



MICHIGAN STATE
UNIVERSITY

EMPOWER **EXTRAORDINARY**

THE CAMPAIGN *for* **MICHIGAN STATE UNIVERSITY**

Supporting
MSU ATHLETICS

CORE VALUES:

Respect
Positive Attitude
Focus
Accountability
Continued
Improvement
Integrity



MSU Athletics

Mission Statement

WE GATHER AND ENGAGE OUR COMMUNITY TO TEACH, SUPPORT, AND CELEBRATE OUR STUDENT-ATHLETES IN THEIR QUEST FOR EXCELLENCE.

We're on a mission to provide our nearly 800 student-athletes—our champions—the best experience possible in the classroom, in competition, and in the community during their time at MSU.

Your philanthropic gifts in support of that mission provide resources necessary to keep MSU Athletics self-sustaining and competitive in today's ever-changing intercollegiate landscape while also shaping the future of MSU Athletics.





“THIS CAMPAIGN IS ABOUT ALLOWING OUR STUDENT-ATHLETES TODAY AND IN THE FUTURE THE CHANCE TO GET A WORLD CLASS EDUCATION AND COMPETE FOR CHAMPIONSHIPS. WHEN WE’RE SUCCESSFUL IN THE MOST AMBITIOUS CAMPAIGN IN OUR HISTORY WE WILL TRANSFORM SPARTAN ATHLETICS WITH CHAMPIONSHIP-LEVEL FACILITIES, A STRONG ENDOWMENT, AND INCREASED ANNUAL GIVING. JOIN US FOR SOMETHING EXTRAORDINARY AS WE PURSUE EXCELLENCE ON THE BANKS OF THE RED CEDAR.”

MARK HOLLIS

DIRECTOR OF ATHLETICS

CAMPAIGN LEADERSHIP GIFT FALL 2012





Travis Trice - Class of 2015; Communications; Men's Basketball



Chloe Reinig - Class of 2017; Actuarial Science; Volleyball

ON THE BANKS *of the* **RED CEDAR**

MSU athletic accomplishments are not without the leadership of Spartan greats—coaches, administrators, and student-athletes—who hold themselves to the standard of victory that was established over a century ago.

MSU Athletics, along with every true-green Spartan fan that claims “MSU is my team,” seeks increasing levels of success and predominance within the Big Ten Conference and beyond, while maintaining the high MSU standards of sportsmanship and integrity.

To fulfill these objectives, we are embarking on a \$262 million campaign to take MSU Athletics to new heights.

Our ability to compete depends greatly on the support of our dedicated alumni and friends. Our goal is ambitious, but it represents the reality of today’s competitive Division I-A athletic environment. To inspire the next generations of student-athletes, we must create an ideal environment of support and inspiration, paired with facilities and resources that match our expectations in the quest for excellence.

We hope that you will consider joining us and supporting the Campaign. Together, we will build on our foundation of success, seize the current momentum of our athletic programs, and achieve excellence for years to come. Together, we can claim...Victory for MSU!

OUR CAMPAIGN **VISION**





FACILITY PRIORITIES

NORTH END ZONE EXPANSION

MUNN ICE ARENA RENOVATION

BRESLIN CENTER PAVILION

GOLF COMPLEX

MSU ATHLETICS HALL OF FAME



DONOR **IMPACT**

JENISON FIELDHOUSE RENOVATION (2012)

Since Renovation:

- BACK-TO-BACK SWEET 16
IN VOLLEYBALL



DEMARTIN SOCCER STADIUM DOUG & VALERIE DEMARTIN (2008)

Since opening:

- 3 BIG TEN CHAMPIONSHIPS (MEN'S)
- MEN'S NCAA ELITE EIGHT (2013)



SKANDALARIS FOOTBALL CENTER

ROBERT & JULIE
SKANDALARIS (2008)

Since opening:

- 35 BIG TEN WINS
(most in conference)
- 2 BIG TEN CHAMPIONSHIPS
(2010, 2013)
- 2 LEGENDS DIVISION
CHAMPIONSHIPS *(2011, 2013)*
- 6 CONSECUTIVE BOWL
APPEARANCES
- VICTORY IN THE 100TH
ROSE BOWL GAME



Many of the nation's premier student-athletes choose the "school that's known to all" because of our tradition, our collective will to succeed, and the opportunity to place themselves among other Spartan greats who proudly wore the Green & White.



