



ANNUAL FUND

2018-19 DONOR HANDBOOK

Ole Miss
ATHLETICS
FOUNDATION

THANK YOU!

Dear Rebel Nation,

Thanks to your generous support, the Ole Miss Athletics Foundation posted another successful year in 2017. Your support brought us closer to the conclusion of the Forward Together campaign, and we saw the opening of the Gillom Athletics Performance Center and the Indoor Tennis Facility with the Baseball Performance Center slated to open in the Spring of 2018. We continue to be amazed by your remarkable generosity.

Off the field, Rebel student-athletes posted record highs in graduation success rate (84%) and grade-point average (3.01). Your contributions support the success of nearly 400 student-athletes representing Ole Miss at the highest level of NCAA competition through scholarships, health care, strength and conditioning, academic support, meals and nutrition, and housing. None of which would be possible without you.

We thank you for your continued support, and our staff looks forward to working with you throughout the 2018-2019 athletics year!

Go Rebels!



J. Keith Carter

**Scan here for a message from Executive Director of the
Ole Miss Athletics Foundation, Keith Carter. ➡**



MAKE YOUR ANNUAL FUND DONOR HANDBOOK COME TO LIFE

Already have the Rebel Reward App on your iPhone or Android smartphone?

Step 1: Open your Rebel Rewards app and open the menu drop-down in the upper left-hand corner.

Step 2: Select the AR Experience option in the menu drop-down.

Step 3: Scan the image of the Ole Miss Athletics Foundation team below.

What else can you do with your new Rebel Rewards app?

- Earn prizes for attending Rebel sporting events.
- Bring Ole Miss Athletics posters to life.
- Get special Rebel Rewards alerts and opportunities exclusive to Rebel Rewards users.

Don't have the Rebel Reward App on your iPhone or Android smartphone?

Step 1: Download the free Rebel Rewards app on your iPhone or Android smartphone.

Step 2: Create an account in your new Rebel Rewards app.

Step 3: Open your Rebel Rewards app and open the menu drop-down in the upper left-hand corner.

Step 4: Select the AR Experience option in the menu drop-down.

Step 5: Scan the image of the Ole Miss Athletics Foundation team below.

Make sure your device's bluetooth is on before attending your next Rebel sporting event to start earning points.





The Vaught Society was started in 2005 as an exclusive group of donors who had contributed over \$350,000 in their lifetime to Ole Miss Athletics. These generous individuals have built the foundation we stand on today, and we are eternally grateful for their support. Members of the re-structured Vaught Society make commitments of at least \$25,000* which are fulfilled over a five-year period.

Since its restructure in December 2009, the Vaught Society has increased its membership from 27 to approximately 420 members and has generated over \$82 million in philanthropic support for Ole Miss Athletics. Currently, all pledges to the Vaught Society are being directed towards the Forward Together campaign.

The Vaught Society is the major gift fundraising arm of the Ole Miss Athletics Foundation. These major gift commitments are above and beyond any priority seating annual donations. In recognition of their generosity, Vaught Society members gain access to an exclusive stewardship program.

If you would like to discuss the Vaught Society in more detail with an Ole Miss Athletics Foundation staff member, please call (662) 915-7159.

**Subject to change.*

BENEFITS OF THE VAUGHT SOCIETY INCLUDE



Priority Points



Gameday Program
Recognition



Exclusive Member
Events



Vaught Society
Ole Miss Gear

BENEFITS AT THE HIGHER LEVELS OF GIVING INCLUDE



Pregame Sideline
Access



Football Away
Game Travel



Naming
Opportunities

The Forward Together campaign has funded the following facility improvements for Ole Miss Athletics:

- Olivia and Archie Manning Athletics Performance Center
- The Pavilion at Ole Miss
- Vaught-Hemingway Stadium: North end enclosed to bring capacity to over 64,000; Premium seating added to the south end including thirty suites and the Field Club; Premium seating renovated on the west side; Playing surface transformed to natural grass; new video boards, new audio system and lighting.
- Football practice fields
- Track resurfaced and Field areas renovated
- Indoor tennis facility
- Gillom Athletics Performance Center: New weight room and sports medicine facility, team meeting rooms, two playing courts, locker rooms, and offices for softball, soccer, volleyball and rifle
- Oxford-University Stadium: Player performance center renovated for training and player development space; Premium seating added to include the Trehern Dugout Club and M-Club Rooftop Plaza
- The Jake Gibbs Letterwinner Walk
- The Lloyd Family Bell Tower

IMPORTANT DATES AND DEADLINES

MAR. 31

DEADLINE: Football season ticket renewals

DEADLINE: Priority seating donations due (or giving plans set-up on auto-draft) for football, men's basketball and baseball

Priority points calculated for football ticket and parking selections

APR. 30

DEADLINE: to order football away game tickets based on priority

MAY 9

Online seat and parking selection process for football begins

JULY 1

Basketball season tickets on sale; renewal forms mailed

JULY 31

DEADLINE: Basketball season renewals

Priority points calculated for basketball ticket and parking selections

AUG. 28

Online seat and parking selection process for basketball begins

SEPT. 1

Baseball season tickets on sale; renewal forms mailed

SEPT. 30

DEADLINE: Baseball season ticket renewals

Priority points calculated for baseball ticket and parking selections

NOV. 12

Online seat and parking selection process for baseball begins

DEC. 15

Giving Plan donations due in full

DEC. 31

Last day to make non-seating donations and receive giving credit for the 2018 tax year

2019

JAN. 16

Football season tickets on sale; renewal forms mailed

FEB. 3

Athletics Foundation annual fund membership renewals mailed



ANNUAL FUND MEMBERSHIP BENEFITS

	REBEL	VARSITY	STARTER	CAPTAIN	ALL-CONFERENCE	ALL-AMERICAN	MVP	HALL OF FAME	LEGEND
	\$50	\$300	\$600	\$1,250	\$2,500	\$5,000	\$10,000	\$17,500	\$25,000
	R	V	S	C	AC	AA	MVP	HoF	L
Support Rebel Student-Athletes' Pursuit of Education and Championships	X	X	X	X	X	X	X	X	X
Priority Points	X	X	X	X	X	X	X	X	X
Exclusive Car Decal	X	X	X	X	X	X	X	X	X
Online/Game Program Listing	X	X	X	X	X	X	X	X	X
Ole Miss Athletics Foundation Merchandise			X	X	X	X	X	X	X
Football, Men's Basketball and Baseball Media Guides							X	X	X
Eligible to purchase Football Gameday Parking**	X	X	X	X	X	X	X	X	X
Football Bowl and Away Game Ticket Eligibility **	2	4	4	4	6	8	10	12	14
Basketball and Baseball NCAA/SEC Post-Season Ticket Eligibility**	2	2	2	4	4	4	6	6	6
Invitation to Ole Miss Athletics Foundation Member Day	X	X	X	X	X	X	X	X	X
Invitation to Annual Signing Day Reception	X	X	X	X	X	X	X	X	X
Exclusive Annual Facilities Tour						X	X	X	X
Exclusive Annual "Chalk Talk"							X	X	X
Thank you Reception with AD and Special Guests								X	X

** Based on availability and priority

MEMBERSHIP FAQs

How do I transfer tickets/parking/priority points?

You may transfer seats as a benefit of your Capital Gift Agreement (CGA) in football and men's basketball and your personal seat license (PSL) in baseball. Seats not covered by a CGA or PSL may be transferred by completion of a transfer form and a transfer fee of \$250 per seat. Parking is not transferable because it is reallocated annually. Priority points are not transferable because they are a measure of past support of Ole Miss Athletics.

How are away game and neutral site tickets allocated?

Tickets are allocated based on priority, availability and donor level. All ticket requests are ranked based on priority points immediately following the posted deadline. To determine your ticket eligibility, please view the annual fund benefits chart on page 5. Members are assigned the best available seats as provided by the host site based on priority points. No refunds or exchanges will be issued based on location.

How are season ticket and parking requests allocated?

