



Ole Miss
ATHLETICS
FOUNDATION

ANNUAL FUND

2024-25 DONOR HANDBOOK

Rebel Nation -

Has there ever been a better time to be an Ole Miss Rebel? Under the leadership of Vice Chancellor for Intercollegiate Athletics, Keith Carter, Ole Miss Athletics has asserted itself as one of the premier collegiate athletic programs in the country. With the best roster of head coaches in our history, elite student-athletes and an extremely passionate fanbase, we are becoming a recognized powerhouse in the SEC. I am reminded on a daily basis of what a privilege it is to serve our staff, fans, programs and student-athletes as CEO of the Ole Miss Athletics Foundation.

The Ole Miss Athletics Foundation is continuing to capitalize on the recent and ongoing success of our athletics department. Fiscal year 2023 is further proof of the buy-in from Rebel Nation with our overall number coming in at \$47.6M, our third highest year ever. We just surpassed \$66M million in cash and pledges for our Champions. Now. campaign, and remain on pace for hitting our goal of \$175M. The first project in the campaign, the \$45M renovation of the Olivia and Archie Manning Athletics Performance Center, was completed in July 2023 and has been a transformational upgrade to our football program. The construction of our new \$32M softball stadium is underway and will be completely finished for the 2025 season. Planning and design is still underway for our remaining projects focusing on golf, soccer, and baseball. Once completed, generations of student-athletes and fans will be forever grateful to our generous alumni and friends who provided the funds to propel Ole Miss Athletics to the highest levels of excellence.

We appreciate your continued support of Ole Miss Athletics. Despite our current success, Ole Miss Athletics must keep ascending to the highest level. To achieve that, your investment and engagement remains much needed. The team here at OMAF is ready and available to handle all of your needs as a member of the Ole Miss donor base.

It takes all of us to be successful, so thank you for doing your part as a valuable component of the Rebel Nation and the Ole Miss family.

Go Rebs,

DENSON HOLLIS
CHIEF EXECUTIVE OFFICER / SR. ASSOCIATE ATHLETICS DIRECTOR OF DEVELOPMENT
OLE MISS ATHLETICS FOUNDATION
P.O. BOX 1519 | OXFORD MS 38655
C:615-957-4372
OLEMISSSPORTS.COM
GIVETOATHLETICS.COM

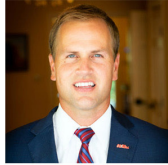
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OLE MISS ATHLETICS FOUNDATION STAFF LEADERSHIP



KEITH CARTER
VICE CHANCELLOR FOR
INTERCOLLEGIATE ATHLETICS



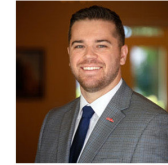
DENSON HOLLIS
CHIEF EXECUTIVE OFFICER/
SENIOR ASSOCIATE A.D.



NINA JONES
CHIEF FINANCIAL OFFICER



WESLEY OWEN
CHIEF REVENUE OFFICER/
ASSOCIATE A.D.



MATT MCLAUGHLIN
CHIEF DEVELOPMENT OFFICER/
ASSOCIATE A.D.

