

ANNUAL FUND

2019-20 DONOR HANDBOOK



THANK YOU!

Dear Rebel Nation,

The spirit and unwavering support of our loyal Ole Miss fans and donors never ceases to amaze me. 2018 was no different as the Ole Miss Athletics Foundation posted another successful year with over \$30 million in cash giving, the opening of the Baseball Performance Center, and the unveiling of the Lloyd Family Bell Tower. Your incredible generosity plays a major role in our overall success.

Off the field, for the second straight year, Rebel student-athletes posted record highs in graduation success rate (85%) and grade-point average (3.01). Additionally, 10 of our 16 teams had a 3.00 or higher team GPA for the spring 2018 semester, and 182 student-athletes made the SEC Honor Roll in 2017-18. We had 89 graduates during the 2017-18 year including 12 graduates from our Rebel Reconnect Program. Your contributions enable our 400 student-athletes representing Ole Miss to be successful in all areas of their Division I experience through scholarships, health care, strength and conditioning, academic support, meals and nutrition, and housing.

As you know, the Tax Cuts & Jobs Act passed in 2017 forced considerable change on the Ole Miss Athletics Foundation and college athletics. We have and will continue to adapt and innovate to the benefit of our donors.

We sincerely thank you for your continued support, and our staff looks forward to working with you throughout 2019-20 to help Ole Miss Athletics compete at the highest level.

Go Rebels!



J. Keith Carter



TABLE OF CONTENTS

Letter From Keith Carter.....	Page 1
Ole Miss Athletics Foundation Staff.....	Page 2
Our Mission, Your Impact	Page 3
Important Dates and Deadlines.....	Page 4
Membership Benefits.....	Page 5
Membership FAQ's	Page 6
Vaught Society.....	Page 7
Priority Points	Page 8
Football Seating	Page 9
Football Parking	Page 10
Basketball Seating.....	Page 11
Basketball Parking.....	Page 12
Baseball Seating.....	Page 13
Baseball Parking.....	Page 14



OLE MISS ATHLETICS FOUNDATION STAFF

Ross Bjork - Vice Chancellor for Intercollegiate Athletics

Keith Carter - Deputy A.D. for Development and Resource Acquisition - jkcarter@olemiss.edu

Matt Mossberg - Associate A.D. for Development/Major Gifts - mossberg@olemiss.edu

Wesley Owen - Associate A.D. for Resource Development - wbowen@olemiss.edu

Fowler Staines - Chief Financial Officer - fowler@olemiss.edu

Brady Bramlett - Assistant Director of Development/Annual Giving - bradyb@olemiss.edu

Da'Ron Brown - Assistant Director of Development/Annual Giving - dbrown8@olemiss.edu

Kerry Cruse - Operations Coordinator - kcruse@olemiss.edu

Tammy Diggs - Donations Manager - tdiggs@olemiss.edu

Hailey Gilleland - Assistant Director of Development/Annual Giving - hgillela@olemiss.edu

Zachary Hays - Development Assistant - zhays@olemiss.edu

Erich Horner - Assistant Director of Development/Annual Giving - emhorner@olemiss.edu

Jenny Johnson - Assistant Director of Stewardship/Prospect Management - jenny@olemiss.edu

Jordie Kindervater - Associate Director of Development/Major Gifts - jckinder@olemiss.edu

Matt McLaughlin - Director of Development/Major Gifts - mlmclaug@olemiss.edu

Georgia Russell - Accountant - gtrussel@olemiss.edu

Anne Threlkeld - Associate Director of Development/Annual Giving - act@olemiss.edu

OUR MISSION, YOUR IMPACT

The Ole Miss Athletics Foundation is the fundraising arm of Ole Miss Athletics. The mission of the Ole Miss Athletics Foundation is to aid the Department of Intercollegiate Athletics at The University of Mississippi and nearly 400 student-athletes that compete for the Rebels. The Ole Miss Athletics Foundation provides support for the Vision, Purpose, and Core Values of the Ole Miss Athletics department.