New season tickets, move requests and gameday parking for football, men's basketball and baseball are allocated based on priority points and availability. All ticket requests are ranked based on priority points immediately following the posted deadlines and assigned a specific timeslot for OleMissSeats.com. Members may choose from any available location at their assigned time.

Are giving plans available?

The Ole Miss Athletics Foundation offers a flexible monthly giving option for members to make their donations. All giving plans with the Ole Miss Athletics Foundation must be completed by December 15, 2018. Please call 662-915-7159 for more information. It is Ole Miss Athletics Foundation policy to hold tickets and parking for all accounts that fall behind on any giving plans.

What forms of payment are available?

The Ole Miss Athletics Foundation accepts cash, check, credit card, ACH fund transfers, and gifts of stock.

Do I have to be a season ticket holder to join the Ole Miss Athletics Foundation?

No. Regardless of whether or not you can attend athletic events your support allows us to continue giving Rebel student-athletes the highest quality experience.

Is my gift tax-deductible?

According to the Tax Cuts and Jobs Act signed into law on December 22, 2017, Internal Revenue Code Section 170(l) has been amended to eliminate charitable deductions previously allowed for donations given for seating in athletics venues. Priority seating per-seat donations will not be deductible for tax purposes. Philanthropic giving beyond seating donations are still tax-deductible. Please consult with your tax advisor for information on how these changes affect your personal income taxes.

Examples of philanthropic giving include: Vaught Society, 110% Campaign, Forward Together and above and beyond membership giving.

MEMBERSHIP FAQs

How do I make my donation online?

The Ole Miss Athletics Foundation offers the ability to make donations online by visiting GiveToAthletics.com. Current donors may call 662-915-7159 (option 2) or email omaf@olemiss.edu to receive your login credentials. All new donors can register directly online. Once logged in, you can:

- View your priority points
- View your current seat location
- View your giving history
- Update your contact information

Is my donation refundable?

Donations and season ticket purchases are not refundable.

This information is valid until June 30, 2018



PRIORITY POINTS

The Ole Miss Athletics Foundation priority point system recognizes and rewards those donors who have committed to the long term success of Ole Miss Athletics. Priority points are used to rank donors for new season ticket and parking allocations, away games, bowl games and NCAA postseason events. Points are accumulated through the following means:

- One point for every \$100 donated to the Ole Miss Athletics Foundation since 1998.
- One point for every season ticket (up to 10 per year) since 1998 for football, men's and women's basketball, and baseball.

Priority points are updated before any major allocations such as NCAA tournaments, away games, bowl games, etc. Points are credited only as donations are received. Making your donation by March 31 means you will receive priority point credit for the entire amount of the gift, which could improve your selection for seats and/or parking for football.

Priority Point Rankings

The chart below is a breakdown of 2017-18 athletics foundation donors and their priority point totals: **(Numbers are accurate as of Dec. 12, 2017):**

DONOR RANK	PRIORITY POINTS
100	4580.2
250	2500
500	1610.3
1000	980.2
2500	388.8
5000	153
10,000	43
12,500	25
15,000	14



VAUGHT-HEMINGWAY STADIUM FOOTBALL SEATING

The per-seat donations required to maintain seating at Vaught- Hemingway Stadium for 2018 are located to the right. Seats in sections requiring per-seat donations require a separate season ticket purchase.

Renew Season Tickets

All donors who renew their tickets by the March 31 deadline will be included in the online seating and parking selection process in May and June. Selection opportunities are ranked by priority points. (See page 8 for more information on priority points.)

Purchase New Season Tickets

Requests for new football season tickets will be filled through the online seat selection process based on priority points and availability. Please consider making a donation to the Ole Miss Athletics Foundation to increase your priority points.

Request Additional Season Tickets

Additional season ticket requests are due by March 31. Locations for any additionally requested football season tickets may be selected during the online seating and parking selection process in May and June. Selection opportunities are ranked by priority points. (See page 8 for more information on priority points.)

