



FOREVER BLUE AND WHITE

ENDOWMENTS TO SUPPORT
COACHING POSITIONS

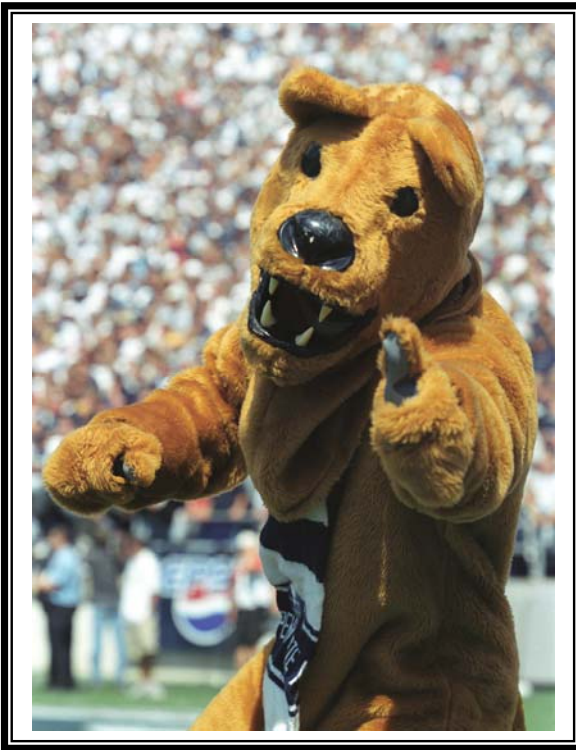
A CASE FOR SUPPORT

For the future
THE CAMPAIGN FOR PENN STATE STUDENTS

ENDOWED SUPPORT—FOREVER BLUE AND WHITE

Athletic endowments are invaluable for providing financial support for Intercollegiate Athletics and allows for greater flexibility across the entire athletic program. Establishing coaching endowments is one of our highest priorities.

Unlike typical philanthropic gifts, which are spent immediately to benefit the area of the donor's choice, gifts to endowments are invested and yield an annual income based on



market performance. This income, which averages five percent of the endowment's current value, is spent each year in accordance with guidelines set by the donor.

Ticket sales, annual donations to the Nittany Lion Club, and other event-driven revenue can all fluctuate from year to year, and it is impossible to say today whether the next fifty years will witness the rise of new revenue sources or the decline of existing ones.

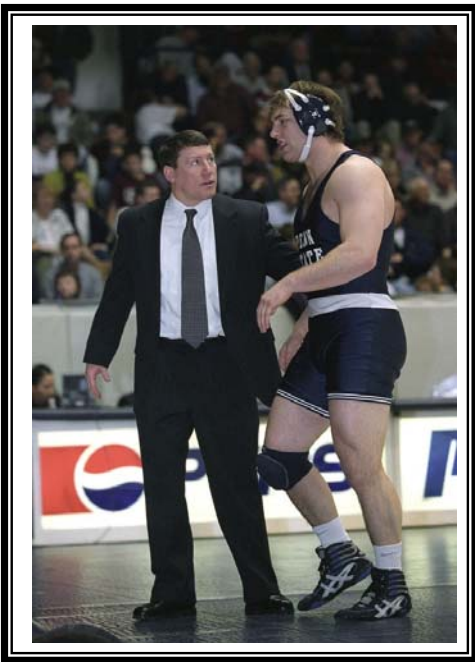
Endowments, however, yield their returns in perpetuity: the initial gift is invested permanently and produces a source of funds to which Intercollegiate Athletics can turn

each year. In supplying steady income, endowments both reduce the impact of fluctuations in the department's annual operating budget and provide Intercollegiate Athletics with the resources and the flexibility to invest strategically in areas of particular need or opportunity.

Endowments allow donors to have a truly lasting impact on the program of their choice. They benefit student-athletes and coaches and create a legacy that will continue to support Intercollegiate Athletics now and in perpetuity.

ENDOWED COACHING POSITIONS

Coaches are leaders both on and off the field and bring equal dedication to the development of their team's competitive skills and character. Many student-athletes choose Penn State over other institutions because they know they will work with coaches who can prepare them for lifelong success.



Coaches are among the most valuable members of any athletic program. Nowhere is this more true than at Penn State, where success is measured by more than just win-loss records.

Intercollegiate Athletics' rich history is filled with coaches like Bill Jeffrey, Chuck Medlar, Rip Engle, Jillian Ratray, Gene Whettstone, Ellen Perry, Bruce Parkhill, and Joe Paterno—men and women who, as mentors, teachers, and role models, have challenged their teams to succeed on the field and in the classroom. Our student-athletes are notable for their intelligence, poise, and character, and the

program owes this reputation to the coaches who lead our teams by example every day.

Endowments to name and support coaching positions provide well-deserved recognition to these men and women, as well as generate revenue that provides greater flexibility across the entire athletic program. Expenditures are intended as enhancement funds to address timely and often unexpected needs of the program. Such flexible resources will ensure that our coaches always have a source of discretionary funds to respond quickly to the program's most urgent need.

GIFT LEVELS

HEAD FOOTBALL COACH: \$5 MILLION (PREVIOUSLY NAMED)

HEAD BASKETBALL COACH, MEN'S OR WOMEN'S: \$2 MILLION EACH

OTHER HEAD COACHES: \$1 MILLION EACH

- Wrestling (PREVIOUSLY NAMED)
- Women's Volleyball (PREVIOUSLY NAMED)

ASSISTANT COACHES: \$500,000 EACH



GIVING TO PENN STATE

As a Penn State Intercollegiate Athletics benefactor, you can use your giving to achieve personal goals, enhance your financial security, and help provide for the future of our athletics program. You can provide our teams and student-athletes with much-needed financial assistance through outright gifts of cash, securities, stock, or other property. Outright gifts have an immediate impact and are used to support our program's current needs.

In addition to outright gifts, planned giving (including bequests, charitable gift annuities, and trusts) can make charitable giving part of your total financial plan. State and federal laws encourage philanthropy by conferring tax advantages on charitable gifts. Thus, planned giving helps you receive the maximum tax benefits, enables you to make a greater gift than otherwise thought possible, and benefits your family and heirs.



RECOGNITION SOCIETIES

The following recognition societies at Penn State acknowledge the extraordinary generosity of our donors:

- Nittany Lion Club—Donors are given the option to receive NLC priority points and benefits for gifts made in support of coaching endowments.
- Mount Nittany Society—cumulative gifts of \$250,000 or more
- Laurel Circle—cumulative gifts of \$1,000,000 or more
- Elm Circle—cumulative gifts of \$5,000,000 or more
- Atherton Society—planned gifts of any size

As a member of one of these societies, you may receive benefits that include publications, event invitations, and commemorative gifts.

But the greatest satisfaction is the knowledge that your support is making a difference.

FOR MORE INFORMATION, CONTACT:

Office of Major Gifts
Intercollegiate Athletics
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University Park, PA 16802
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