SUPPORT PER STUDENT-ATHLETE



\$5,153
Academic Services



\$4,261
Strength & Conditioning



\$8,411
Medical Services



\$3,461
Nutrition



\$25,216¹/\$41,170²
Scholarship



\$7,671¹/\$10,867²
Non-Traditional Academic Term Scholarship



\$1,235
Academic Break Meals & Housing

1- In-state 2- Non-Resident

* Non-Traditional Academic Term Scholarship includes a student-athlete taking one Winter Intercession course and two Summer classes. All costs are budgeted costs for the 2017-18 academic year. Student-Athlete support does not include coaching salaries, travel, facilities expenses, event management and other administrative expenses.



VISION

TO BE THE NUMBER ONE ACADEMIC AND ATHLETICS PROGRAM THROUGH THE STRONG EMPHASIS OF CORE VALUES AND THE OPPORTUNITY TO EXPERIENCE ATHLETIC PURSUITS AT THE HIGHEST LEVEL.

PURPOSE

TO DEVELOP STUDENTS TO THEIR FULLEST POTENTIAL THROUGH ATHLETICS.

CORE VALUES

ACADEMIC EXCELLENCE
INTEGRITY
SOCIAL RESPONSIBILITY
STUDENT-ATHLETE WELFARE
UNIVERSITY INTEGRATION
COMMUNITY ENGAGEMENT
COMPETITIVE EXCELLENCE

IMPORTANT DATES AND DEADLINES

MAR. 31

DEADLINE: Football season ticket renewals

DEADLINE: Annual Fund & Priority Seating renewals due for football, men's basketball and baseball

*Priority points calculated for football ticket and parking selections

APR. 30

DEADLINE: Football away game ticket orders

MAY 7

Online parking and seat selection process for football begins

JULY 1

Basketball season tickets on sale; ticket renewal forms mailed

JULY 31

DEADLINE: Basketball season ticket renewals

* Priority points calculated for basketball ticket and parking selections

AUG. 28

Online seat selection process and parking preferences for basketball begins

SEPT. 1

Baseball season tickets on sale; ticket renewal forms mailed

SEPT. 30

DEADLINE: Baseball season ticket renewals

*Priority points calculated for baseball ticket and parking selections

NOV. 12

Online seat selection process and parking preferences for baseball begins

DEC. 15

Priority Seating & Annual Fund balances due

DEC. 31

Last day to make donations to receive giving credit for the 2019 tax year

2020

JAN. 16

Football season tickets on sale; ticket renewal forms mailed

FEB. 3

Annual Fund & Priority Seating 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 for away games and neutral sites are allocated based on blue priority points, availability and donor level. All ticket requests are ranked based on blue priority points immediately following the posted deadline. To determine your ticket eligibility, please view the annual fund benefits chart on page 7. Members are assigned the best available seats as provided by the host site based on their blue priority points. No refunds or exchanges will be issued based on location.

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, 2019. It is Ole Miss Athletics Foundation policy to hold tickets and parking for all accounts that fall behind on any giving plans. Giving plans are not available online. Please contact the Ole Miss Athletics Foundation at 662-915-7159 or omaf@olemiss.edu to set up a giving plan.

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 effective January 1, 2018, Internal Revenue Code Section 170(I) has been amended to eliminate charitable deductions previously allowed for donations given for seating in athletics venues. Priority seating donations will not be deductible for tax purposes. All donations to the Annual Fund beyond the priority seating requirement amount will be treated as 90% charitable as they are not tied to your seating purchases. Other examples of philanthropic giving include Vaught Society, the 110% Campaign, Forward Together, and Sport-Specific giving.

Please consult with your tax advisor for information on how these changes affect your personal income taxes.

How do I make my donation online?

The Ole Miss Athletics Foundation offers the ability to make donations online by visiting GiveToAthletics.com/Donate. 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 red and blue 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.



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 435 members and has generated over \$85 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.

