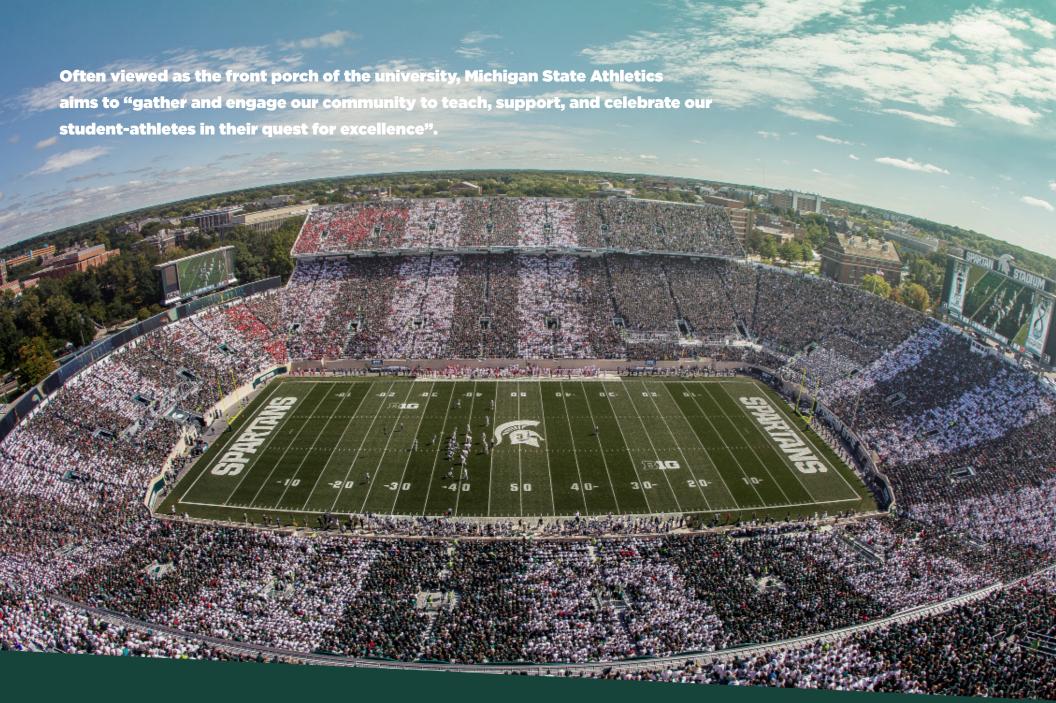
# MICHGAN STATE SPARTAN FUND DONOR GUIDE





**MSU Athletics Core Values** 

RESPECT POSITIVE ATTITUDE FOCUS ACCOUNTABILITY CONTINUED IMPROVEMENT INTEGRITY



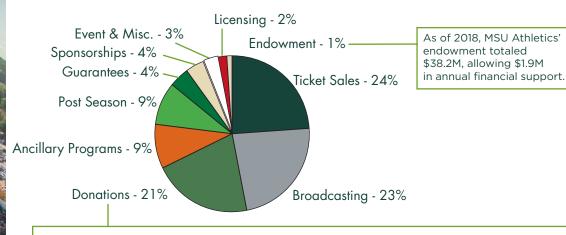
## 2017-18 **BUDGET**

#### **MSU ATHLETICS**

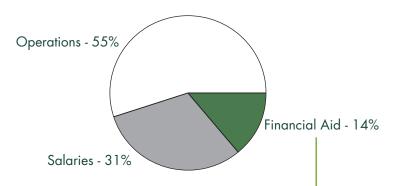
MSU Athletics is proud to remain a fiscally responsible and self-sustaining auxiliary unit of Michigan State University.

Through a variety of revenue-generating initiatives - including the financial investment of generous donors, alumni, and fans - MSU Athletics is able to support the academic and athletic endeavors of our champion student-athletes while at MSU.

