



# 2018 BRESLIN CENTER SEAT ADJUSTMENT



## PROGRAM HIGHLIGHTS

- 1898-99 First Season of Competition
- 1,668-1,081 All-Time Record
- 2 NCAA Championships (1979, 2000)
- 31 NCAA Tournament appearances
- 9 Final Fours
- 13 Big Ten Championships
- 5 Big Ten Tournament Championships
- 29 All-Americans
- 120 All-Big Ten
- 70 Academic All-Big Ten
- 59 NBA Draft Picks

*does not include 2017-18 season*



## SEAT ADJUSTMENT OVERVIEW

Thank you for your continued support of MSU Athletics as a men's basketball season ticket holder. Your dedication and commitment allows MSU men's basketball to compete and succeed at an elite level.

Prior to the 2018-2019 men's basketball season, MSU Athletics will conduct a seat adjustment within the Breslin Center. The 2018 Breslin Center Seat Adjustment will take place in mid-June and conducted online, based upon a 3D seating diagram of the Breslin Center. Men's basketball season ticket holders will be able to go online and self-select seats from available seating locations at their designated appointment time. Appointment times will be based on cumulative Spartan Points and men's basketball ranking priority as of May 1, 2018.

Conducting seat adjustments every four (4) seasons provides MSU Athletics the ability to support our nearly 800 student-athletes and steward all donors and season ticket holders who aid in our mission: *"We gather and engage our community to teach, support, and celebrate our student-athletes in their quest for excellence"*.

As an intercollegiate athletic department that adheres to the Big Ten Conference's mission of providing broad-based programs, we must strategically utilize revenue opportunities that keep our self-sustaining department financially viable and our athletic programs competitive - without receiving support from the university's general fund budget.

## TIMELINE

April 1, 2018	Deadline to submit a Request for Review and/or request to sit with friends
May 1, 2018	Deadline to make gifts to influence Spartan Points
June 18, 2018	Online Seat Selection Process begins

## RANKING & SPARTAN POINTS

Men's basketball season tickets holders will be ranked in priority order, based on cumulative Spartan Points total. The men's basketball season ticket holder with the highest cumulative Spartan Points total will be ranked #1 and select seats first, followed by the season ticket holder ranked 2nd, and so on.

The Spartan Points system rewards the longevity, loyalty, and generosity of supporters to MSU Athletics. Individuals can receive points for various donation allocations and season ticket purchase based on the following criteria:

Years <sup>#</sup> as a Season Ticket Holder	3 points per year, per sport
Years <sup>#</sup> as a Spartan Fund Member	2 points per year
Lifetime Giving to Athletics	1 point per \$100
Lifetime Giving to University	1 point per \$1,000
Irrevocable Planned Gift to Athletics*	1 point per \$1,000

*#consecutive years; if year is skipped, points revert back to zero*

*\*based on allowable charitable deduction; has to be documented with MSU*

For more information and further definition of Spartan Points, please visit: [spartanfund.net](http://spartanfund.net) and click on "Spartan Points" found under Benefits.

### **Do you know your men's basketball ranking and/or Spartan Points total?**

Visit [spartanfund.net](http://spartanfund.net) and click on "Login" to sign into your GO GREEN account to view your men's basketball ranking and Spartan Points total.

### **Are your Spartan Points accurate?**

Should you feel your Spartan Points are not accurate, please submit a Request for Review (found under the "My Spartan Points" section of your GO GREEN account) by April 1, 2018 to have your Spartan Points reviewed.

### **Looking to increase your Spartan Points total?**

The easiest and quickest way to influence your Spartan Points for a higher seat selection priority is to make a contribution in support of MSU Athletics through the Spartan Fund on or before May 1, 2018. Contact the Spartan Fund at (517) 432-4610.





## SEAT LOCATIONS

Seats located in the Lower Bowl, Upper Bowl, and Courtside of the Breslin Center will be subject to the 2018 Breslin Center Seat Adjustment. Current practices for Arena Level and ADA Seating will remain in effect and will not be subject to the seat adjustment.

In addition, Scholarship Seating prices will be increased in all lower level sections as well as applied to chair seats in upper level mid-court sections, beginning with the 2018-19 men's basketball season. These adjustments will be the first changes to Scholarship Seating prices since 2005.