Club Season Tickets (NEW)

Starting this year, all non-renewed club seats will be made available through the online seating and parking selection process. This will eliminate all wait lists for football club seats, chair backs and bleacher backs. Those interested in upgrading seats to a club area should review availability during their selection time slot. All season tickets in the South End Zone Club and Rebel Club require an initial buy-in in the first year. Selection opportunities are ranked by priority points. (See page 8 for more information on priority points.)

Parking

Season parking for Ole Miss Football is re-allocated every year. All parking selections are based on priority and availability. (See page 12 for additional information regarding gameday parking)



Annual Donation

SECTION	PER-SEAT
Rebel Club	\$1,750
South Club	\$1,600
Field Club	\$1,000/\$1,350
A	\$50
B	\$50
C	\$125
D	\$400/\$600*
E	\$750/\$925*
F	\$400/\$600*
G	\$125
H	\$50
J	\$50
K	\$50
L	\$50

SECTION	PER-SEAT
Benchback M, Q, N, P	\$350/\$500*
M	\$50
N	\$125
Benchback O	\$500/\$600*
O	\$400/\$600*
P	\$125
Q	\$50
R	\$50
Sideline Chairbacks	\$250/\$400*
West Chairback Midfield (4-6)	\$500/\$600*
West Chairback Sideline	\$450/\$500*
South Endzone (S1-S11)	N/A
North Endzone	N/A

*Per-Seat with CGA/Per-Seat without CGA



BASKETBALL SEATING

The per-seat donations required to maintain seating at The Pavilion at Ole Miss for 2018-19 are located to the right. Seats in sections requiring per-seat donations require a separate season ticket purchase.

Renew Season Tickets

All donors who renew their tickets by the July 31 deadline will be included in the online seating and parking selection process in August. Selection opportunities are ranked by priority points. (See page 8 for more information on priority points.)

Purchase New Season Tickets

Requests for new basketball season tickets will be filled through the online seat selection process based on priority points and availability. Please consider making a donation to the Ole Miss Athletics Foundation to increase your priority points.

Request Additional Season Tickets

Additional season ticket requests are due by July 31. Locations for any additionally requested season tickets may be selected during the online seating and parking selection process in August. Selection opportunities are ranked by priority points. (See page 8 for more information on priority points.)

Club Season Tickets














All non-renewed club seats will be made available through the online seating and parking selection process. This will eliminate all wait lists for club seats. Those interested in upgrading seats to a club area should review availability during their selection time slot. Selection opportunities are ranked by priority points. (See page 8 for more information on priority points.)

Basketball season tickets not covered by a capital gift are re-selected annually. To learn more about committing to a long-term seating location for men's basketball, please contact us at 662-915-7159 (option 2)

Season Parking

Season parking for Ole Miss Basketball is re-allocated every year (See page 12 for additional information regarding gameday parking). All parking selections are based on priority and availability. Those who committed to the original CGA program for club seats at The Pavilion will receive one (1) complimentary parking pass in the parking garage with their season ticket order.



Annual Donation		PER-SEAT
SECTION		
	Floor Seats	\$2,500
	All-American Club	\$1,750*
	Courtside Club	\$1,200*
	Pavilion Club	\$800*
	Pavilion Seating Sideline (102-104)	\$300*
	Pavilion Seating Corner (101, 105, 109, 115)	\$225*
	Pavilion Seating Baseline (106-108, 116-118)	\$150*
	Mezzanine First 4 Rows (201-207, 212-218)	\$75*
	Mezzanine	N/A
	Students	N/A
	ADA Seating <i>For ADA tickets, contact the Ole Miss Ticket Office at 662-915-7159</i>	
	Band	N/A
	Media	N/A

*Optional CGA

O-U STADIUM BASEBALL SEATING

The per-seat donations required to maintain seating at O-U Stadium for 2019 are located to the right. Seats in sections requiring per-seat donations require a separate season ticket purchase.

Renew Season Tickets

All donors who renew their tickets by the September 30 deadline will be included in the online seat selection process in November 2018. Selection opportunities are ranked by priority points. (See page 8 for more information on priority points.)