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



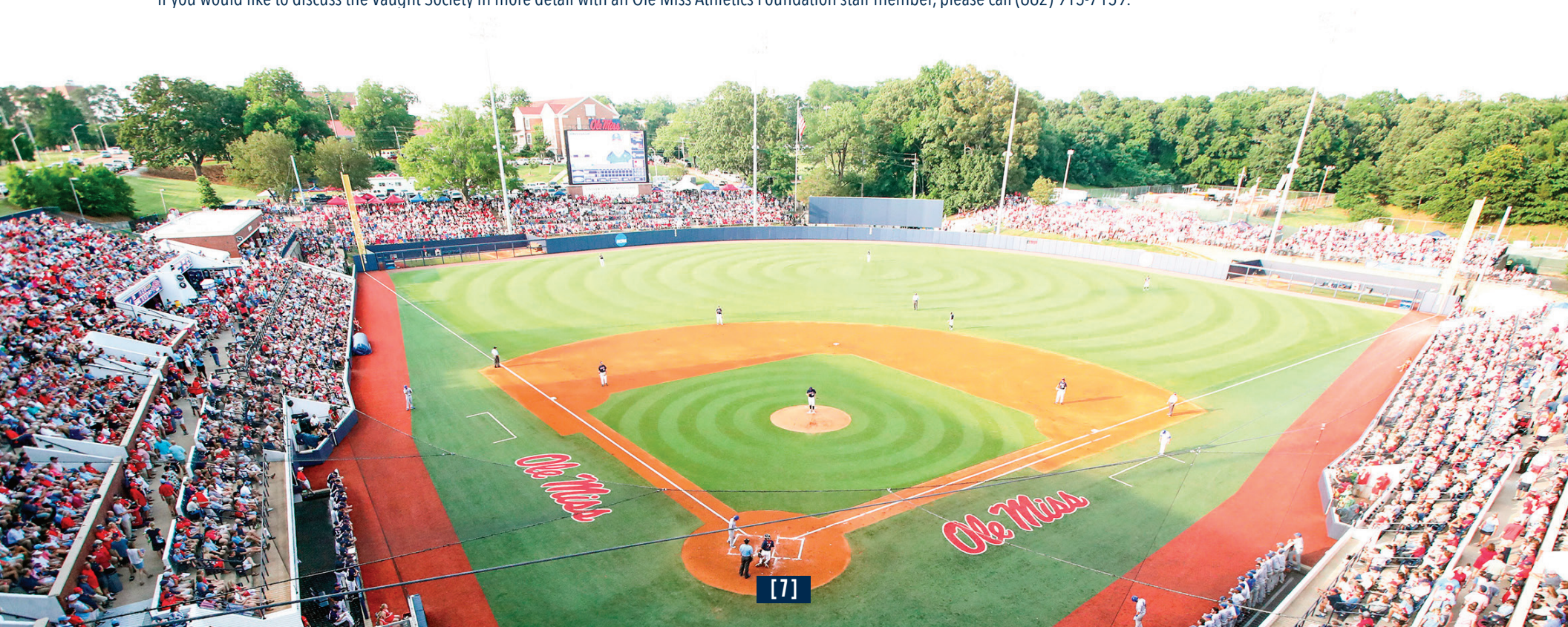
Pregame Sideline
Access



Football Away
Game Travel



Naming
Opportunities



A NEW SYSTEM OF PRIORITY POINTS AND TAX DEDUCTIBILITY

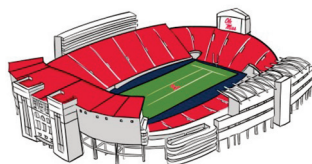
The charts below are a breakdown of 2018-2019 Athletics Foundation donors and their priority point totals: (Numbers are accurate as of January 1, 2019)

RED PRIORITY POINT RANKINGS	
DONOR RANK	PRIORITY POINTS
100	4,888.50
250	2,649.20
500	1,709.75
1,000	1,028.40
2,500	410.00
5,000	160.15
10,000	45.00
12,500	26.00
15,000	15.20

BLUE PRIORITY POINT RANKINGS	
DONOR RANK	PRIORITY POINTS
100	4,896.00
250	2,669.78
500	1,738.40
1,000	1,040.30
2,500	413.20
5,000	161.00
10,000	45.50
12,500	29.00
15,000	15.30

RED POINTS

- 1 point per season ticket purchased
- 1/2 point per \$100 donated to priority seating



Your red points total will be used for rankings for seat selections and purchases in Ole Miss venues.