MCLANE BASEBALL STADIUM

DRAYTON & ELIZABETH
MCLANE (2009)

Since opening:

- 5 STRAIGHT 30-WIN
SEASONS
- 2011 BIG TEN CHAMPIONS
(first since 1979)
- 2012 NCAA TOURNAMENT
(first since 1979)

North End Zone **Expansion**

COMPLETED AUGUST 2014



As the Big Ten's fifth-largest venue, Spartan Stadium is already a vibrant community and home to nearly 80,000 fans chanting "Go Green, Go White" on fall weekends. Originally built in the 1920s, numerous improvements and renovations have occurred, including the \$65 million west side expansion in 2005 that added 3,000 seats, luxury boxes, club seats and other amenities. Coupled with new video boards and improved sound in 2012, these renovations have enhanced the MSU Football experience for many. Unveiled in fall 2014, the North End Zone Expansion was the next step for Spartan Stadium and was the first project to be completed within the current campaign. Spartan Fund donors have made the project possible with gifts of over \$24 million which has moved MSU Football near the top of the Big Ten Conference for facilities.



MSU Football is the driving force behind the success of our entire athletic department. As the primary revenue source, it is imperative that MSU Football be provided every opportunity to succeed.

"The North End Zone Expansion puts a 'front porch' on our stadium. It provides a first-class atmosphere that is so vital to our players and our recruits."

MARK **DANTONIO**





Football **Priorities**

DUFFY DAUGHERTY LOCKER ROOM RENOVATION

The locker room inside the Duffy Daugherty Building serves as the primary home for the MSU Football team on non-game days. Daily use from 100 student-athletes over the years requires periodic renovation to maintain a championship-caliber setting.

Naming opportunity: \$1,000,000

SPORTS MEDICINE TRAINING ROOM

When MSU upgraded the Sports Medicine training room in 1997 it was singled out by *Sports Illustrated* as one of the nation's finest athletic training facilities. 17 years later, that can no longer be said. To further provide the best care to our student-athletes, a renovation to the Sports Medicine Training Room is imperative.

Naming opportunity: \$2,000,000





Munn **Ice Arena**

Munn Ice Arena has been home to MSU Hockey since 1974. Considered a state-of-the-art facility at the time, the facility has required minimal facility upgrades. However, as competing institutions continue to renovate or build new hockey arenas, NOW is the time to invest in our beloved facility—home to two National Championship teams.

By providing a new “front door,” Munn Ice Arena immediately introduces a positive image for the arena and the hockey program. Renovations to Munn Ice Arena not only will attract elite student-athletes, but provide a venue that is inviting, comfortable, and safe for fans. Aligning with Michigan State University’s mission of sustainability, in 2014 MSU Athletics changed the playing surface from a Freon-based playing surface to a more environmentally-friendly ammonia/glycol system.

With the hockey program now in the Big Ten Conference, we hope you’ll consider supporting this project to provide the MSU Hockey program the opportunity to compete for championships for years to come.

HIGHLIGHTS

- Install large sections of chair-back seats to replace bleachers
- Add new display technology (video boards, ribbon boards) to improve fan experience
- Relocate hockey operations/offices above ground level
- Improve locker facilities, fitness, and weight rooms to match that of competing peer institutions
- Add a recruiting room/NHL recognition
- Bring facility in compliance with ADA





**Architectural Rendering*

Naming opportunities

Hockey Center/Complex	\$10 M
MSU Hockey Hall of History	\$4 M
MSU Hockey Offices	\$2 M
Weight Room	\$1 M
Locker Room	\$1 M
Community Area	\$1 M
Club Room	\$1 M
Player Room	\$1 M
Shooting Rooms	\$500,000
Head Coach's Office	\$500,000
Reception Area	\$250,000
Multi-purpose Area	\$250,000
Coaches' Locker Room	\$250,000
Training Room	\$250,000
Assistant Coaches' Offices (5)	\$100,000
Equipment Room	\$100,000
Officials' Locker Room	\$100,000
Other Locker Rooms	\$100,000

RENOVATIONS
TO **MUNN ICE**
ARENA NOT ONLY
WILL ATTRACT
ELITE STUDENT-
ATHLETES, BUT
PROVIDE A
VENUE THAT IS
COMFORTABLE
AND SAFE FOR
FANS.



