportunities, etc.

QUICK FACTS

The donation required is based on seat location.

Program rewards loyalty and consecutive years of membership. Season ticket location will be assigned by your lifetime giving.

Each seat within FedExForum has a corresponding donation.

You will have the first option to keep your 2008-09 basketball seat location for the 2009-10 season.

Each account will have a maximum of six tickets.

We do not plan to reseat FedExForum in the foreseeable future.

Priority points will be heavily influenced by lifetime giving.

A Per Seat donation is still a tax-deductible gift to the Tiger Scholarship Fund.

Individuals who purchase tickets under an account other than their own will have the first option to keep their 2008-09 basketball seat location assuming the account holder utilizes the one-time transfer option.

A one-time transfer period will enable those who currently purchase tickets to begin their own account without losing their current seating location.





DATES TO KNOW

Tiger Scholarship Fund Contribution

Tiger Scholarship Fund Donation Deadline May 15th, 2009

One-Time Transfer Option

Last day to submit Transfer Request Form January 15th, 2009

Seat Selection Request Form for those interested in relocating

Last day to submit Seat Selection Request Form May 1st, 2009

Seat Selection

Seat selection at FedExForum (2009-10 season) June 2009

Season Ticket Payment

Ticket invoices mailed May 2009

Deadline for Ticket Payment TBA

CUSTOMER OPTIONS

No season ticket holder will be removed from their 2008-09 seats as long as the Tiger Scholarship Fund Per Seat donation is made by the May 15th, 2009 deadline and the season tickets are purchased. As the season ticket holder you have complete control over your seats.

As a Men's Basketball Season Ticket Holder you have the following options:

- Option 1** Retain a maximum of six of your 2008-09 seats and pay the Per Seat donation.
- Option 2** Transfer (using enclosed transfer form) some or all of your 2008-09 basketball seats to the account of your choice (Transferee must be willing to make the required donation to purchase tickets).
- Option 3** Refuse your right to purchase or transfer your 2008-09 men's basketball tickets.
- Option 4** Move to an area of the arena which requires a higher contribution (based on availability).
- Option 5** Move to an area of the arena which requires a lower contribution (based on availability).
- Option 6** Move to an area of the arena which requires no contribution (based on availability).

GIFT FULFILLMENT OPTIONS

Season ticket holders have two options for making their Per Seat donation to the Tiger Scholarship Fund. You can pay all at once or you can split your contribution into four equal monthly payments. A separate invoice will be sent for your season tickets.

Donation Fulfillment for Men's Basketball Season Ticket Holders:

- Option 1** Make a one-time contribution by May 15th, 2009.
- Option 2** Return your Tiger Scholarship Fund payment plan form to the Tiger Scholarship Fund office by February 1st, 2009, and select the four month payment plan. Your credit card will be charged in four equal installments.

Payment one: 25% of Tiger Scholarship Fund Contribution – Week of February 16th, 2009

Payment two: 25% of Tiger Scholarship Fund Contribution – Week of March 16th, 2009

Payment three: 25% of Tiger Scholarship Fund Contribution – Week of April 13th, 2009

Payment four: 25% of Tiger Scholarship Fund Contribution – Week of May 11th, 2009

Note: If you are currently enrolled in a 12 month payment plan and need to make changes please contact the Tiger Scholarship Fund at 901-678-2334.

FREQUENTLY ASKED QUESTIONS

What is the purpose of the Tiger Scholarship Fund Per Seat Donation Program?

The Per Seat Donation Program will provide a sustained annual revenue source vital to the success of the University of Memphis Department of Athletics. At the University of Memphis we have committed ourselves to compete at the highest level both in the classroom and in athletic competition. We must create a financial model which enables us not only to provide a full complement of scholarships, but also to provide our Student-Athletes with the resources to allow them to become successful in all of their endeavors while at the University of Memphis.

Why now?

The University of Memphis has made a commitment to compete in intercollegiate athletics at the highest level. Along with that commitment comes a promise to our fans and supporters to responsibly plot our course for the future – developing a blueprint which is in line with our goals and priorities while maintaining fiscal integrity. We all understand the challenges we face in the coming years. The Per Seat Donation Program is a major component to help us build a foundation for our future. As we look three, five, and even ten years into the future, it is clear without this fiscal plan we cannot achieve our goals.

How many tickets can I purchase?

The maximum number of basketball tickets one account can purchase is six.

Will the Tiger Scholarship Fund still have donor levels?

Yes, donor levels will still be a part of our new program. The majority of your benefits will still be based on the established giving levels, except season basketball ticket location.

Can someone with more priority points remove me from my current seats?