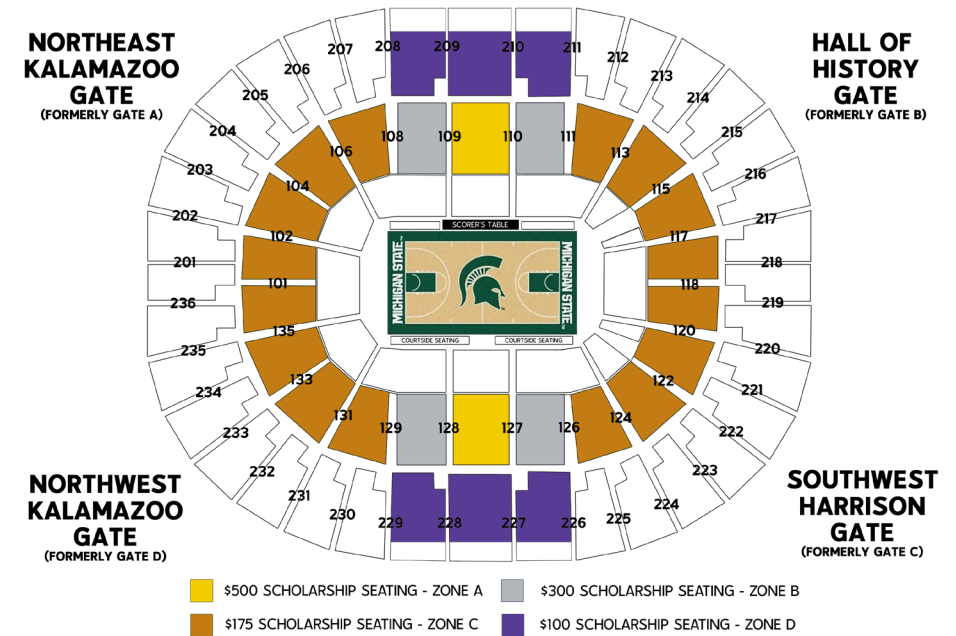
Please see the map (right) for Scholarship Seating price adjustments in Zones A, B, and C, as well as the addition of Zone D.

### IMPORTANT TAX INFORMATION

Seat premium payments, through Scholarship Seating or Premium Seating programs are no longer considered tax-deductible (Tax Cuts & Jobs Act, 2017).

Seat premium payments will be maintained in the determination of annual Spartan Fund membership level and Spartan Points through June 30, 2018.

## MICHIGAN STATE BASKETBALL BRESLIN CENTER SEATING CHART



Note: Scholarship Seating prices will be increased in all lower level sections as well as applied to upper level mid-court sections (chairs only). These adjustments are the first changes to Scholarship Seating prices for men's basketball since 2005.

## SEAT ALLOWANCES

The 2018 Breslin Center Seat Adjustment will implement a seat allowance that permits a standard of four (4) men's basketball season tickets, with the exception of the top two Spartan Fund annual donor levels.

Annual Spartan Fund donor levels will be based on contributions and Scholarship or Premium Seating payments from July 1, 2017 - May 1, 2018. The May 1 deadline is due to the required time needed for self-selection of seats and renewing season tickets with adjusted seat locations.

Individuals who have a quantity of season tickets that exceed their allowable limit will be reduced to the corresponding limit after the 2017-2018 men's basketball season and prior to the 2018 Breslin Center Seat Adjustment.

Seat allowance limits are as follows:

Annual Spartan Fund Member Level	Seats Allowed
Ambassadors (\$50,000+)	8
Champions Circle (\$25,000 - \$49,999)	6
Scholarship Level (\$10,000 - \$24,999)	4
Directors Club (\$5,000 - \$9,999)	4
Honorary Coaches (\$2,000 - \$4,999)	4
Captains Club (\$1,000 - \$1,999)	4
Green & White (\$500 - \$999)	4
Sparty Club (\$250 - \$499)	4
Ralph Young Club (\$100 - \$249)	4
Spartan Backer (\$50 - \$99)	4
Season Ticket Holder	4

## SEAT SELECTION

The 2018 Breslin Center Seat Adjustment will begin mid-June, 2018 and conducted online based upon a 3D seating diagram of the Breslin Center (see right).

Men's basketball season ticket holders will be able to go online at their designated appointment time and self-select seats from available seating locations. Appointment times will be based on cumulative Spartan Points and men's basketball ranking priority as of May 1, 2018.