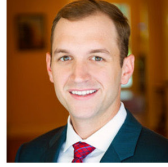
MAJOR GIFTS



WILLIAM FISHER
DIRECTOR OF
DEVELOPMENT



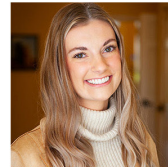
JENNY JOHNSON
DIRECTOR OF
DEVELOPMENT



QUINN KAVANAGH
DIRECTOR OF
DEVELOPMENT



JAVON PATTERSON
DIRECTOR OF
DEVELOPMENT



MADDY SUMMERFIELD
ASSOCIATE DIRECTOR
OF DEVELOPMENT



PAYTON MARTIN
ASSISTANT DIRECTOR
OF DEVELOPMENT

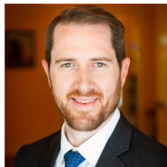


BENNETT VAN CLEVE
DEVELOPMENT
ASSISTANT

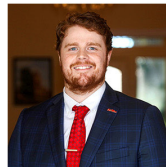


CATHERINE ADKINS
DEVELOPMENT
ASSISTANT

ANNUAL FUND



PETER LOUGHEAD
DIRECTOR OF
DEVELOPMENT



SEAN GILLEN
ASSOCIATE DIRECTOR
OF DEVELOPMENT



VY QUACH
ASSISTANT DIRECTOR
OF DEVELOPMENT



NICKY SPADES
ASSISTANT DIRECTOR
OF DEVELOPMENT



HEIDI SHETLEY
DEVELOPMENT
ASSISTANT



TYLER RAMSEY
ASSOCIATE DIRECTOR
OF PREMIUM SERVICES



SKYLAR ELSPERMAN
COORDINATOR OF
PREMIUM SERVICES



KENNEDY MCLAUGHLIN
COORDINATOR OF
PREMIUM SERVICES

FINANCE



TAMMY DIGGS
DONATIONS
MANAGER



CARLYE CARTER
ACCOUNTANT

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

EARLY MAY

Online parking and seat selection process for football begins

JUNE 30

DEADLINE: Football away game ticket orders

JULY 1

Basketball season tickets on sale

AUG. 31

DEADLINE: Basketball season ticket renewals

Priority points calculated for basketball ticket and parking selections

LATE SEP.

Online parking and seat selection process begins for basketball

OCT. 1

Baseball season tickets on sale

OCT. 31

DEADLINE: Baseball season ticket renewals

Priority points calculated for baseball ticket and parking selections

MID NOV.

Online parking and seat selection process begins for baseball

DEC. 15

Priority Seating & Annual Fund balances due

DEC. 31

Last day to make donations to receive giving credit for the 2024 tax year

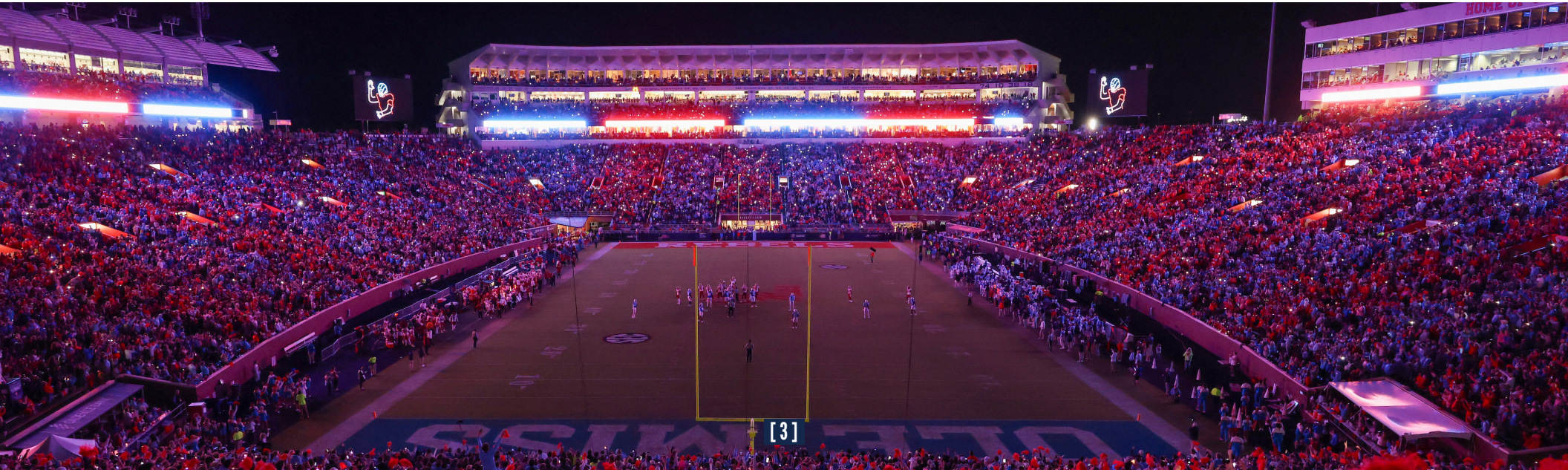
2025

EARLY JAN.