Breslin Center **Pavilion**

Since opening in 1989, the Breslin Center remains a state-of-the-art facility. Additions and improvements, including the Alfred Berkowitz Basketball Center, make the Breslin Center the standard in basketball-specific complexes and provide the men's and women's basketball teams the necessary resources to consistently compete for championships. The results have been undeniable.

The success of the MSU Men's Basketball program is unparalleled in recent history. With six Final Four appearances in 13 seasons, multiple Big Ten championships, and a National Championship (2000), the "School of the Decade" according to Seth Davis has achieved landmark success within the Breslin Center walls.

**Architectural Rendering*



The Breslin Center Pavilion will play an important role in attracting future Spartan student-athletes while providing a central location for fans to celebrate.

The MSU Women's Basketball program has also seen its share of success with fourteen NCAA appearances, including the 2005 National Championship runner-up title; in addition, the program has won four Big Ten titles (including its first outright championship in 2011).

NOW is the time to capture "history in the making" through the construction of the Breslin Center Pavilion. Designed as a recruiting tool and an improvement to fan experience, the MSU Breslin Center Pavilion will play an important role

in attracting future Spartan student-athletes while providing a central location for fans to celebrate the tradition and tremendous achievements that have helped build the legacy of MSU Basketball.

Naming opportunities

To inquire about a naming opportunity, please contact the Spartan Fund at (517) 432-4610 and speak to a major gifts officer. Naming opportunities may be payable over a period of years and are subject to MSU Board of Trustees approval.



Basketball **Priorities**

ALFRED BERKOWITZ BASKETBALL COMPLEX UPDATES

Since opening in 2002, the Alfred Berkowitz Basketball Complex has raised multiple championship banners in both the men's and women's basketball programs.

Updates to the general office spaces, conference rooms, and patios will showcase the rich tradition of each basketball program and individual student-athlete successes. In addition, updates to technology and comfort in the video viewing room will ensure Spartan basketball teams are provided a competitive advantage.



**Architectural Rendering*



MSU **Golf Complex**

The success of both the men's and women's Spartan Golf programs is remarkable. The programs have combined for 7 Big Ten Conference titles since 2005 and the women's program has competed in 10 of the last 15 NCAA Championships.

A new \$6 million Golf Complex will help these programs build on that success. A new Golf Complex is a donor driven project with the lead gift supporting the facility and covering half the cost of building.

To inquire about a naming opportunity, please contact the Spartan Fund at (517) 432-4610 and speak to a major gifts officer. Naming opportunities may be payable over a period of years and are subject to MSU Board of Trustees approval.

Facility Naming opportunity: \$ 2,000,000



**Architectural Rendering*

MSU Athletics is committed to enhancing the quality of life for numerous sport programs and the student-athlete population while pursuing championships with integrity and honor.



MSU Athletics Hall of Fame Naming opportunity: \$2,500,000

Remaining **Priorities**



MSU Athletics is proud to sponsor 25 intercollegiate programs for men and women which is congruent with the Big Ten Conference mission of providing broad-based opportunities in the classroom, in competition, and in the community. MSU Athletics is committed to enhancing the quality of life for numerous sport programs and the student-athlete population while pursuing championships with integrity and honor.

A variety of future strategic initiatives are being considered to improve the level of support for these programs such as capital projects, enhanced operational budgets, market based coaches' compensation, broad based athletic grants-in-aid along with key programming to enhance student-athlete performance. These initiatives will move forward when demonstrated and documented donor support is identified and secured.

Donors with an interest in providing substantial support for any of these initiatives and other departmental needs are asked to call the Spartan Fund at (517) 432-4610 to discuss opportunities to support these programs in their quest for excellence.