#### **REVENUES**



#### **EXPENSES**



#### **SPARTAN FUND DONORS**

<b>Annual Donor Level</b>	# Donors	%	% Overall	% Seats &
	(2018)	membership	Giving	<b>Band Only</b>
Ambassadors (\$50,000)	130	1%	48%	15%
Champions Circle (\$25,000)	174	1%	13%	13%
Scholarship Level (\$10,000)	402	3%	13%	22%
Directors Club (\$5,000)	452	3%	7%	27%
Honorary Coaches (\$2,000)	1,155	8%	8%	36%
Captains Club (\$1,000)	1,524	11%	5%	50%
Green & White (\$500)	1,704	12%	3%	58%
Sparty Club (\$250)	1,377	10%	1%	53%
Ralph Young Club (\$100)	4,248	31%	1%	77%
Spartan Backer (\$50)	1,895	14%	.3%	76%
Athletic Donor (\$1)	626	5%	.03%	47%
TOTALS	13,687			61%

#### 2018-19 SCHOLARSHIP EXPENSES

Expenses	In-State	Out-of-State
Tuition & Fees	\$15,646	\$40,384
Room & Board	\$10,322	\$10,322
<b>Books &amp; Supplies</b>	\$1,108	\$1,108
TOTAL	\$27,076	<b>\$51,814</b>

Annual cost, based on 15 credits per semester



## A WORLD-CLASS EDUCATION

Spartan student-athletes are earning a world-class education, through a variety of colleges at MSU, while playing the sport they love:

COLLEGE	# S-A
Agriculture & Natural Resources	45
Arts & Letters	15
Student Services & Multicultural	39
Eli Broad College of Business	155
Communication Arts & Sciences	100
Education	103
Engineering	65
James Madison College	1
Lyman Briggs College	15
Music	1
Natural Science	65
Nursing	7
Social Science	104
Veterinary Medicine	3

3.1709

Cumulative GPA of student-athletes (highest all-time)

#### **Cam Chambers**

Social Science MSU Federal Credit Union intern, 2018 The Spartan Fund is the fundraising arm of MSU Athletics that supports opportunities in the classroom, in competition, and in the community for Spartan student-athletes.



#### IN THE CLASSROOM

#### **Earning a world-class education...**

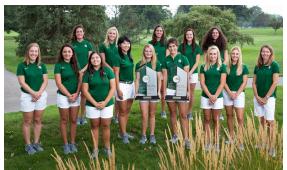
- O Highest all-time department cumulative GPA (3.1709)
- o All-time high 78 students posted perfect 4.0 semester GPA
- o 416 students maintained cumulative GPA of 3.0 or higher



#### IN COMPETITION

#### while playing the sport they love...

- o 2018 Women's Golf Big Ten Champions
- o 2017-18 Men's Basketball Big Ten Champions
- o 2017 Football Holiday Bowl Champions
- o 2017 Volleyball Elite 8
- o 2017 Men's Soccer Elite 8



#### IN THE COMMUNITY

#### and making a difference in the lives of others.

- o Student-athletes participated in over 80 outreach events
- o Over \$5,000 raised for Team for Toys; providing 52 children gifts for the holidays.
- o Over 2,700 pounds of food donated for the food banks this year



## **FACILITIES**

## a community to GATHER & ENGAGE

For prospective student-athletes, nothing makes more of a first impression than the stadium, arena or field that they will call home while attending Michigan State. Our venues, arenas, and fields are where our student-athletes learn life lessons - teamwork, adversity, triumph - each day from dynamic and inspiring coaches.

Current facility projects being fundraised for include the Munn Ice Arena Addition, a football office renovation at the Skandalaris Football Center, and the Gilbert Pavilion/Tom Izzo Hall of History.



#### **FOOTBALL OFFICE RENOVATION**

In August 2008, Spartan Football moved into the 25,000-square-foot Skandalaris Football Center that featured new team, staff and position meeting rooms, coaches' offices and The Demmer Family Hall of History. Designed for efficiency and with the most advanced technology, the facility created an ideal environment for teaching and learning. In the ten seasons since the dedication of the Skandalaris Football Center, Michigan State has experienced unprecedented and sustained success in football.

In an effort to build on these successes, the FOOTBALL OFFICE RENOVATION will provide the resources and space necessary for our football coaching staff to continue to recruit, train and compete at the highest level.