Football season tickets on sale

FEB. 1

Annual Fund & Priority Seating renewals mailed



ANNUAL GIVING LEVEL 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
Football Bowl and Away Game Ticket Eligibility*	2	4	4	4	6	8	10	12	14
Basketball and Baseball SEC/NCAA Postseason Ticket Eligibility*	2	2	2	4	4	4	6	6	6
Eligible to purchase Football Gameday Parking*	M	M	M	M	M	M	M	M	M
Priority Points	M	M	M	M	M	M	M	M	M
Online/Game Program Listing	M	M	M	M	M	M	M	M	M
Exclusive Car Decal	M	M	M	M	M	M	M	M	M
Ole Miss Athletics Foundation Merchandise			M	M	M	M	M	M	M
Name Recognition on Website					M	M	M	M	M
Grove Bowl Pre-Game Sideline Access*									M

* Based on restrictions, availability, and priority

IMPORTANT REMINDERS

- Quantity of football bowl tickets and basketball and baseball SEC/NCAA Postseason tickets are based on the annual giving levels above
- Quantity of football, basketball, and baseball away game tickets are based on the annual giving levels above
- Giving levels will be calculated based on pledges as of June 30, 2024, and car decals will be sent on August 1
- Various events may be held throughout the year for different annual giving levels

FREQUENTLY ASKED QUESTIONS

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 4. 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, 2024. It is Ole Miss Athletics Foundation policy to hold tickets and parking for all accounts that fall behind on any giving plans. 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. Your support allows us to continue giving Rebel student-athletes the highest quality experience. Membership starts at \$50 and does not require season tickets.

Is my gift tax-deductible?

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. Philanthropic gifts can also be made towards CHAMPIONS.NOW., Give 110%, and Sport-Specific giving.

How do I make my donation online?

The Ole Miss Athletics Foundation offers the ability to make donations online by visiting [GiveToAthletics.com/Donate](https://www.givetathletics.com/Donate). Current donors may call 662-915-7159 (option 2) or email omaf@olemiss.edu. 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.

I've lost my tickets or parking pass, how can I access them?

Once season tickets and/or parking passes have initially been sent out by the Ole Miss Athletics Ticket Office, they can easily be managed online at www.olemissstix.com or through the Ole Miss Rebels app by using your account's email address and password.

- Using www.olemissstix.com - log into your account, navigate to the My Account page, and select "Reissue Tickets to Myself".
- Using your mobile phone or the Ole Miss Rebels app - log into your account, select "Manage Tickets", and add each game directly to your Apple or Google Pay Wallet.

PRIORITY POINTS AND TAX DEDUCTIBILITY

In the priority point structure, donors and season ticket holders can accumulate red points and blue points, which can be used for a variety of selections and allocations.

The charts below are a breakdown of 2023-24 Athletics Foundation donors and their priority point totals. Numbers are accurate as of December 10, 2023.

RED PRIORITY POINT RANKINGS	
DONOR RANK	PRIORITY POINTS
100	5,433.7
250	3095.6
500	1947.87
1,000	1167.3
2,500	474.64
5,000	189.65
10,000	55.5
12,500	33.35
15,000	20.6

BLUE PRIORITY POINT RANKINGS	
DONOR RANK	PRIORITY POINTS
100	6142.06
250	3330.68
500	2044.75
1,000	1227.02
2,500	496.6
5,000	198.57
10,000	57.38
12,500	34.7
15,000	21.9

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.

**Please consult with tax advisor for any questions*

VAUGHT-HEMINGWAY STADIUM FOOTBALL SEATING

The per-seat donations required to maintain seats at Vaught-Hemingway Stadium for 2024 are located to the right. All seats, including those in sections requiring per-seat donations, require a separate season ticket purchase.