MSU

Alina Cartwright - Class of 2015; Advertising; Gymnastics

ATHLETICS ENDOWMENTS

SCHOLARSHIP ENDOWMENT

Named Position Scholarship	\$350,000
Named Athletic Scholarship	\$50,000-\$349,999

PROGRAM ENDOWMENT

Football Program	\$5,000,000
Men's Basketball Program	\$5,000,000
Ice Hockey Program	\$3,000,000
Women's Basketball Program	\$3,000,000
All Other Sports Programs	\$1,000,000

Gifts of \$50,000 - \$999,999 can be directed towards existing programs

Gifts of less than \$50,000 will become part of the Ralph Young Endowment

COACHING ENDOWMENT

Head Football Coach	\$5,000,000
Head Men's Basketball Coach	\$5,000,000
Head Ice Hockey Coach	\$2,000,000
Head Women's Basketball Coach	\$2,000,000
Head Coach (All other sports)	\$1,000,000
Assistant Coach - M/W Basketball Football, or Ice Hockey	\$500,000



Scholarship **Endowments**

By establishing a self-sustaining scholarship endowment, you can ensure that MSU Athletics has resources to offer elite prospective student-athletes the opportunity to attend MSU. MSU will help give them every opportunity to succeed in the classroom while attending, and aid them as they prepare to become positive, contributing members of society.

MSU Athletics currently provides more than \$13 million to the university each year to cover the cost of providing tuition, room and board, and books for nearly 600 scholarship student-athletes each year. Through a commitment to a scholarship endowment, we will widen our scholarship base and allow more of our athletic programs to stand among the nation's best. MSU student-athletes maintain a cumulative GPA of 3.05 and a NCAA graduation rate of 85% as of 2013.



SCHOLARSHIP
ENDOWMENTS
ALLOW STUDENT
ATHLETES TO
**PURSUE EXCELLENCE
IN THE CLASSROOM
WHILE PLAYING THE
SPORT THEY LOVE**

*Keith Mumphery, class of 2014
and MSU football wide receiver,
now pursues a master's degree
in communications.*





IN 2013-14 ALONE, MSU CAPTURED **6 BIG TEN TEAM TITLES**



MSU Athletics aims to establish program endowments for all 25 of our intercollegiate varsity sports.



Program **Endowments**

Often times, a well-supported program endowment differentiates a struggling program from a great program that consistently competes on a national level. A program endowment is the essence of any intercollegiate athletic department that seeks perpetual excellence in all its sports.

MSU Athletics aims to establish program endowments for all 25 of our intercollegiate varsity sports.

Gifts to a program endowment ensure perpetual support, laying the foundation for funding of operational expenses that are so vital to build and sustain championship programs.

Investing today ensures the success of tomorrow. With your help, MSU athletic programs will be in a position to succeed and consistently compete for championships well into the future.



Coaching **Endowments**

Leaders and educators. Legendary coaches like Duffy Daugherty, Ron Mason, Danny Litwhiler, Jud Heathcote, etc. have all made their mark on MSU Athletics by achieving success, but more importantly, mentoring thousands of student-athletes. Today's MSU coaches follow in the footsteps of those historic figures and have found success of their own.

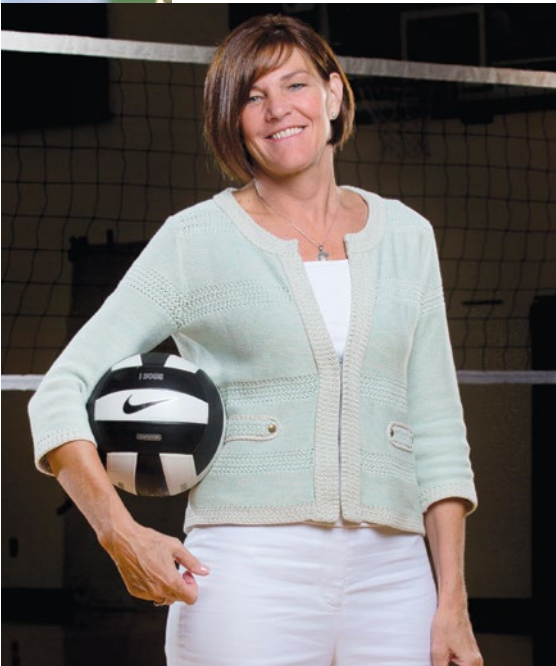
In recent history, a number of Spartan head coaches have earned Big Ten Coach of the Year honors including Mark Dantonio, Tom Izzo, Suzy Merchant, Stacy Slobodnik-Stoll, Jake Boss, Jr, Walt Drenth, Jacquie Joseph, Kathie Klages, Tom Saxton, and Matt Weise. These remarkable head coaches have been entrusted to lead the future generation of MSU student-athletes to promise.