BLUE POINTS

- 1 point per season ticket purchased
- 1/2 point per \$100 donated to priority seating
- 1 point per \$100 donated above and beyond seating requirements



Your blue points total will be used for on-campus parking allocations and rankings for seat selections in non-Ole Miss venues, like away games or postseason play.

PAUL'S TOTAL PRIORITY POINTS AS OF DECEMBER 31, 2017

1000

SPRING 2018

- PURCHASES 4 FOOTBALL SEASON TICKETS
- GIVES \$600 TO FOOTBALL PRIORITY SEATING
 - 0% DEDUCTIBLE
- GIVES \$1000 ABOVE AND BEYOND
 - 90% DEDUCTIBLE

PAUL'S LEGACY STARTING POINTS FOR RED & BLUE AS OF JANUARY 1, 2018

1000

1000

4

4

3

3

10

1007

1017

VAUGHT-HEMINGWAY STADIUM FOOTBALL SEATING

The priority seating amounts required to maintain seats at Vaught-Hemingway Stadium for 2019 are located to the right. All seats, including those in a priority section, also require a separate season ticket purchase.

Renew Season Tickets

2018 ticket holders must renew by March 31, 2019 in order to keep their seats for the 2019 football season. If a current season ticket holder wants to move, add, or upgrade their seats, they can do so during the selection process in May and June. Purchasing tickets by March 31st guarantees you a selection timeslot in May or June. Selection timeslots are determined by your red priority point ranking. (See page 10 for more information on priority points). Season ticket holders who renew by the March 31st deadline will keep their same seat location unless they elect to move during the seat selection process.

Purchase New Season Tickets

Requests for new football season tickets must be submitted by the March 31st deadline and will be filled through the online seat selection process. Seat selection timeslots are determined by your red priority point ranking. New season ticket holders will be able to choose from any available seats during their specific timeslot. No location is guaranteed for new season tickets, as all new ticket requests are based on priority and availability.

Request Additional Season Tickets

Additional season ticket requests are due by the March 31st deadline. Locations for any additionally requested football season tickets may be selected during the online seat selection process in May and June. Seat selection timeslots are determined by your red priority point ranking. No location is guaranteed for new season tickets, as all new ticket requests are based on priority and availability.

Club Season Tickets

All non-renewed club seats are made available through the online seat selection process. Those interested in upgrading to a club area or adding additional club seats should review availability during their selection time slot. Seat selection timeslots are ranked by red priority points and based on availability. Please note: In addition to the ticket and priority seating costs, Rebel Club seats also require an initial buy-in fee of \$4,000 per seat.