## **ENDOWMENTS**

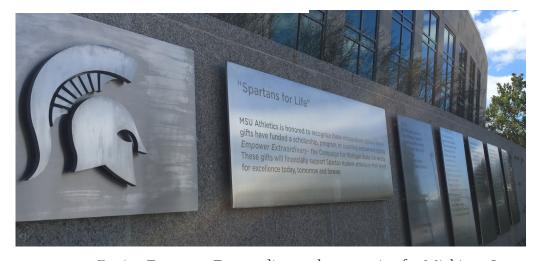
## ensuring the success OF TOMORROW

Endowments are meaningful as they offer a dependable source of funding in perpetuity. MSU Athletics offers the ability to support scholarships, programs or coaches, ensuring an ever-lasting source of funding to these key areas. You may choose to name your own endowment or give to an existing endowment.



Individuals investing in a scholarship endowment are provided the opportunity for donors to meet the Spartan student-athlete awarded their scholarship endowment and learn how their gifts are impacting today's students.





During Empower Extraordinary, the campaign for Michigan State, donors contributing gifts of \$50,000 or more (over 5 years) made to an endowment had their names etched onto the "Spartans For Life" Endowment Wall (see above). Located at the north end of Spartan Stadium, the endowment wall serves as a landmark for those who have left a legacy and forever associated themselves with MSU Athletics. Recognition for future endowment gifts will be determind at a later date.

**SCHOLARSHIP** endowments allow student-athletes to pursue excellence in the classroom while playing the sport they love. Each year, MSU Athletics awards over 500 Spartan student-athletes financial aid - \$15 million and rising - for tuition, room and board, and books. These dollars are helping our Spartans earn a world-class education while preparing them for life beyond MSU.

Scholarship Naming Opportunities:

Position Scholarship: \$350,000 to fully endow Athletic Scholarship: \$50,000 - \$349,999 Ralph Young Endowment: Less than \$50,000

**PROGRAM** endowments ensure perpetual support, laying the foundation for funding operational expenses that are so vital to build and sustain championship programs in all 25 varsity sports. A well-supported program endowment often differentiates a struggling program from a great program capable of consistently competing on a national level.

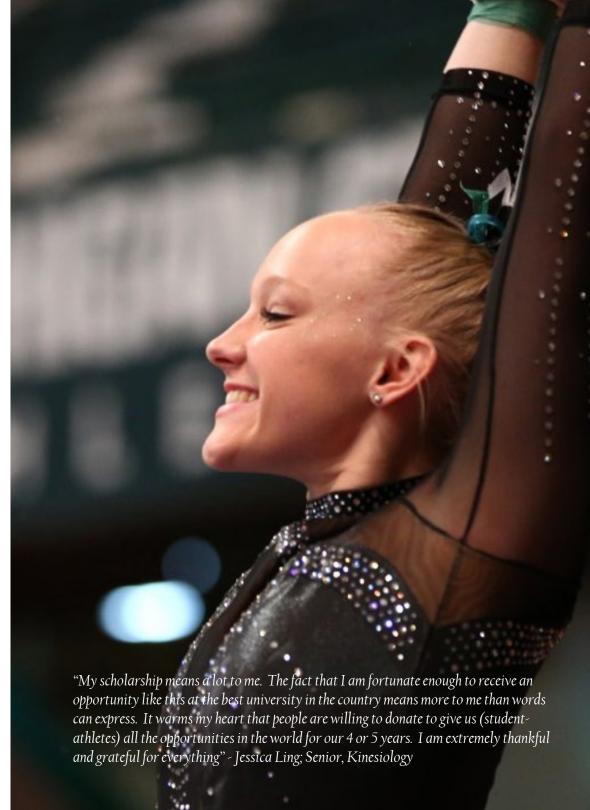
Program Naming Opportunities:

Varsity Sport: Starting at \$1M to fully endow Program Support: \$50,000 - \$999,999

**COACHING** endowments assure that Spartan Athletics can meet and respond appropriately to the daily standards being set for intercollegiate coaching salaries. It is vital that our elite coaches and their respective staffs remain fixtures in the MSU Community as coaching continuity is so important to recruiting elite student-athletes.