No, as long as you pay the corresponding contribution to the Tiger Scholarship Fund by May 15th, someone with more priority points will NOT displace you from your seats.

Does the Tiger Scholarship Fund plan on reseating FedExForum soon?

No, the Per Seat Donation Program does not include plans in the foreseeable future to reseat the FedExForum.

Does this affect my 2009 season football seat location?

No, your 2009 season football tickets will not be affected by the switch to the Per Seat Donation Program.

Can I transfer priority points along with season tickets?

No, priority points must stay in the current account.

SCENARIOS

I am currently a Super Tiger (\$5,000) and have six seats together. What are my options?

Since the maximum amount of seats per account is six, no transfer is required. What's required to keep the same six seats is to make the Per Seat donation which corresponds to your section.

Something to consider and is highly recommend by the Tiger Scholarship Fund is if you currently have individuals under your account who contribute to both the donation and ticket costs, they utilize the one-time transfer period and create an account without losing their current seat location.

I am currently a Scholarship Tiger (\$10,000) and have four seats together. What are my options?

Since the maximum amount of seats per account is six, no transfer is required. All that's required to keep the same four seats is to make the Per Seat donation which corresponds to your seats.

I am currently a Gold Tiger (\$15,000) and have 10 seats. What are my options?

Since the maximum amount of seats per account is six you have to decide what to do with the remaining four seats.

You can transfer the remaining four seats into another account, assuming they do not exceed six seats. Transferring seats into another account is up to the original account holder's preference and must inform the Tiger Scholarship Fund about the change using the transfer form.

I am currently not getting my full allotment of tickets. How can I increase the number of tickets?

You will have to renew your 2009-10 Per Seat donation by the May 15th deadline. During the summer you will have the opportunity to participate in the voluntary seat selection. You will be ranked on your lifetime giving and have the opportunity to select a total of six seats.

Can I transfer my tickets from one account to another after the one-time transfer period?

No, The Tiger Scholarship Fund will not be able to transfer your tickets from one account to another after the one-time transfer period is over.

I am not happy with my 2008-09 season ticket location. What are my options?

You will have to renew your 2009-10 Per Seat donation by the May 15th deadline. During the summer you will have the opportunity to participate in the voluntary seat selection. You will be ranked on your lifetime giving and have the opportunity to select a total of six seats.

DONOR CHECK LIST

- **Receive and review brochure of Per Seat Donation (early December)**
- **Fill out one-time transfer form (due by January 15th, 2009)**
- **Make Tiger Scholarship Fund contribution (due by May 15th, 2009)**
- **Pay for season tickets by due date (approximately early September)**

Basketball Season Ticket Transfer Request Form

1. CURRENT TICKET HOLDER:

Acct. No.: _____ Telephone: _____

Name: _____

Address: _____

City, State, Zip Code: _____

2. TICKET LOCATION TO BE TRANSFERRED:

Sect: _____ Row: _____ Seats: _____ No. of Seats: _____

Sect: _____ Row: _____ Seats: _____ No. of Seats: _____

Total number of seats to be transferred: _____

3. TRANSFER TICKETS TO:

Name: _____

Address: _____

City, State, Zip Code: _____

Telephone (Day): _____ (Night): _____

Email: _____

4. I hereby permanently relinquish any and all rights and privileges I may have as a University of Memphis season ticket holder to the above named transferee. I attest that this transfer is not being made under false pretenses. I agree that in the event said transfer is made under false pretenses, as determined in the sole discretion of the University of Memphis, the University of Memphis may terminate the season ticket holder rights and privileges referred to above and this termination right is not subject to waiver or time limitation.

_____ _____

Current Season Ticket Holder
(or Executor of Estate/P.O.A.)

Notary Public

State of: _____

Date Notarized: _____

Commission Expires: _____

If married:

I, the spouse of above named current University of Memphis season ticket holder, approve and consent to the above assignment.