Renew Season Tickets

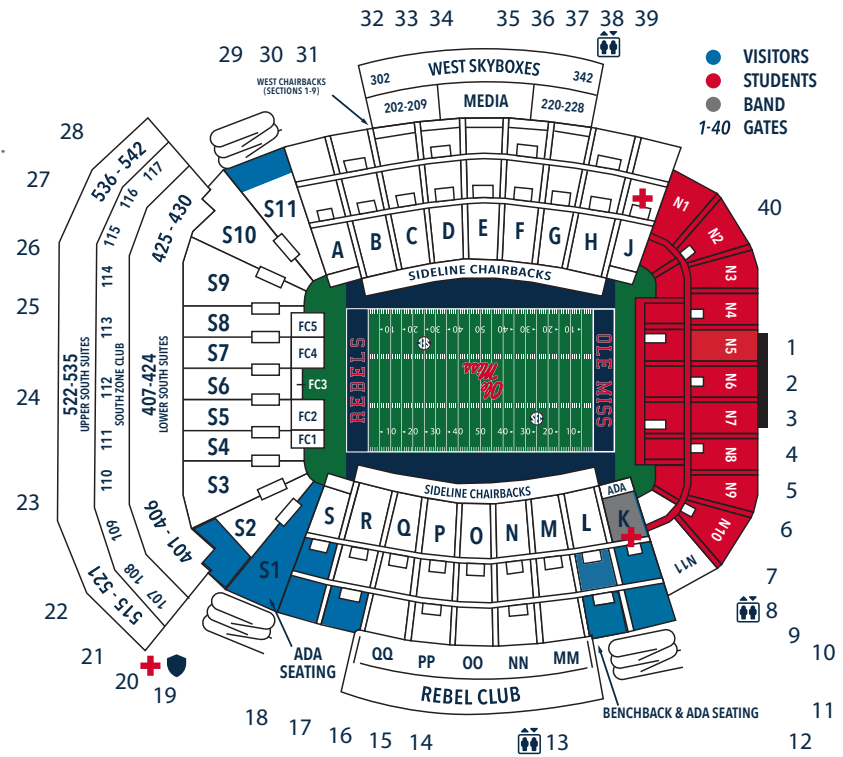
All donors who renew their tickets by the March 31 deadline will be included in the seat selection process in May. Seat selection timeslots are ranked by red points (see page 6 for more information on priority points).

Purchase New Season Tickets

Requests for new football season tickets must be submitted by the March 31 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.

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 timeslot. Seat selection timeslots are ranked by red priority points and based on availability.



Annual Donation

SECTION	PER-SEAT
Rebel Club	\$1,750/\$2,350*
South Club	\$1,600/\$2,100*
Field Club	\$1,000/\$1,350*
A/J	\$100
B/H	\$125
C/G	\$250
D/F	\$400/\$600*
E	\$750/\$925*
K/S	\$50
L/R	\$75
M/Q	\$100
N/P	\$200
O	\$400/600*

SECTION	PER-SEAT
Benchback M, Q, N, P	\$350/\$500*
Benchback O	\$500/\$600*
Sideline Chairback D, E, F	\$250/\$650*
Sideline Chairback B, C, G, H	\$250/\$500*
Sideline Chairback N, O, P	\$250/\$650*
Sideline Chairback L, M, Q, R	\$250/\$500*
West Chairback Midfield (4-6)	\$500/\$600*
West Chairback Sideline	\$450/\$500*
Students	\$50
Young Alumni	\$50
S1 - S11	\$50

*Per-Seat with CGA/Per-Seat without CGA
 ** CGAs will expire after the 2025 season.