#### Coaching Naming Opportunities:

Head Football Coach: \$5 Million
Head Men's Basketball Coach: \$5 Million
Head Ice Hockey Coach: \$2 Million
Head Women's Basketball Coach: \$2 Million
Head Coach, all other sports: \$1 Million
Assistant Coach - FB, MBB: \$1 Million
Assistant Coach - HKY: \$500,000



## ANNUAL GIFTS the daily PURSUIT OF EXCELLENCE

The impact of an annual gift is felt immediately, giving coaches and administrators expendable funds that are crucial to the operational expenses of each varsity sport and support programs for student-athletes. Your gifts are providing our student-athletes scholarship support, the individual academic support they receive, the equipment they compete in, their pre-game and post-game meals, travel expenses, and much more.

**UNRESTRICTED GIFTS** | Gifts to "Spartan Fund unrestricted" are the most vital to MSU Athletics. These dollars provide our athletics director the flexibility to address the area of biggest need.

**VARSITY SPORTS** | Your contributions can be allocated to the sport(s) of your choice. MSU fields 25 varsity athletic teams. Pick your passion...support the team of your choice!

**SUPPORT PROGRAMS** | Support programs are vital to providing our student-athletes the best in education, & conditioning,

health, and wellness. These programs include academic support services, athletic training/medicine, and strength





All gifts made toward MSU Athletics, including facility, endowments, and annual gifts count toward your annual Spartan Fund donor level.



## FOOTBALL SEATING

**SCHOLARSHIP SEATING** Most seating options within Spartan Stadium require a seat premium, in addition to the cost of the season ticket. Amounts are determined by the zone in which your season tickets are located (see map to right). Seat premiums help offset nearly \$15M in scholarship cost for all Spartan student-athletes on scholarship. Effective January 1, 2018, seat premiums are no longer tax deductible. Please consult your tax advisor(s) for details.



#### **PREMIUM SEATING**

**HUNTINGTON SUITES** | Huntington Suites at Spartan Stadium offer a host of amenities designed to provide you and your family, clients, and business associates with the ultimate game-day experience. Huntington Suites are available for the season or on an individual game basis (limited availability). Amenities included: priority parking pass, game day programs, private restroom, elevator access, operable window, and two TVs. In-suite catering available at additional charge.

**HUNTINGTON CLUB** | The Huntington Club, located on the 4th floor of Spartan Stadium, offers a host of amenities designed to provide you with the ultimate game-day experience. Club seats are open to the stadium, while at the same time covered and heated in inclement weather. The air-conditioned and heat-equipped Club area has comfortable living room style furniture, multiple TVs, private restrooms, and elevator access. If available, Huntington Club seats require a seat premium of \$3,000-\$6,500 per seat depending on location, in addition to the cost of the season ticket.

**SIDELINE CLUB** | The spacious and comfortable Sideline Club is comprised of 1,174 chair back seats in the first 7 rows from the field between the 20 yard lines behind both the MSU and visitors bench. If available, Sideline Club seat premiums start at \$1,750 per seat, in addition to the season ticket cost.

All seating options require a seat premium, in addition to the cost of the season ticket. Effective January 1, 2018, seat premiums are no longer tax deductible. Please consult your tax advisor(s) for details.