Annual Donation

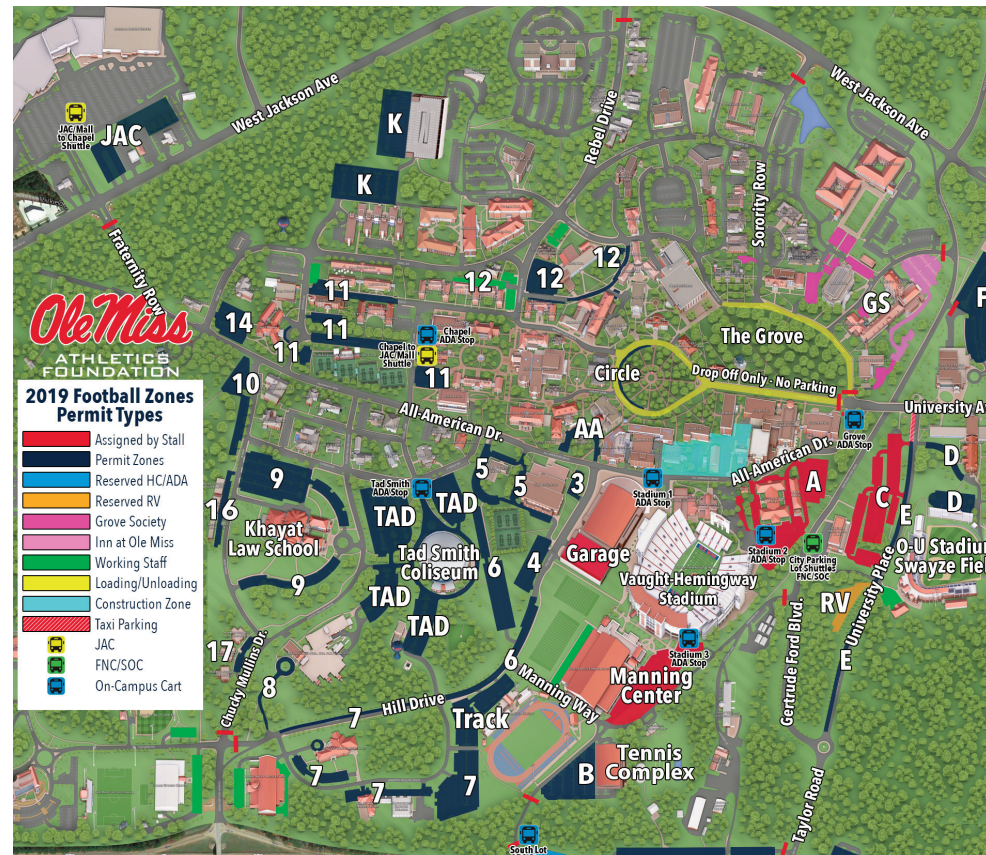
SECTION	PER-SEAT
Rebel Club	\$1,750
South Club	\$1,600/\$2,100*
Field Club	\$1,000/\$1,350*
A	\$50
B	\$50
C	\$125
D	\$400/\$600*
E	\$750/\$925*
F	\$400/\$600*
G	\$125
H	\$50
J	\$50
K	\$50
L	\$50

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

Gameday parking for football is reallocated annually during the parking selections in May and June. All parking selection are based on blue priority points and availability. The following criteria govern parking selections:

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



ADA Parking



The per-seat donations required to maintain seating at The Pavilion at Ole Miss for 2019-20 are located to the right. All seats, including those in sections requiring per-seat donation, also require a separate season ticket purchase.

Renew Season Tickets

All donors who renew their tickets by the July 31st deadline will be included in the seat selection process. Seat selection opportunities are ranked by red points (see page 10 for more information on priority points). *All season tickets not covered under a Capital Gift Agreement (CGA) will be re-selected annually.*

Purchase New Season Tickets

Requests for new basketball season tickets must be submitted by the July 31st deadline and will be filled through the online seat selection process based on red priority points and based on availability.

Request Additional Season Tickets














Additional season ticket requests are due by the July 31st deadline. Locations for any additionally requested season tickets will be selected during the online seat selection process. Selection opportunities are ranked by red priority points and based on availability.

Club Season Tickets

All non-renewed club seats, and club seats not under a CGA will be made available through the online seat selection process. Those interested in upgrading seats to a club area, or adding additional club tickets should review availability during their selection time slot. Selection opportunities are ranked by red priority points and based on availability.

*All basketball season tickets not covered by a Capital Gift Agreement (CGA) are re-selected annually. To learn more about committing to a long-term seating location through the 2024-25 season contact the Ole Miss Athletics Foundation at 662-915-7159 (option 2).



