



# SIDELINE CLUB EXPANSION

## 2021

## THE SIDELINE CLUB EXPERIENCE



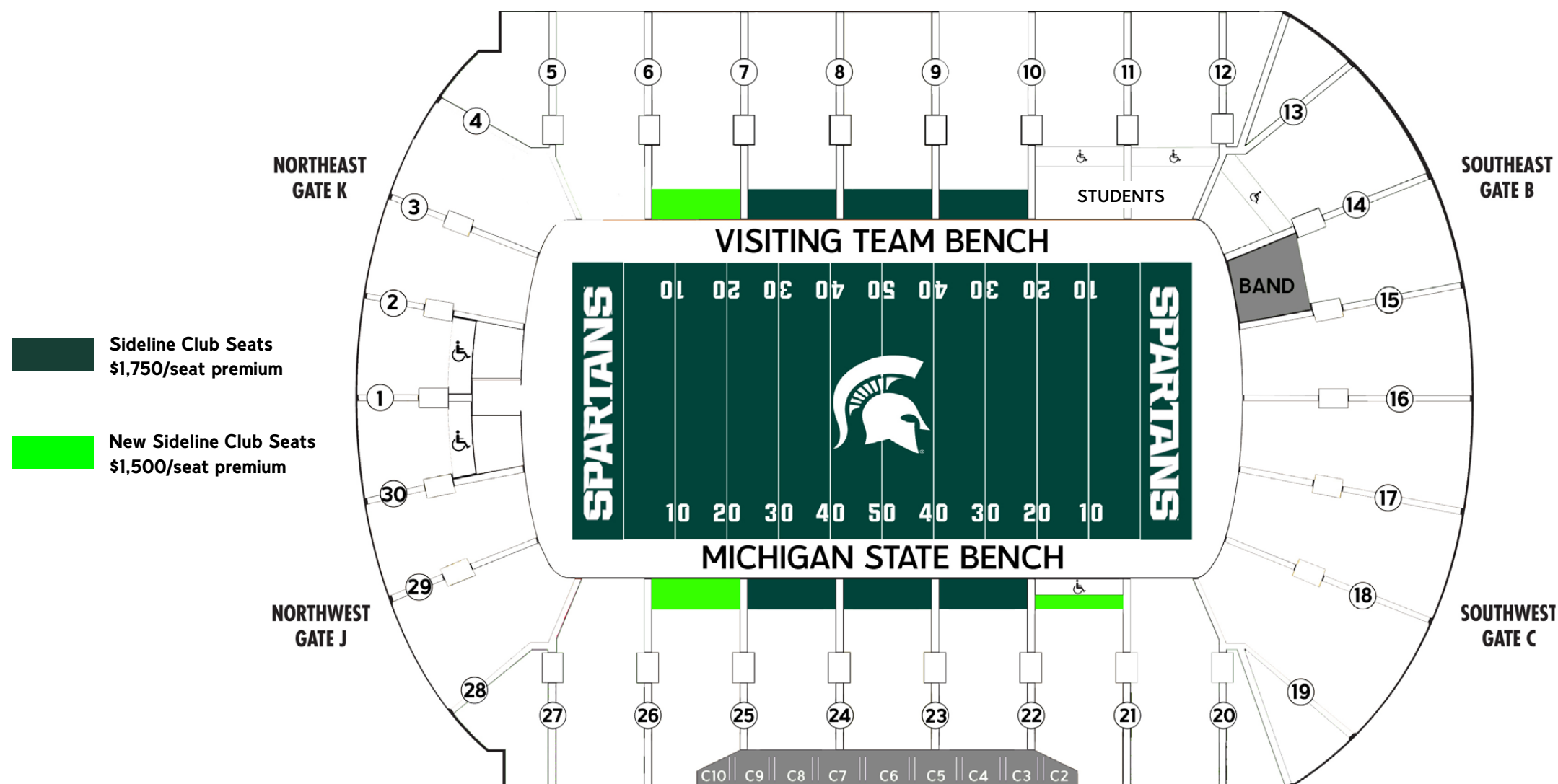
The game day experience at Spartan Stadium is special, bringing together the largest contingent of Spartans anywhere in the world to celebrate their connection to Michigan State University and their passion for Spartan football. There is nothing better than 75,000 faithful fans singing 'Victory for MSU' when our student-athletes prevail. *And there is nowhere closer to the action than the Sideline Club.*

## SIDELINE CLUB EXPANSION

For the 2021 MSU Football season, fans will notice a significant difference within Spartan Stadium as the **Sideline Club will be expanded**—adding nearly 500 premium seats in the first 7 rows—to help meet the growing demands for a premium seating experience. The Sideline Club offers fans the closest, most comfortable seating to the field, complete with fixed chair-back seats and cupholders. These exclusive seats are in the first seven rows and are wider, offer more leg room, as well as in-seat concession ordering.

