

THE ORANGE PERSPECTIVE

WITH BOB DE CAROLIS

A.D. Report—Part 1, Season of Change

It's hard to believe that we're nearly through the first month of 2012, and we'll soon be focusing on season ticket sales for this fall's football season. On Feb. 1, we'll launch our annual E-mail season ticket renewal campaign with the first communication to all season ticket holders. This will be a big year for the Beavers and a rare chance—the first since 2006—for fans to watch their team at Reser Stadium seven times in a single season.

Before I go any further, I want to acknowledge that all of us in Beaver Nation—the fans, coaches, and players—were frustrated with the 2011 season. But it's in the books now as they say, and it's time to look ahead. Here's why I'm optimistic about the future:

We have a young team that gained invaluable experience last year; 17 starters and 58 players who played will be back in 2012.

ESPN.com named quarterback Sean Mannion and defensive end Scott Crichton its Pac-12 Redshirt-Freshmen of the Year. Both players, along with defensive end Dylan Wynn, were also selected Freshman All-Americans.

Only USC and Oregon have better home records this century in the Pac-12, and OSU's 88 victories this century ranks third among the traditional 10 conference teams.

2011 netted the best home average attendance for a year when we did not host the Civil War in school history—42,420.



I'm also excited about next football season because I think it offers our fans some unique opportunities. Besides the seven home games ([schedule here](#)), our schedule includes both Wisconsin and Oregon—both of the teams that played in this year's Rose Bowl. Wisconsin's visit will be the first to Corvallis by a Big Ten team in 41 years. Additionally, we'll host two of the new conference coaches and their revamped programs with Todd Graham of Arizona State and Mike Leach (the Pirate of the Palouse) of Washington State. As you can see, there's a lot to look forward to.

In the interest of transparency, I want to acknowledge that our season ticket prices are going up because we have one more game than usual on the schedule. But it's important to note that the average price of each game ticket will actually decrease.

OREGON STATE FOOTBALL SEASON TICKET PRICES

	2011	2012
GENERAL PUBLIC	\$255	\$279
→ PRICE PER TICKET	\$42.33	\$39.85
FACULTY / STAFF	\$204	\$225
VARSITY O	\$204	\$225
SENIOR CITIZEN	\$204	\$225
UNDER 30	\$204	\$225
VALLEY VIEW	\$149	\$164
FAMILY PLAN - ADULT	\$126	\$138
FAMILY PLAN - CHILD	\$110	\$121

RENEWALS

February 1, 2012 Renewals available online	March 31, 2012 Renewal Deadline
February 22, 2012 Paper Renewals mailed	

NEW ACCOUNTS

April 23, 2012 New season tickets available (without location)	June 11, 2012 New season tickets available (with location)
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SEASON STARTS

September 1, 2012 First Game Nicholls State
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As I've said many times before, it's important that our fans support us through the purchase of season football ticket packages. Those sales, and accompanying donations, are two of the key sources of revenue for our department and help support all 17 of our intercollegiate sports programs and our 500 student-athletes.

For those of you who haven't yet committed to season tickets, the upcoming schedule offers a great time to jump on board. In June, we'll be taking new season ticket orders with seat location assigned at the time of purchase.

In the next "Orange Perspective" coming next week, I'll be writing about our 2012 "Amnesty Program" for season ticket holders. I think you'll find it interesting and a welcome opportunity if the program applies to you or someone you know. Go Beavs!