Annual Donation			
	SECTION	PER-SEAT	CGA
	Floor Seats	\$2,500	\$3,250
	All-American Club	\$1,750*	\$2,600
	Courtside Club	\$1,200*	\$1,950
	Pavilion Club	\$800*	\$1,300
	Pavilion Seating Sideline (102-104)	\$300*	\$650
	Pavilion Seating Corner (101, 105, 109, 115)	\$225*	\$650
	Pavilion Seating Baseline (106-108, 116-118)	\$150*	\$650
	Mezzanine First 4 Rows (201-207, 212-218)	\$75*	\$650
	Mezzanine	N/A	\$650
	Students	N/A	N/A
	ADA Seating	For ADA tickets, contact the Ole Miss Ticket Office at 662-915-7159	
	Band	N/A	N/A
	Media	N/A	N/A

*Optional CGA

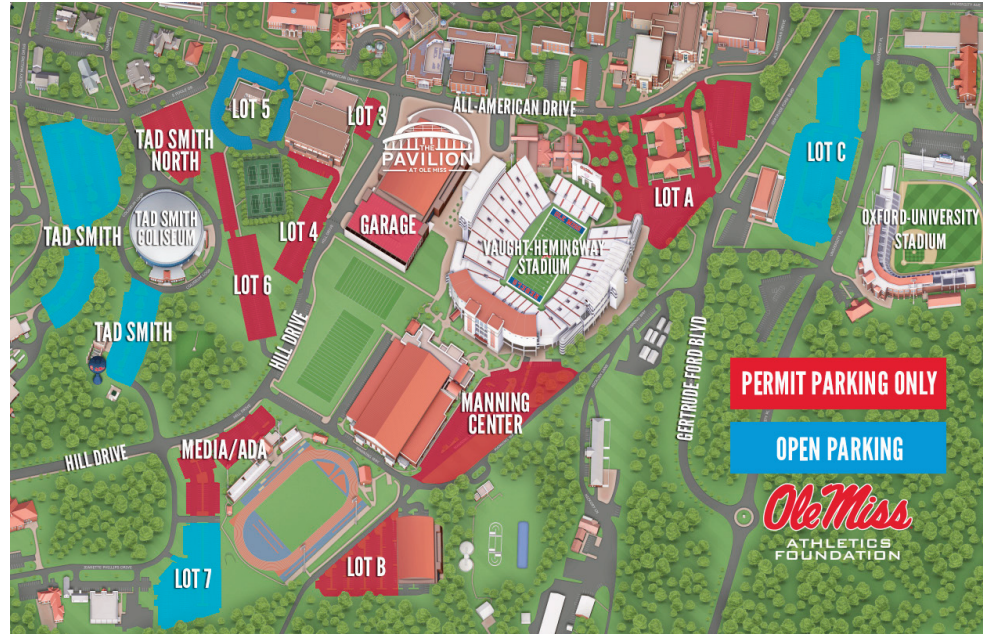
BASKETBALL PARKING

Gameday parking for basketball is reallocated annually. All parking allocations are based on blue priority points and availability. The following criteria govern parking allocations:

- To be included in the parking allocation process, donors must request a pass for \$100 through the Ole Miss Athletics Ticket Office by July 31st.
- Donors will submit their parking preferences to the Ole Miss Athletics Foundation.
- The Ole Miss Athletics Foundation will allocate parking passes based on blue priority points, donor preferences, and availability. (For more information on priority points see page 10).
- All parking requests received after the July 31st deadline will be placed on a waitlist. If there are any parking passes available after the selection process has finished they will be assigned based on blue priority points.
- Donors are eligible to request season parking passes based on their annual basketball commitment 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

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.

O-U STADIUM BASEBALL SEATING

The per-seat donations required to maintain seating at O-U Stadium for 2020 are located to the right. All seats including those requiring a donation, also require a separate season ticket purchase.

Renew Season Tickets

All donors who renew their tickets by the September 30th deadline will be included in the online seat selection process in November 2019. Selection opportunities are based on red priority points and availability (see page 10 for more information on priority points).