_____ _____

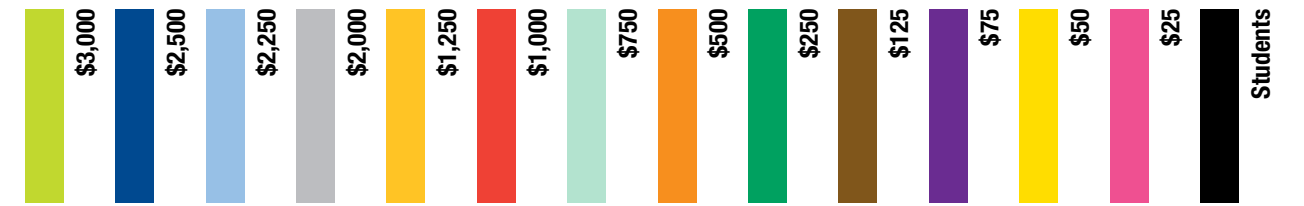
Spouse of Season Ticket Holder

Date

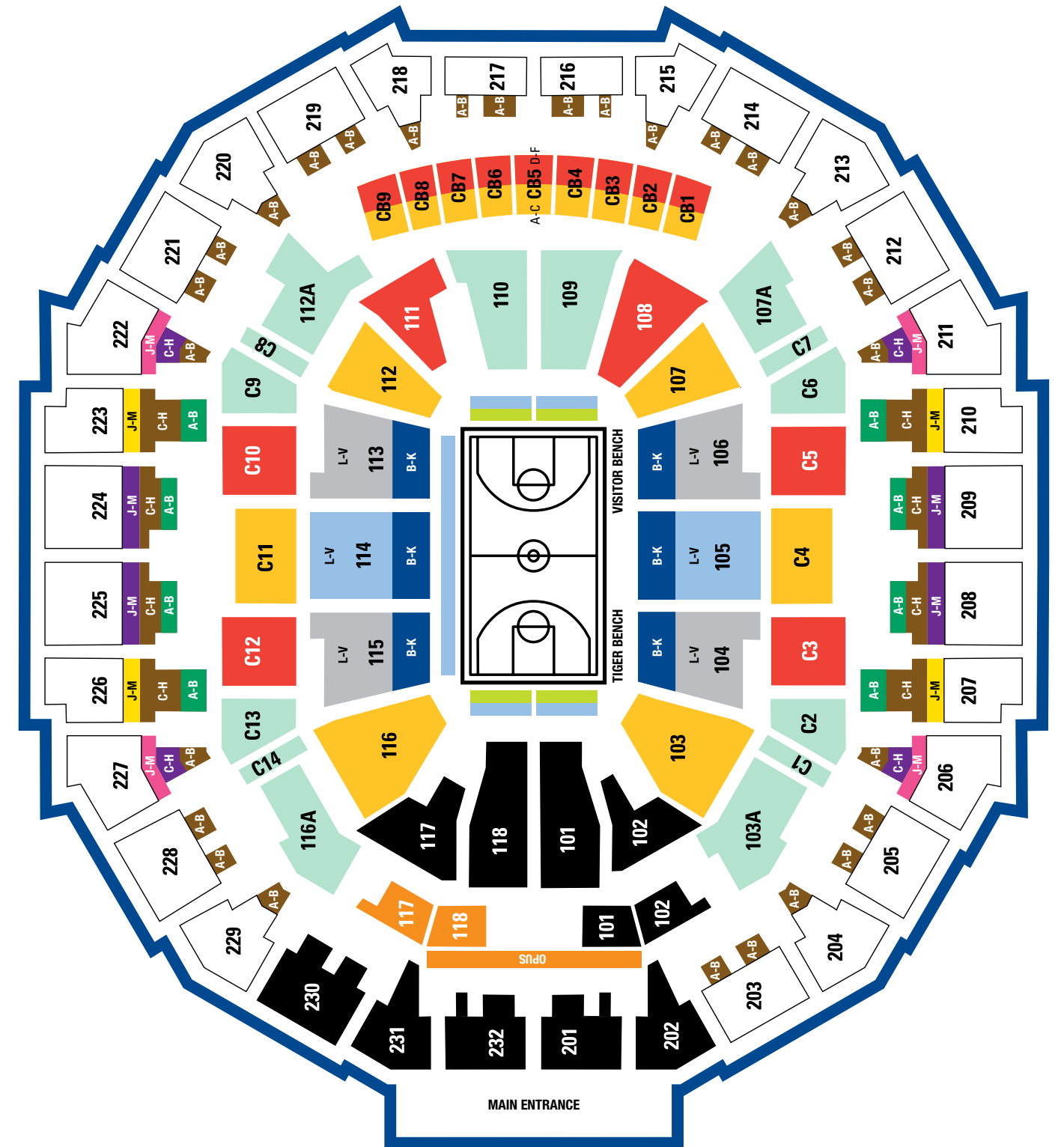
Please notice this information will not be processed without the proper notary seal.

Deadline for submitting this form to the TSF Office: **January 15, 2009.**

Additional copies of this form are available at: www.gotigersgo.com/tsf. This form may be faxed to 901-678-5038.



Letters A-V represent rows
in corresponding seating sections



PER SEAT DONATION PROGRAM



Tiger Scholarship Fund
119 Athletic Office Bldg.
Memphis, TN 38152-3730