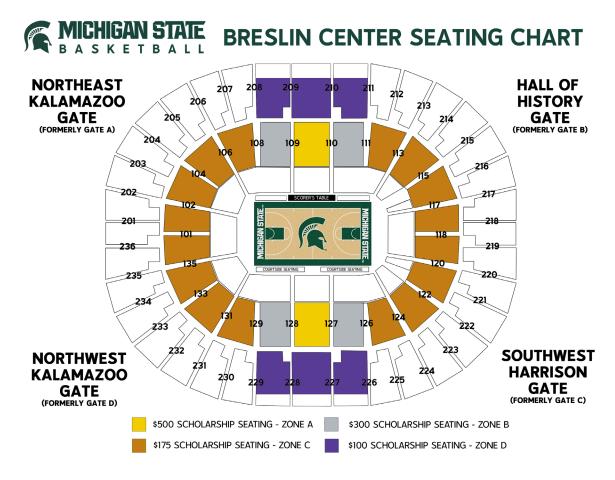
## MEN'S BASKETBALL **SEATING**

**SCHOLARSHIP SEATING** | Chair-back seats in the lower level and the center three sections of the upper level in the Breslin Center require a seat premium, in addition to the price of the season ticket. Seat premiums help offset nearly \$15M in scholarship cost for all Spartan student-athletes on scholarship. Seat premium amounts are determined by the zone in which your season tickets are located (see map below). Effective January 1, 2018, seat premiums are no longer tax deductible. Please consult your tax advisor(s) for details.

**COURTSIDE SEATING** | The closest seat location available for men's basketball. Enjoy amenities such as padded chair back seats, complimentary buffet service, TV's and a game day program. A hospitality room is also included providing an area for contributors to gather and engage with buffet-style meals.

**SEAT ADJUSTMENTS** | All season ticket holders are subject to the Breslin Center Seat Adjustment which occurs every 4 years (next scheduled for summer 2022). Seat Adjustments will be based on the Spartan Points system, with the men's basketball season ticket holder with the highest number of cumulative Spartan Points selecting first.









## ADDITIONAL PREMIUM SEATING

MSU Athletics offers premium seating opportunities for the best seats in the venue along with amenities to make your gameday an enjoyable one. Whether in Munn Ice Arena, the Breslin Center, or Jenison Fieldhouse, you can enjoy the championship effort put forth by our student-athletes in their pursuit of excellence.

Each premium seating opportunity requires a seat premium in addition to the cost of a season ticket. Seat premiums offset nearly \$15M in scholarship cost for all Spartan student-athletes on scholarship. Effective January 1, 2018, seat premiums are no longer tax deductible. Please consult your tax advisor(s) for details.





#### **WOMEN'S BASKETBALL & VOLLEYBALL**

**COURTSIDE SEATING** | Courtside seating offers the closest seat available for women's basketball and volleyball. Amenities: padded chair back seats, a priority parking pass, complimentary buffet service (women's basketball only), complimentary game-day program.



#### YOUR SUPPORT

Annual contributions\* to the Spartan Fund, in support of MSU Athletics, determine your donor level

SPARTAN BACKER \$50-\$99

RALPH YOUNG CLUB \$100-\$249

SPARTY CLUB \$250-\$499

GREEN & WHITE CLUB \$500-\$999

CAPTAINS CLUB \$1,000-\$1,999

HONORARY COACHES CLUB \$2,000-\$4,999

DIRECTORS CLUB \$5,000-\$9,999

SCHOLARSHIP LEVEL \$10,000-\$24,999

CHAMPIONS CIRCLE \$25,000-\$49,999

AMBASSADORS \$50,000+

#### YOUR IMPACT

Your gifts impact Spartan student-athletes every day by enhancing their experience in a variety of ways, including:

#### Nutrition

Make a gift to: Spartan Fund Unrestricted

#### Academic Support

Make a gift to: Student-Athlete Support Services

#### Textbooks

Make a gift to: Spartan Fund Unrestricted

#### Health & Wellness

Make a gift to: Athletic Training/Sports Medicine

#### Student-Athlete Equipment

Make a gift to: Varsity Sport of your choice

#### Team Equipment

Make a gift to: Strength & Conditioning

#### Career Development

Make a gift to: Student-Athlete Support Services

#### Team Travel

Make a gift to: Varsity Sport of your choice

Scholarship (in-state)

Scholarship (out-of-state)

#### **YOUR BENEFITS**

To honor your impact, we provide donor benefits\*\* based on your level of philanthropy, allocated by the following:

1st – Annual Spartan Fund donor level, which is based upon your annual gifts to MSU Athletics

2nd – Spartan Point Ranking within your donor level, see the next page for more details on earning Spartan Points.