Purchase New Season Tickets

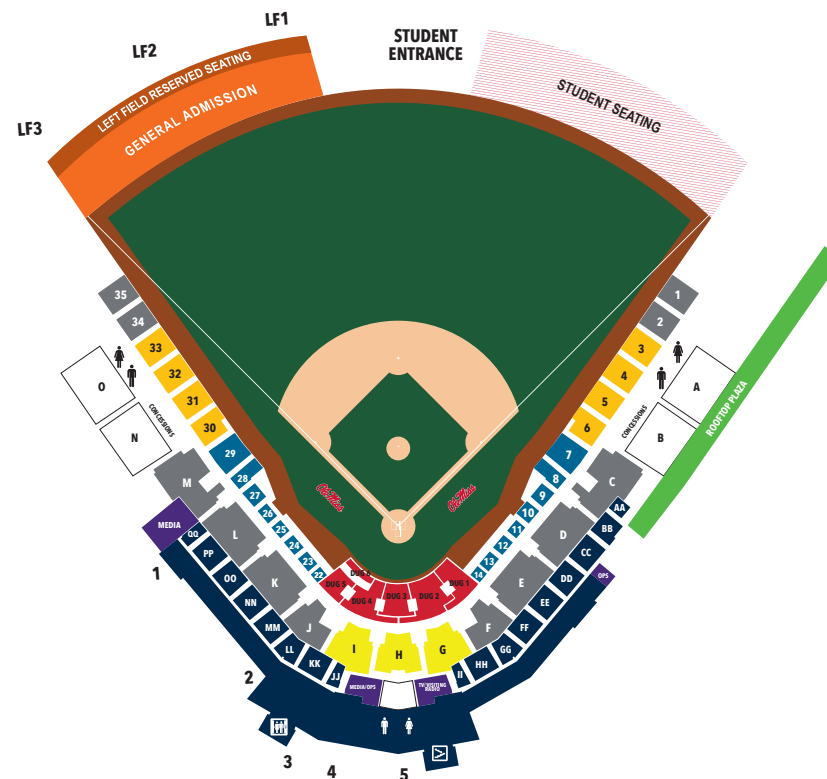
Requests for new baseball season tickets must be submitted by the September 30th deadline and will be filled through the online seat selection process in November 2019 based on red priority points and availability.

Request Additional Season Tickets

Additional season ticket requests are due by the September 30th deadline. Locations for any additionally requested baseball season tickets will be selected during the online selection process in November 2019. Selection opportunities are ranked by red priority points and based on availability.

Club Season Tickets

All non-renewed seats in the Dugout Club, Diamond Club, and Rooftop Plaza are made available through the online seat selection process. Those interested in upgrading seats to a club area, or adding additional club seats should review availability during their selection time slot. Selection opportunities are ranked by red points and based on availability.



Annual Donation		PER-SEAT
SECTION		
■	Dugout Club	\$2,000
■	Diamond Club	\$1,650
■	Rooftop Plaza	\$500
■	Infield Box (Section 7-14, 22-29)	\$550
■	Sections 3-6, 30-33	\$275
■	Sections G-I	\$165
■	Sections C-F, J-M, 1-2, 34-35	\$140
■	Sections A-B, N-O	N/A

*Note: ADA Rows in the Diamond Club, Dugout Club, Boxes 29-30 and 7-8 require a per-seat donation. Sections C and M are re-allocated during regionals and C, M and L are re-allocated for Super Regionals.

BASEBALL PARKING

Gameday parking for baseball is reallocated annually. All parking allocations are based on blue priority points and availability. The following criteria govern parking allocations:

- To be included in the parking allocation process, donors must request a pass for \$100 through the Ole Miss Athletics Ticket Office by September 30th.
- Donors will submit their parking preferences to the Ole Miss Athletics Foundation.
- The Ole Miss Athletics Foundation will allocate parking passes based on blue priority points, donor preferences, and availability. (For more information on priority points see page 10).
- All parking requests received after the September 30th deadline will be placed on a waitlist. If there are any parking passes available after the selection process has finished they will be assigned based on blue priority points.
- Donors are eligible to request season parking passes based on their annual baseball commitment 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

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.



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

FACEBOOK

[/OleMissAF](https://www.facebook.com/OleMissAF)

TWITTER

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