### Online from your computer

1. Using your log-in information, log onto the seat selection site prior to your appointment time to view available seat locations. (Information will be distributed after May 1, 2018).
2. At your appointment time, follow the onscreen, step-by-step instructions.
3. Select your seats! Click on "SUBMIT SELECTION".
4. On the following page, click "Approve Selection" to finalize your location.
5. Once approved, you will be returned to the "My Account" page where you can print your selection (an e-mail confirmation will also be sent to you).
6. Log out.

This option is preferred as it allows you to personally select your seat location, without experiencing delays.

### Online With Phone Assistance\*

From the Spartan Fund (517) 884-2550

1. Know your appointment date, AD/Ticket ID and log-in information.
2. Call 517-432-4610 at your appointment time to speak with a Spartan Fund representative who will assist you to make your selection.

### Online With Personal Assistance\*

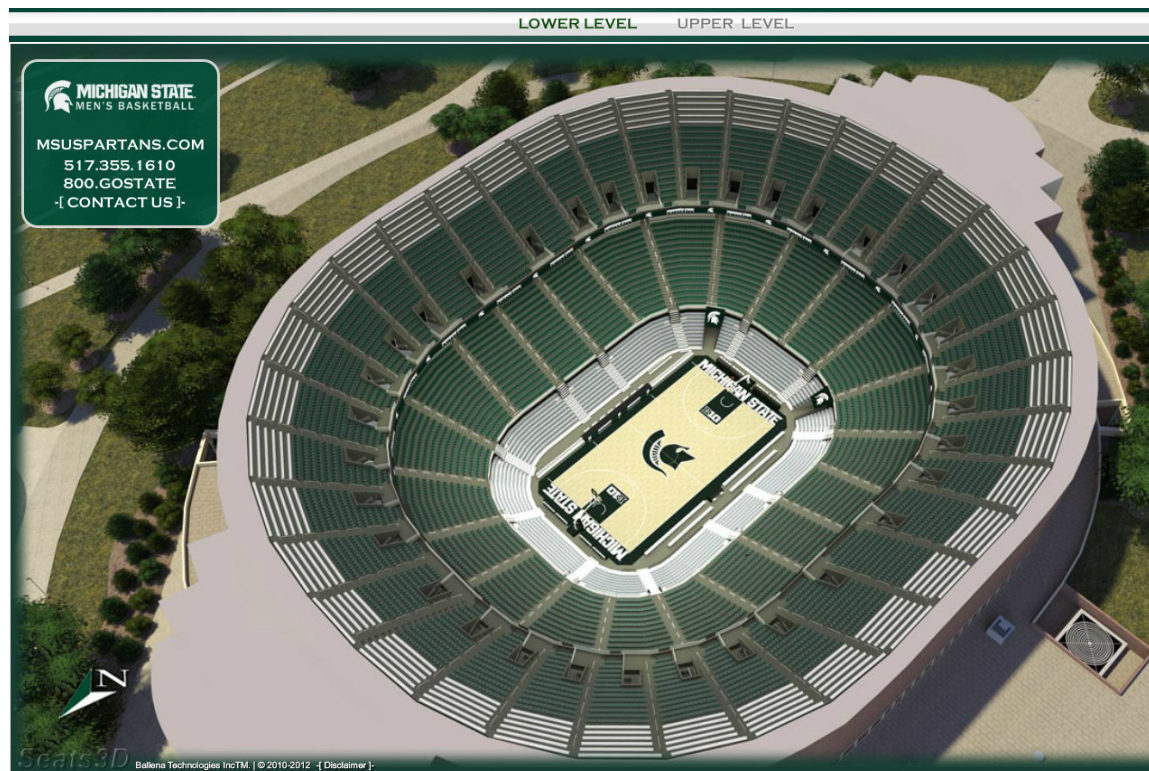
From the Spartan Fund at 1855 Place (550 S. Harrison Rd., East Lansing, MI 48823)

1. Know your appointment date, AD/Ticket ID and log-in information.
2. Arrive at the Spartan Fund office (4th floor of 1855 Place) 10 minutes prior to your appointment time.

\*Season ticket holders choosing to select over the phone or in-person need to be aware that they may encounter busy signals or lines and therefore may not be able to make their seat selection precisely at their selection time. We will do our best to prevent any delays but cannot guarantee on-time selections via the phone or in person. The best way to avoid delays is to select your seats online.