Pride of supporting 800 student-athletes

Federal tax deduction (to the extent allowed by law) —

Priority to request special event tickets & for seat selections

Spartan Points

All benefits listed above, plus:

Auto-decal

All benefits listed above, plus:

Opportunity to request Zone 4 parking (Football)

Exclusive discounts at shopmsuspartans.com

All benefits listed above, plus:

Opportunity to request Zone 3 parking (Football)

All benefits listed above, plus:

Personal Thank-You from a student-athlete

All benefits listed above, plus:

Opportunity to request Zone 2 parking (Football)

All benefits listed above, plus:

Invitation to Academic Excellence Gala -

All benefits listed above, plus:

Olympic Sport Pass —

Request NCAA Tournament. 1st/2nd round (Men's Basketball)

All benefits listed above, plus:

Personalized parking (Football)

Invitation to Exclusive Athletics Event

All benefits listed above, plus:

Invitation to Exclusive Away Game Experience

During our annual Thank-A-Thon you will receive a call or letter from one of our current Spartan student-athletes!

As of January 1, 2018, seat

premiums no longer qualify

for a charitable deduction (Tax Cuts & Jobs Act, 2018)

A banquet held in the spring to honor the success of our student-athletes in the classroom and in the community.

Provides you free admission to all regular season home Women's Basketball, Volleyball, Men's/ Women's Soccer, Wrestling, Gymnastics, Softball and Baseball games.

<sup>\*</sup>Seat premiums are included in the amount of your annual contributions to the Spartan Fund, in support of MSU Athletics. Effective January 1, 2018, seat premiums are no longer tax deductible. Please consult your tax advisor(s) for details.

<sup>\*\*</sup> Please consult your tax advisor(s) to determine the deductibility of your contributions to the Spartan Fund

## SPARTAN POINTS

Benefits, such as parking and post-season ticket requests, are issued in donor priority order:

1st - Annual Spartan Fund donor level, which is based upon your annual gifts to MSU Athletics

2nd - Spartan Point Ranking within your donor level.

Spartan Points\* reward longevity, loyalty and generosity of our Spartan Fund donors. Spartan Points are utilized as a tie-breaker when determining priority within your annual donor level.

CONSECUTIVE YEARS AS A SEASON TICKET HOLDER	3 POINTS PER YEAR, PER SPORT
CONSECUTIVE YEARS AS A SPARTAN FUND DONOR	2 POINTS PER YEAR
LIFETIME GIVING TO ATHLETICS**	1 POINT PER \$100
LIFETIME GIVING TO UNIVERSITY	1 POINT PER \$1000
IRREVOCABLE PLANNED GIFTS TO ATHLETICS	1 POINT PER \$1000 (BASED ON ALLOWABLE CHARITABLE DEDUCTION)



<sup>\*</sup>We strongly encourage you to consult your tax advisor(s) to determine the deductibility of all gifts you make to or for the benefit of MSU, including, without limitation, those gifts that are included in the determination of your Spartan Points.

<sup>\*\*</sup>Includes the amount of seat premiums. Effective January 1, 2018, seat premiums are no longer tax deductible.



## POSTSEASON & AWAY GAME OPPORTUNITIES

Spartan Fund donors are provided priority to request postseason & away game tickets from MSU's official allotment for games, such as the Big Ten Championship game, bowl games, College Football Playoff and NCAA Tournament.

Donors will receive information regarding ticket opportunities when made available by the Spartan Ticket Office.

Seating locations (if ticket request is fulfilled) will be fulfilled in donor priority order, determined first by Spartan Fund annual donor level and then Spartan Points.









RASKETBALL

## FOOTBALL & BASKETBALL PARKING

**REQUESTING** | Requests for parking passes must be made by June 30. Contact the Spartan Ticket Office at (517) 355-1610.