Purchase New Season Tickets

Requests for new baseball season tickets will be filled through the online seat selection process in November 2018 based on priority points and availability. Please consider making a donation to the Ole Miss Athletics Foundation to increase your priority points.

Request Additional Season Tickets

Additional season ticket requests are due by September 30. Locations for any additionally requested baseball season tickets may be selected during the online selection process in November. Selection opportunities are ranked by priority points. (See page 8 for more information on priority points.)

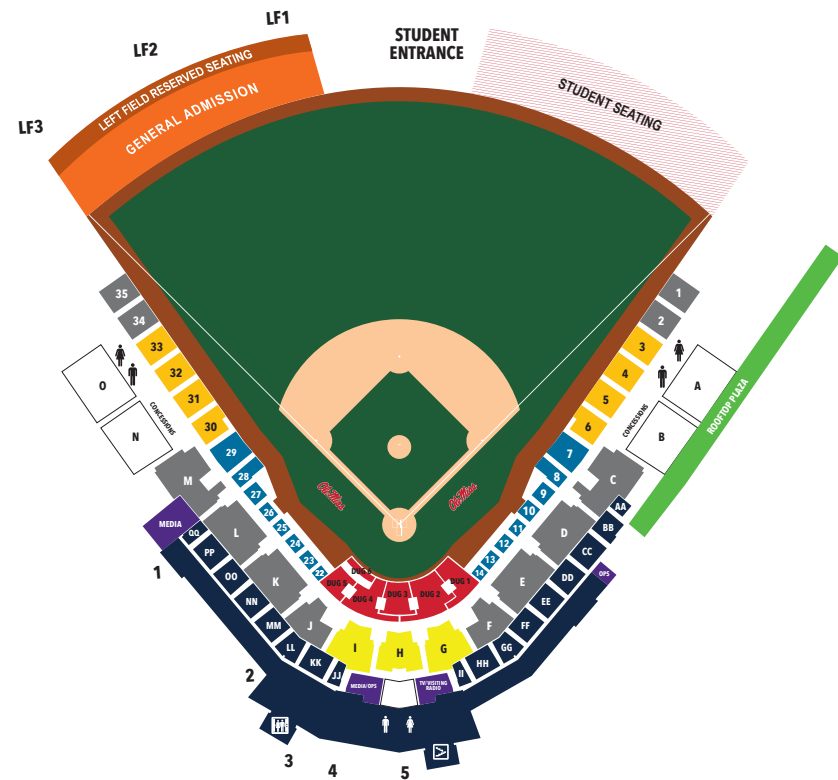
Club Season Tickets (NEW)

Starting this year, all non-renewed seats in the Trehern Dugout Club and Diamond Club will be made available through the online seating and parking selection process. This will eliminate all wait lists for baseball club seats. Those interested in upgrading seats to a club area should review availability during their selection time slot. Selection opportunities are ranked by priority points. (See page 8 for more information on priority points.)

Season Parking

Season parking for Ole Miss Baseball is re-allocated every year (See page 12 for additional information regarding gameday parking). Selection opportunities are ranked by priority points.

Those who committed to the Diamond Club PSL program in 2008 will receive complimentary parking pass(es) with their season ticket order. Location selection opportunities are ranked by priority points.



Annual Donation

SECTION	PER-SEAT
Dugout Club	\$2,000
Diamond Club	\$1,500
M-Club Rooftop Plaza	\$500
Infield Box (Section 7-15, 22-29)	\$500
Sections 3-6, 30-33	\$250
Sections G-I	\$150
Sections C-F, J-M, 1-2, 34-35	\$125
Sections A-B, N-O	N/A