## SEAT SELECTION WITH FRIENDS

If you wish to select seats at the same time as a friend to give yourself the best opportunity to select seats near each other, each season ticket account holder within the group must send their own email or letter stating their intentions to the Spartan Fund by April 1, 2018. Each donor within the group will be assigned the same appointment date/time as the group member with the lowest Spartan Points priority. Please submit either via email at: [spartanfund@ath.msu.edu](mailto:spartanfund@ath.msu.edu) or mail to: Spartan Fund, 550 S. Harrison Rd., East Lansing, MI 48823.



*Since opening in 1989-90, Michigan State has ranked in the top 25 nationally in attendance each year and holds a 395-59 (.870) record at the Breslin Center.*



# FREQUENTLY ASKED QUESTIONS

## **WHY IS THE BRESLIN CENTER SEAT ADJUSTMENT NECESSARY?**

As budgetary resources for MSU Athletics become increasingly reliant on donations, sponsorships, and ticket revenue, it is important to have a method of adjusting seat locations based on a priority system to properly steward those who are supporting the program.

MSU Athletics is a self-supporting entity, receiving no financial support from the university's general fund. Each year, through the generous support of donors and season ticket holders, MSU Athletics provides nearly \$15 million in scholarship support. In addition, facility upgrades and operational expenses for 25 varsity sports are aided by donor support.

## **WHAT IS MY MEN'S BASKETBALL SEAT RANKING, AND HOW IS IT IN RELATION TO OTHERS? CAN I IMPROVE MY RANKING?**

To view your men's basketball ranking, visit: [spartanfund.net](http://spartanfund.net) and click "Login" to access your Go Green account. Your Go Green account allows you to view your men's basketball ranking, your most up-to-date Spartan Points total, and to make a gift to influence your points. Click on "My Spartan Points" within your Go Green account to access your points breakdown and to view a points calculator which provides you with the opportunity to see how making a gift to MSU Athletics influences your ranking and Spartan Points total.

If you find a discrepancy with your Spartan Points, you may submit a Request for Review by April 1, 2018.

A link to the Request for Review Form can be found on the "My Spartan Points" page within your Go Green account.

## **WHY ARE SCHOLARSHIP SEATING PAYMENTS (ZONES A-D) BEING ADJUSTED?**

MSU Athletics must strategically utilize revenue opportunities that keep our self-sustaining department financially viable, maintain our standing as a fiscally responsible partner with the university, and our athletic programs competitive. The athletics department is committed to limiting price adjustments on season ticket holders, both in the cost of season tickets and Scholarship Seating or Premium Seating payments. Price adjustments starting in the 2018-19 for Scholarship Seating will be the first since 2005.

## **HOW CAN I GET SEATS IN THE LOWER LEVEL OF THE BRESLIN CENTER?**

MSU Athletics anticipates that season ticket holders with a minimum of 600 Spartan Points would qualify for lower level seating for men's basketball for the 2018 Men's Basketball Seat Adjustment. However, this is not a guarantee as we cannot predict the number of season ticket holders making gifts to influence their Spartan Points total or the selection of seat locations during the seat adjustment.

## **WHAT IF I AM UNAVAILABLE AT MY APPOINTMENT TIME?**

If you are unavailable to select seats at your appointment time, you may provide your log-in information to a trusted individual to make the selection for you, or you may contact the Spartan Fund at 517-432-4610 to make prior arrangements.

## **WILL I BE ABLE TO STAY IN THE SAME SEAT LOCATION OR SIT WITH THE SAME FRIENDS I HAVE SAT WITH IN THE PAST?**

Previous seat locations cannot be guaranteed due to the selection of seats based on the Spartan Points system. If you wish to sit with friends, all individuals within a group must file a written request with the Spartan Fund from all parties involved by May 1, 2018. Priority will be based on the individual with the lowest Spartan Points total among the group.

## **WILL I PURCHASE SEASON TICKETS AND MAKE A DONATION DURING THE SEAT SELECTION PROCESS?**

No. The Spartan Ticket Office will provide information on how to renew your men's basketball seats after the seat Adjustment and prior to the start of the 2018-2019 men's basketball season. As a reminder, the deadline to influence your Spartan Points total is May 1, 2018.

Questions? Contact either the Spartan Ticket Office at (517) 355-1610 or the Spartan Fund at (517) 432-4610.



**To learn more:**  
[spartanfund.net](http://spartanfund.net)