FOOTBALL PARKING

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

- To be included in the parking selection process, donors must purchase a parking pass through the Ole Miss Ticket Office by March 31.
- Donors will be issued a selection timeslot based on their blue priority point ranking; no parking location is guaranteed.
- Donors can select their parking location(s) online at OleMissSeats.com during their assigned selection timeslot.
- Parking locations do not carry over year to year. You must log in to select your parking lot during your assigned timeslot.
- All parking requests received after the March 31 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 football commitment using the criteria below:

Football Priority Seating/ Parking Donation Amount	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

***NO PARKING LOCATION IS GUARANTEED**
***SELECTION TIMESLOT BASED ON BLUE POINTS AND AVAILABILITY**
***TOTAL NUMBER OF SPOTS MAY BE REDUCED DUE TO FACILITY RENOVATIONS**



PARKING ON SIDEWALKS, GRASS, OR BLOCKING TRAFFIC IS STRICTLY PROHIBITED.
PARKING IN AN ADA-MARKED STALL REQUIRES A STATE-ISSUED ADA CREDENTIAL.

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.

RV Parking is \$2,000 for the season. Please contact the Athletics Foundation for availability at 662-915-7159.



BASKETBALL SEATING

The per-seat donations required to maintain seating at The Pavilion at Ole Miss for 2024-25 are located to the right. All seats, including those in sections requiring per-seat donation, require a separate season ticket purchase.

Renew Season Tickets

All donors who renew their tickets by the August 31 deadline will be included in the seat selection process in September. Seat selection timeslots are ranked by red points (see page 6 for more information on priority points). All season tickets not covered under a Capital Gift Agreement (CGA) by April 2024 will require the higher per-seat donation.

Purchase New Season Tickets

Requests for new basketball season tickets must be submitted by the August 31 deadline and will be filled through the online seat selection process based on red priority points and based on availability. New season ticket holders will be able to choose from any available seats during their specific timeslot.

Ole Miss Experience

For more information regarding the following Ole Miss Gameday Experience opportunities, please visit RevelXP.com/Ole-Miss or call 662-913-8003 - Ole Miss Basketball Suite



Annual Donation

SECTION	PER-SEAT
Floor Seats	\$2,500/\$3,375
All-American Club	\$1,750/\$2,450
Courtside Club	\$1,200/\$1,725
Pavilion Club	\$800/\$1,150
Pavilion Seating Sideline (102-104)	\$300/\$425
Pavilion Seating Corner (101, 105, 109, 115)	\$225/\$350
Pavilion Seating Baseline (106-108, 116-118)	\$150/\$275
Mezzanine (201-207, 212-218)	\$75/\$200
Mezzanine (208-211)	\$0/\$125
Students	N/A
ADA Seating	For ADA tickets, contact the Ole Miss Ticket Office at 662-915-7159
Band	N/A
Media	N/A

*Per-Seat with CGA/Per-Seat without CGA
 ** CGAs will expire after the 2025-26 season.

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 purchase a parking pass through the Ole Miss Athletics Ticket Office by August 31.
- Donors will be issued a selection timeslot based on their blue priority point ranking; no parking location is guaranteed.
- Donors can request their parking location via a parking survey in September.
- All parking requests received after the August 31 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:

Basketball Priority Seating/ Parking Donation Amount	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

***NO PARKING LOCATION IS GUARANTEED**
***SELECTION TIMESLOT BASED ON BLUE POINTS AND AVAILABILITY**
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ADA Parking

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O-U STADIUM BASEBALL SEATING

The per-seat donations required to maintain seating at O-U Stadium for 2025 are located to the right. All seats, including those requiring a donation, require a separate season ticket purchase.

Renew Season Tickets

All donors who renew their tickets by the October 31 deadline will be included in the online seat selection process in November. Selection timeslots are based on red priority points and availability (see page 6 for more information on priority points).