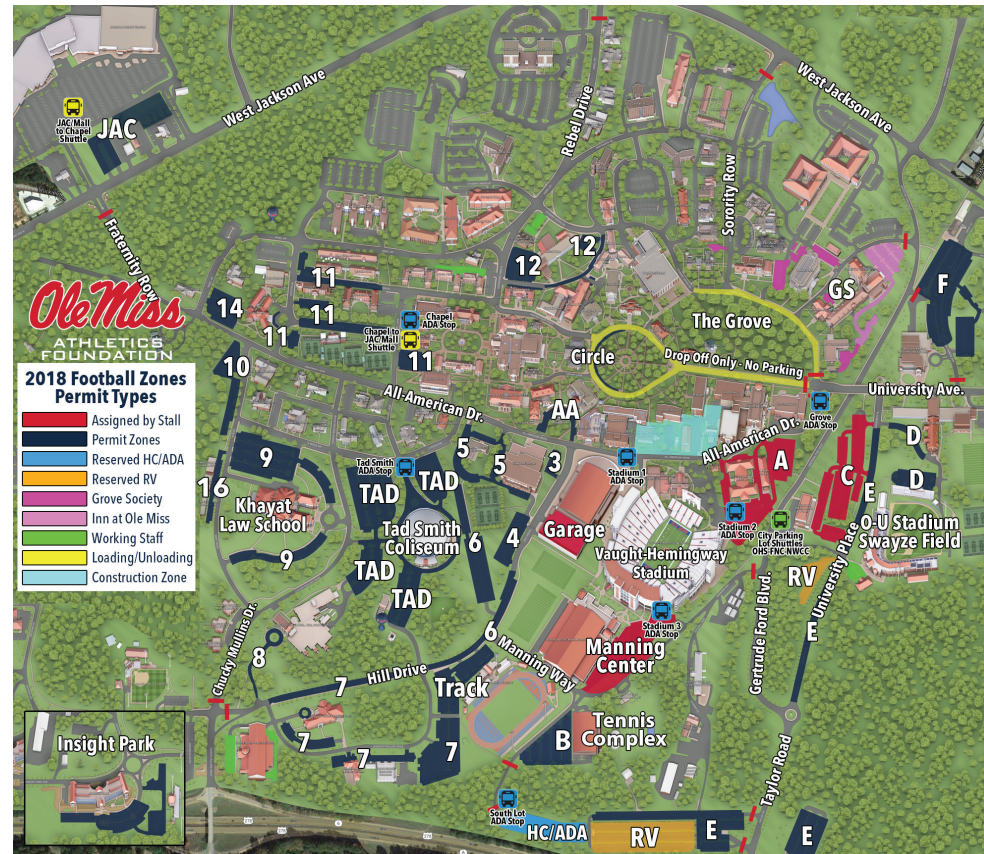
GAMEDAY PARKING

Gameday parking is reallocated annually for football, men's basketball and baseball. Donors select their parking location(s) online at OleMissSeats.com. No parking location is guaranteed; all parking selections are based on priority and availability. The following criteria will govern all parking assignments:

1. You must request parking passes with your season ticket renewal by completing the necessary information with your ticket order.
2. Requests should be received by the appropriate deadlines of March 31 for football, July 31 for men's basketball and September 30 for baseball.
3. All parking requests received after the deadline will be placed on a waitlist. (If there are any parking passes available after the initial selection process has finished, they will be assigned based on priority points.)
4. Donors will be eligible to request season parking passes based on their annual seating commitment for each sport using the criteria below:

Sport-Specific Priority Seating/ Parking Donations	Parking Pass Eligibility
\$50-\$4,999	1 season parking pass
\$5,000-\$9,999	2 season parking passes
\$10,000 and above	3 season parking passes </td

Lot assignment based on priority points and availability.



ADA Parking

In compliance with the Americans with Disabilities Act (ADA) and the Office of Civil Rights, parking is expressly prohibited on sidewalks, roadsides, grass and other areas that prevent appropriate access and consideration to pedestrians, wheelchairs and other forms of access. The University of Mississippi and the City of Oxford will strictly enforce these parking regulations. The University of Mississippi provides all on-campus ADA stalls as well as additional parking for home athletics events. In order to park in an ADA stall on gameday for football, men's basketball and baseball, you must display your state-issued ADA credential and the appropriate gameday parking pass for the specific parking lot in which you are attempting to park. Failure to display both credentials may result in citation and/or tow at owner's expense.