Coaching continuity is so important to recruiting elite-level student-athletes. By establishing an endowment to support the salaries of our coaches, we can assure that we can meet and respond appropriately to the daily standards being set for intercollegiate coaching salaries. In turn, you have the opportunity to name your chosen coaching position to further demonstrate—and personalize—your commitment to MSU Athletics.

In September 2014, Tom Izzo and Mark Dantonio were named the top basketball and football coaching duo in the country by Athlon Magazine. Both coaches have also made their own campaign gift commitments to Michigan State.



FOR EACH MSU **ATHLETICS PROGRAM**
TO SUCCEED, IT IS VITAL THAT
THESE ELITE **COACHES** AND THEIR
RESPECTIVE STAFFS REMAIN
FIXTURES IN THE **MSU COMMUNITY**





SPARTAN FUND ANNUAL GIVING

800 STUDENT-ATHLETES
IN **25** INTERCOLLEGIATE
VARSITY **SPORTS**



Empower Excellence with **Annual Support**

In September 2014, the Men's and Women's Cross Country teams joined MSU Football to compete at the University of Oregon. The women dominated the meet taking 1st, 2nd and 3rd place, a memorable experience for 20 student-athletes. Annual gifts to the Spartan Fund help make experiences like this possible.

UNRESTRICTED / DESIGNATED

MSU Athletics prides itself as a self-sustaining athletic department, affording nearly 800 student-athletes in 25 intercollegiate varsity sports the opportunity to pursue excellence both in the classroom and in competition.

In addition to supporting the 25 sport programs, there are other areas that provide assistance to our student-athletes and their quest for excellence. Examples such as strength & conditioning, sports medicine, sports nutrition, mentoring and leadership development to name a few require the necessary resources to provide our student-athlete population with every opportunity to achieve their potential as they represent the Green & White and compete in the Big Ten Conference and beyond. Seeking the best, most technologically advanced and safest training methodology possible is vital to performance on and off the field.





PREMIUM SEATING

Is there a better way to spend fall Saturdays than at Spartan Stadium with 75,000 Spartan faithful while cheering “Go Green, Go White?” Or, what about being part of the raucous atmosphere of the Breslin Center that has provided MSU Basketball arguably the best-known home court advantage in the country? Seating opportunities within our athletic venues allow Spartan fans to experience competition in the premier athletic conference in the country.

At MSU, our student-athletes are making an impact in their respective sports, through academic excellence in the classroom and by being engaged and giving back to the community.

SPARTAN FUND ANNUAL GIVING LEVELS

AMBASSADORS

\$50,000+

CHAMPIONS CIRCLE

\$25,000-\$49,999

SCHOLARSHIP LEVEL

\$10,000-\$24,999

DIRECTORS CLUB

\$5,000-\$9,999

HONORARY COACHES CLUB

\$2,000-\$4,999

CAPTAINS CLUB

\$1,000-\$1,999

GREEN & WHITE CLUB

\$500-\$999

SPARTY CLUB

\$250-\$499

RALPH YOUNG CLUB

\$100-\$249

SPARTAN BACKER

\$50-\$99

107 ACADEMIC
ALL AMERICANS
26 TEAM NATIONAL
CHAMPIONSHIPS
5 ROSE BOWLS
99 N C A A
TOURNAMENT APPEARANCES
116 CONFERENCE TITLES
8 MEN'S BASKETBALL
FINAL FOURS



\$262 MILLION CAMPAIGN GOAL

KYLER **ELSWORTH**

From walk-on to Rose Bowl hero

Join us in making more extraordinary
dreams come true





SPARTAN FUND

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COVER IMAGE:

A replica '300' helmet taken inside
historic Spartan Stadium.

SPARTANS WILL.

MAKE A DIFFERENCE *and*
EMPOWER EXTRAORDINARY TODAY.

EMPOWER.MSU.EDU

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