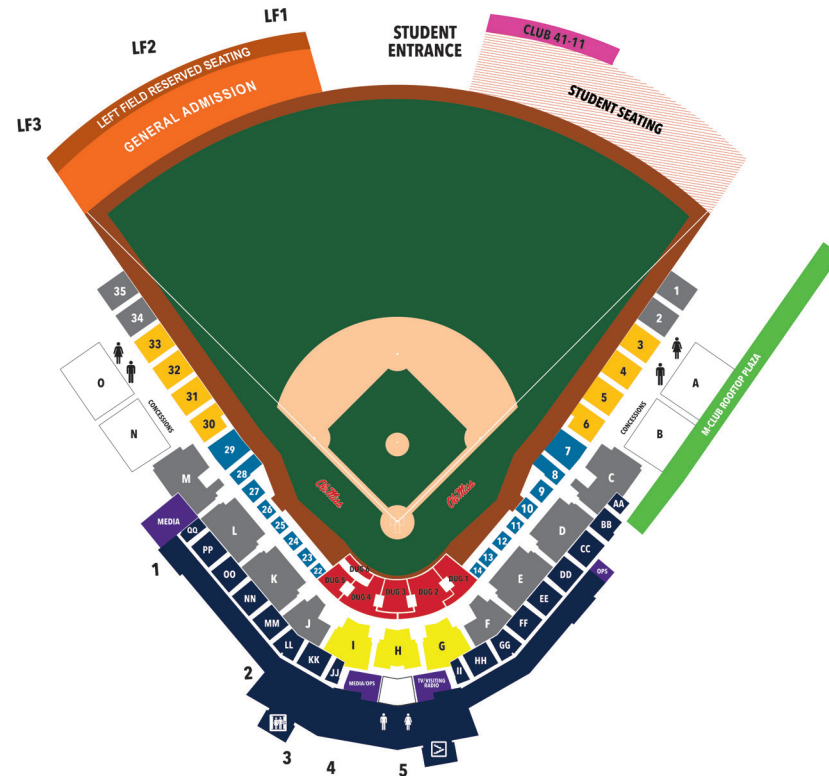
Purchase New Season Tickets

Requests for new baseball season tickets must be submitted by the October 31 deadline and will be filled through the online seat selection process in November based on red priority points and availability. New season ticket holders will be able to choose from any available seats during their specific timeslot.

Ole Miss Experience

For more information regarding the following Gameday Experience opportunities, please visit RevelXP.com/Ole-Miss or call 662-913-8003.

- Club 41-11 - located behind the right field student section



SECTION	PER-SEAT
Dugout Club	\$2,800
Diamond Club	\$2,350
Club 41-11	TBD
Rooftop Plaza	\$700
Infield Box (Section 7-14, 22-29)	\$700
Sections 3-6, 30-33	\$350
Sections G-I	\$250
Sections C-F, J-M, 1-2, 34-35, 6WC-7WC, 29WC-30WC	\$200
Left Field Tent & BBQ	\$150
ADA Sections 1WC-5WC, 31WC-35WC	\$100
Sections A-B, N-O	\$100

Note: All ADA rows in O-U Stadium 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 purchase a parking pass through the Ole Miss Athletics Ticket Office by October 31. Donors will be issued a selection timeslot based on their blue priority point ranking; no parking location is guaranteed.
- Donors can request their parking location via a parking survey in November.
- All parking requests received after the October 31 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:

Baseball 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

***NO PARKING LOCATION IS GUARANTEED**

***SELECTION TIMESLOT BASED ON BLUE POINTS AND AVAILABILITY**

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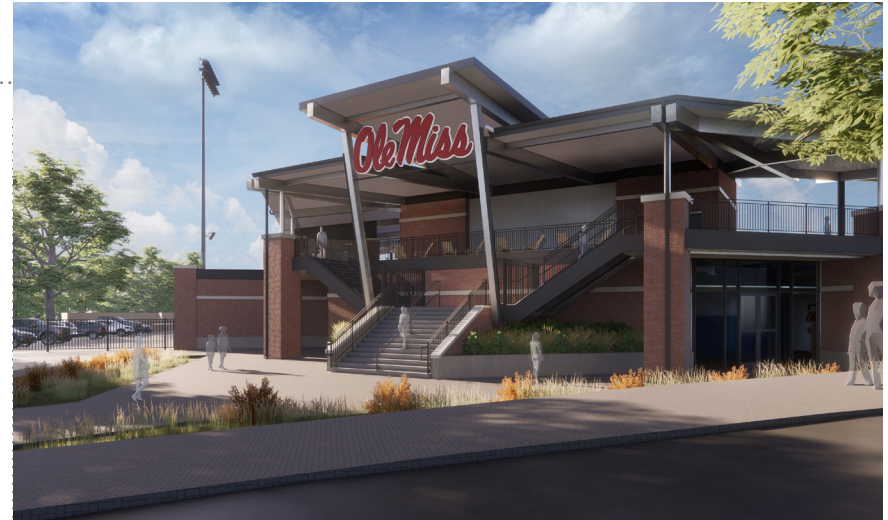
One of the premier societies for major giving in college athletics, the Vaught Society, was founded in 2005 by an elite group of donors who had a lifetime giving of \$350,000+ in cumulative gifts to Ole Miss Athletics. These generous donors laid the groundwork for today's Vaught Society, which has become the model for major giving societies supporting collegiate athletics programs nationwide. We are forever grateful to the original donors whose foresight created this incredible support vehicle that has propelled Ole Miss Athletics forward for the last 18 years.

The enthusiasm of Rebel Nation is palpable surrounding the \$175 million Champions. Now. capital campaign, which continues to have a transformational impact on football, baseball, softball, soccer, and golf facilities. Ole Miss fans' generous response continues to fuel this ambitious initiative, resulting in the second-, third-, and fourth-largest gifts ever made to Ole Miss Athletics. With over 700 members located in 32 states and Puerto Rico, the Vaught Society continues to be the difference maker for Ole Miss Athletics.

As the world of collegiate athletics continues to change, external resources are at a premium and much needed in a variety of areas. For OMAF to sustain its current trajectory, meet its future projections of success, and successfully close the Champions. Now. campaign, we need your continued support.

To join the Vaught Society or for more information, please contact an OMAF staff member by visiting our website www.givetoathletics.com/vs-agreement-form/, emailing vaught@olemiss.edu, or calling our office at 662-915-7159.

Thank you for helping our 400-plus student-athletes become champions.



PREMIUM SERVICES

The Ole Miss Premium Services department operates all premium areas in Vaught-Hemingway Stadium, The SJB Pavilion at Ole Miss, and Swazye Field. To contact premium services, please email premium@olemiss.edu or call 662-915-6682.

FOOTBALL PREMIUM AREAS - FIELD CLUB, SOUTH CLUB, REBEL CLUB, SOUTH SUITES, WEST SUITES, FIELD SUITES

MEN'S BASKETBALL PREMIUM AREAS - ALL-AMERICAN CLUB, COURTSIDE CLUB, FLOOR SEATS, PAVILION CLUB

BASEBALL PREMIUM AREAS - DIAMOND CLUB, DUGOUT CLUB, ROOFTOP PLAZA

OUR MISSION

To engage and inspire donors, alumni and fans nationwide to invest in Ole Miss Athletics by promoting our student-athletes' achievements on fields and courts, in classrooms and in the community and displaying sincere gratitude for their passion and commitment to the development and success of Ole Miss student-athletes.

OUR VISION

To secure financial resources through philanthropy and performance venue revenue to help equip Ole Miss student-athletes for their highest achievements in competitions, academics and personal development, and to provide Ole Miss coaches with support necessary to excel their programs to the highest levels in collegiate sports.

YOUR IMPACT

- 97%** JOB PLACEMENT RATE
- 56** 4.0 GPA STUDENT-ATHLETES
- 3.16** DEPARTMENTAL GPA
- 90%** GRADUATION SUCCESS RATE
- 227** HONOR ROLL RECIPIENTS

**Statistics based on Spring 2023 academic semester*





MAILING ADDRESS

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OXFORD, MS 38655

PHONE NUMBER

662-915-7159

WEBSITE

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CHAMPIONSNOWOLEMISS.COM

TWITTER

@OLEMISSAF

PHYSICAL ADDRESS

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