ACADEMIC SUCCESS: 2017 FALL SEMESTER

Total # of Student-Athletes:	392
Total # of 2017 – 18 Graduates:	14 Projected Graduates
Overall Semester GPA:	3.01 (*Highest in Program History)
Overall Cumulative Team GPA:	2.98
Highest Overall Team GPA:	3.69 (Women's Soccer)

Highest Male Team GPA:	3.29 (Men's Golf)
Total # of Sem. 3.00's or better:	208 (AD's Honor Roll)
Total # of Sem. 3.50's or better:	108 (Dean's Honor Roll)
Total # of Sem. 3.75's or better:	69 (Chancellor's Honor Roll)
Total # of Sem. 4.00 GPAs:	28

Team Quick Facts

- Baseball: Sixth consecutive Fall semester with a 3.00 or higher team GPA
- Football: 33 student-athletes earned a 3.00 GPA or better
- Men's Basketball: Second highest team GPA in program's recorded history
- Men's Cross Country: 70% of all grades were A's & B's in Fall semester
- Men's Golf: Freshman student-athletes earned a combined 3.79 semester GPA
- Men's Tennis: 75% of roster made the AD Honor Roll or better (3.0 GPA or higher)
- Men's Track & Field: Tied the program record for highest residential GPA in recorded history
- Rifle: 92% of student-athletes received a residential GPA of 3.0 or higher

- Softball: Highest team GPA in program's recorded history
- Volleyball: 13 of 15 student-athletes made the AD Honor Roll or better (3.0 GPA or higher)
- Women's Basketball: 3 student-athletes made the Dean's Honor Roll (3.5 GPA or higher)
- Women's Cross Country: 16 of 18 student-athletes made the AD Honor Roll or better (3.0 GPA or higher)
- Women's Golf: 23rd consecutive semester with a 3.0 or higher team GPA
- Women's Tennis: 100% of the roster earned a 3.0 GPA or higher
- Women's Track & Field: Back-to-Back semesters with 30 or more student-athletes earning a 3.0 GPA or higher

Student-Athletes Snapshot



Babic Zvonimir will be entering his senior season as an Ole Miss men's tennis student-athlete this fall. Prior to attending Ole Miss, Zvonimir was ranked No. 1 in Croatia in juniors, won the Croatian National Indoor Championship in singles and the Outdoor Championship in doubles.

Since arriving at Ole Miss, Zvonimir has added two top-30 doubles finishes to his career accolades, as well as three straight NCAA Tournament appearances. In the classroom, Zvonimir has been named to the Chancellor's Honor Roll (awarded to all students with a cumulative GPA of 3.5 and above) four times and the SEC Spring Academic Honor in both of his first two seasons.

After graduating next May, Zvonimir plans to pursue a career in Oxford under the Optional Practical Training program, or further his education by pursuing a master's in Accounting.

Hannah Christen enters her junior season on the track and just completed her senior season in cross country.

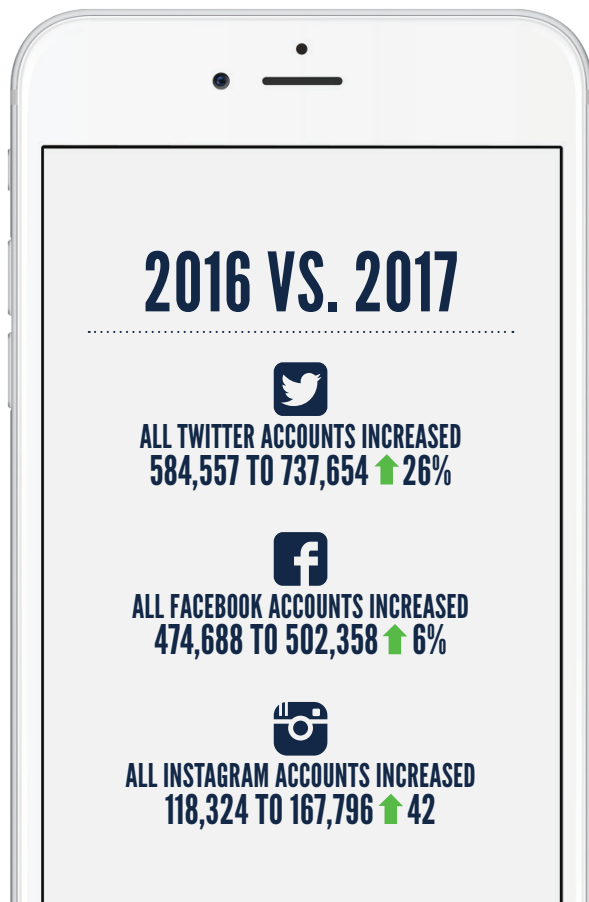
Christen was one of the top Rebels on the cross country course this past fall, helping lead Ole Miss to their first-ever South Region title and their second-ever (and second consecutive) NCAA berth. The Rebel women finished 25th, the second-straight top-25 team finish for Ole Miss, in just their second trip to the national meet.