**ELIGIBILITY** Must be a season ticket holder in the requested sport and meet the minimum Spartan Fund donor level per sport:

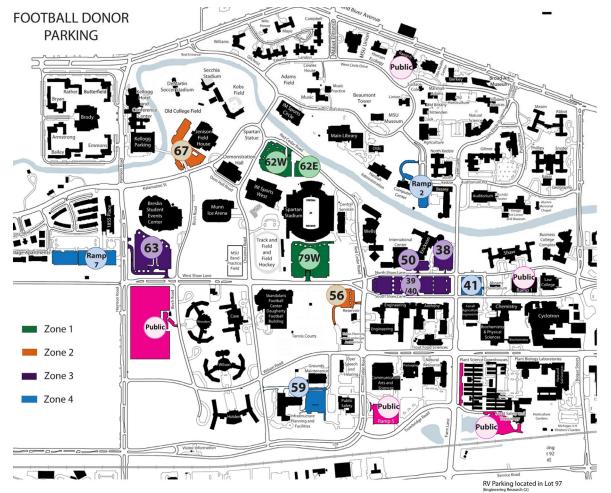
- Football: \$250 Sparty Club level or above.
- Men's Basketball: \$500 Green & White level or above.

**ALLOCATION** Parking passes and lot location are allocated annually based on our Spartan Fund Donor Priority System, determined first by Spartan Fund donor level and then by Spartan Points. The deadline to influence your donor level and Spartan Points is June 30.

**DETAILS** Obtaining a parking pass cannot be guaranteed due to demand, likewise, specific lots cannot be guaranteed. Parking passes are allocated on a season basis. Single game parking passes are not available through Spartan Fund.





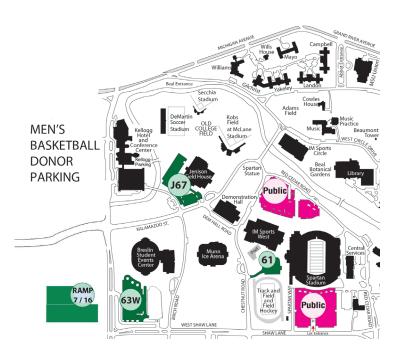


#### **FOOTBALL PARKING ASSIGNMENTS (2018)**

The following represents the minimum Spartan Fund donor level and Spartan Points accumulated by the last donor to select a parking pass in the corresponding parking lot:

ZONE	LOT	SPARTAN FUND DONOR LEVEL	<b>POINTS</b>
1	62E	Champions Circle (\$25,000-\$49,999)	
1	62W	Scholarship Level (\$10,000-\$24,999)	504
1	79W	Directors Club (\$5,000-\$9,999)	286
2	56	Honorary Coaches Club (\$2,000-\$4,999)	1,191
2	67	Honorary Coaches Club (\$2,000-\$4,999)	464
3	50	Honorary Coaches Club (\$2,000-\$4,999)	179
3	39/40	Captains Club (\$1,000-\$1,999)	300
3	38	Captains Club (\$1,000-\$1,999)	182
3	63	Captains Club (\$1,000-\$1,999)	84
4	41	Green & White Club (\$500-\$999)	323
4	59	Green & White Club (\$500-\$999)	45
4	Ramp 2	Sparty Club (\$250-\$499)	130
4	Ramp 7	No minimum	No minimum

Meeting the minimum eligibility for 2018 football parking assignments does not guarantee eligibility for 2019.



## HOW TO DONATE

#### ONLINE

Visit spartanfund.net and click on "Login".

#### **PHONE**

Call 517-432-4610.

#### MAIL

Spartan Fund 550 S. Harrison Rd. East Lansing, MI 48823

## **METHODS**

#### **CHECK**

Checks payable to "Michigan State University" and designate area of interest.

#### **CREDIT CARD**

All major credit cards are accepted.

#### **GIFTS OF SECURITIES**

Stocks, bonds, mutual funds, etc. are accepted as gifts. For instructions on how to transfer gifts of securities, please contact the Spartan Fund.

#### **MATCHING GIFTS**

Check with your employer to determine if your donation to MSU Athletics is eligible for a matching gift.