## 2-TIER PRICING (BEGINNING IN 2021)

MSU Athletics will adopt a 2-tier pricing model in the Sideline Club—\$1,750 per seat for current seats and \$1,500 for new seats—beginning with the 2021 football season. For further inquiries on how to acquire Sideline Club seats, please contact Bryan Hoch at (517) 355-7620 or by email at: [bhoch@ath.msu.edu](mailto:bhoch@ath.msu.edu).



## DATES TO REMEMBER

**JUNE 1  
2021**

New sales offered to  
Spartan Fund donors

**JUNE 15  
2021**

New sales offered to  
the public

## WE'RE HERE TO HELP



INVEST IN CHAMPIONS

**SPARTAN FUND**  
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EAST LANSING, MI 48823

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# SIDELINE CLUB SEAT ADJUSTMENT 2021

## OVERVIEW

In May 2021, a seat adjustment of the Sideline Club will be conducted to align seating locations based on member preference as determined by Spartan Points priority. This seat adjustment process, which began in 2013, will affect all Sideline Club members and will occur every four (4) years.

## SEAT SELECTION PROCESS

The Sideline Club seat adjustment process will be conducted online. Sideline Club members will be provided an assigned date and time via email, based on Spartan Points priority order, to access the seat selection system and self-select from available seat locations.

Priority will be determined by the Spartan Points system. The Sideline Club member with the highest cumulative Spartan Points total will be ranked #1 and will select seats first, followed by rank #2 and so on.

## SPARTAN POINTS & SIDELINE CLUB RANKING

The Spartan Points system rewards longevity, loyalty, and generosity of supporters to MSU Athletics. Individuals can receive points based on the following criteria:

Consecutive Years as a Season Ticket Holder	3 points per year, per sport
Consecutive Years 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

**The deadline to influence Spartan Points is May 1, 2021.** Gifts made after this date will continue to accumulate Spartan Points, but will not impact Sideline Club ranking.

Current Sideline Club ranking and Spartan Points can be viewed on your online account by visiting: [spartanfund.net](http://spartanfund.net) and click "LOGIN". Once signed in, please click "Manage My Account" followed by clicking on "Spartan Points". Please call (517) 432-4610 with any questions.

## SPARTAN POINTS CALCULATOR

Curious how to improve your Sideline Club ranking? The Spartan Points Calculator is a great tool to determine what your new Sideline Club ranking could be after making a gift to MSU Athletics – which is the fastest way to improve your Spartan Points.

Follow these steps:

- 1) Visit [spartanfund.net](http://spartanfund.net) and click "LOGIN"
- 2) Sign-in to your online account
- 3) Click "Manage My Account"
- 4) Under Spartan Fund Donations, click "Spartan Points"
- 5) View your current points and rank
- 6) Scroll down to view "Priority Points Calculator"
- 7) Enter a gift amount under "Projected Donation" and hit enter

**Please note:** the Spartan Points Calculator only provides an estimated rank. Spartan Points and rankings change each day as donors make gifts.

*The best way to improve your ranking is to make a donation to Spartan Fund by May 1, 2021.*

## TIMELINE



## FAQs

### Why is a seat adjustment necessary?

As a self-sustaining department, MSU Athletics relies on various revenue sources – donations, sponsorships, television and ticket revenue – to support opportunities for nearly 700 student-athletes in the classroom, in competition, and in life. Periodic seat adjustments aim to properly steward contributors who support MSU Athletics through a priority system intended to promote fairness, reward long-time supporters, and encourage current and future donations to Spartan Athletics.

### What is my Sideline Club ranking, and how is it in relation to others?

#### How can I improve my ranking?

Each Sideline Club member is provided a rank number out of the total number of Sideline Club members. Your specific Sideline Club rank can be found by logging into your online account (see "Spartan Points & Sideline Club Ranking" section for instructions), or please contact Spartan Fund at (517) 432-4610 to check your current Sideline Club ranking and your points in relation to others.

**The best way to improve your ranking is to make a donation to Spartan Fund by May 1, 2021.**

### I sit with the same people every year. How can we remain seated together?

Sideline Club members who wish to sit with other Sideline Club members must contact Spartan Fund by emailing [spartanfund@ath.msu.edu](mailto:spartanfund@ath.msu.edu) to state their intention by May 1, 2021. **All parties must email their requests separately to Spartan Fund.** Once confirmed, appointment times will be assigned based on the member with the lowest Sideline Club ranking within the group.

### What if I miss my appointment time or am unavailable?

Those who miss their scheduled appointment time may log-in and select their seats at any time after their appointment time has begun or individuals may choose to allow a trusted individual to make the selection for them using their log-in information. For concerns, please contact Spartan Fund at (517) 432-4610 to discuss options.

*Timeline is tentative. Any date changes will be communicated.*