Individually, Christen earned All-South Region honors after finishing 13th at the regional meet. On the track last season (her first at Ole Miss), Christen was an NCAA Regional qualifier in the 5K, where she finished 35th.

Academically, Christen has landed on the Chancellor's Honor Roll (awarded to all students with a cumulative GPA of 3.5 and above) every semester since arriving in Oxford. She also was named to the SEC First Year Academic Honor Roll in 2016-17 and to the USTFCCCA 2017 All-Academic Team in August 2017.

Following graduation, Hannah plans to attend nursing school.





SOCIAL MEDIA BY THE NUMBERS

OLE MISS FOOTBALL

VIDEO VIEWS SKYROCKETED FROM
5.3M TO 13.1M **↑ 147%**

POST VIEWS INCREASED FROM
62M TO 76M **↑ 23%**

ENGAGEMENTS INCREASED FROM
1.8M TO 2.1M **↑ 17%**

OLE MISS MEN'S GOLF



**Creating exposure for
our student-athletes**

"It's not your folf : The Braden Thornberry Story"
Over 100K video views with 500K post views

Picked up by Golfchannel, USGA,
and Golfweek Twitters

Baseball

@OleMissBSB
 /OleMissBaseball
 OleMissBSB

Women's Basketball

@OleMissWBB
 /OleMissWBB
 OleMiss_WBB

Men's Golf

@OleMissMGolf
 /OleMissMGolf
 OleMissMGolf

Rifle

@OleMissRifle
 /OleMissRifle
 OleMissRifle

Softball

@OleMissSoftball
 /OleMissSoftball
 OleMissSoftball

Women's Tennis

@OleMissWTennis
 /OleMissWTennis
 OleMissWTennis

Volleyball

@OleMissVB
 /OleMissVolleyball
 OleMissVB

@OMSP
 @RebelGameday
 @RebelRewards
 @OMSoloCups
 @UMClubRed
 @OleMissTix

Men's Basketball

@OleMissMBB
 /OleMissMBB
 OleMissMensBasketball

Football

@OleMissFB
 /OleMissFootball
 OleMissFB

Women's Golf

@OleMissWGolf
 /OleMissWGolf
 OleMissWGolf

Soccer

@OleMissSoccer
 /OleMissSoccer
 OfficialOleMissSoccer

Men's Tennis

@OleMissMTennis
 /OleMissMTennis
 OleMissMTennis

Track & Field/XC

@OleMissTrack
 /OleMissTrack
 OleMissTrack

Other

@RossBjorkAD
 @OleMissPix
 @OleMissAF

@OleMissSports

/OleMissSports

OleMissAthletics

WeAreOleMiss



MAILING ADDRESS

PO Box 1519
Oxford, MS 38655

PHYSICAL ADDRESS

100 Coliseum Loop, Suite B
University, MS 38677

PHONE

662-915-7159

FAX

662-915-7160

EMAIL

omaf@olemiss.edu

WEB

givetoathletics.com

TWITTER

[@OleMissAF](https://twitter.com/OleMissAF)