## DONOR-ADVISED FUNDS & PRIVATE FOUNDATIONS

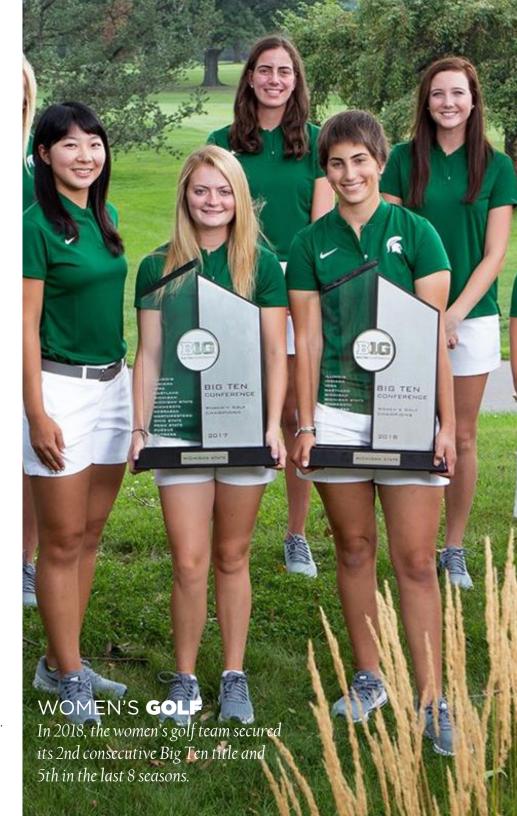
Per IRS regulations, gifts from donor-advised funds or private foundations must be toward 100% tax-deductible designations and cannot receive benefits.

#### **PLANNED GIVING**

Gifts in the form of life income, charitable lead trusts, and/or bequests are common ways to state your intentions of leaving a future gift to MSU Athletics.

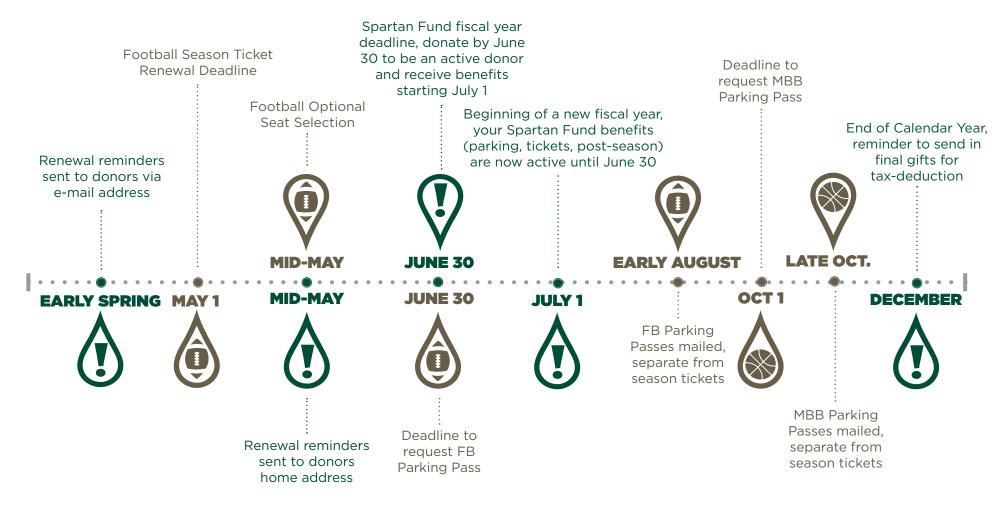
#### **SEAT PREMIUMS**

Effective January 1, 2018, seat premiums are no longer tax deductible. Please consult your tax advisor(s) for details.



## **TIMELINE**

The Spartan Fund operates on a fiscal year, from July 1 to June 30. Your Spartan Fund donor level is based on your annual contributions to MSU Athletics. Below, find a detailed timeline of our fiscal year.

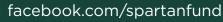


#### **Spartan Fund**

550 S. Harrison Rd. East Lansing, MI 48823

517.432.4610 spartanfund@ath.msu.edu spartanfund.net







twitter.com/spartanfund



# THANK YOU FOR INVESTING IN CHAMPIONS

#### **Spartan Fund**

550 S. Harrison Rd. East Lansing, MI 48823

517.432.4610 spartanfund@ath.msu.edu spartanfund.net



