

THE ATHLETIC DONOR PROGRAM

2000 and beyond

Sooner athletic fans are no strangers to donor programs in support of their teams. The first formal support program appeared in 1925 when the 2-5-0 Club was organized as part of the Stadium-Union Campaign. For a contribution of \$250, members were guaranteed home football tickets for life. Of the original 200 or so pioneer donors, eight still receive those tickets.

For those of us who wish to join them in the premium seats, the price has gone up.

The OU Athletic Department unveiled its modified Annual Giving Program this fall, the first increase in the per-seat cost of priority locations in Oklahoma Memorial Stadium since 1975 and in Lloyd Noble Center since 1985. New participants in the program came in at the new levels with the 1999 football and the 1999-00 men's basketball seasons, the only two sports affected. Current holders of priority seats will see their annual costs go up for fall 2000 football and 2000-01 basketball, with their increases phased in over three years.

The new program combines the previously separate priority seating contributions for the two sports with Sooner Club benefits, all under one umbrella. In prior years, donations to the Sooner Club could not be used to satisfy the donor component for priority seating, and priority seat holders were not automatically accorded the privileges of Sooner Club membership. In the future, donors will be billed for a single contribution and will have a single extended period to fulfill their contributions. Donors may partici-

pate in priority programs for either football or basketball or for both sports.

Current priority seat holders will have the first option on their present seats in both the stadium and the arena. If they desire either to upgrade or to participate at a lower level, those requests will be filled on an availability basis. Those who elect not to continue as donor program participants will be relocated in non-priority sections. Only 25 percent of the seats in the stadium and 50 percent in Lloyd Noble Center require donor contributions. As in the past, the cost of the season ticket is separate from the priority seating plan and is billed separately.

The only reseating of current priority seat holders will occur in the chairback sections of the stadium. At the end of the 1999 football season, the present annual seat rotation will end, and seats will be reassigned based on the donor's annual gift and a point system reflecting their history of giving.

For a number of athletic contributors, the new program will require no additional donations to retain their present seats since they already are giving at an appropriate level through the priority seat program and the Sooner Club. Naturally the Athletic Department hopes that these donors will opt to increase their level of support on a voluntary basis.

Proceeds from the Annual Giving Program are used to reimburse scholarship expenses—tuition, fees, room and board—for the more than 400 young men and women student ath-

letes who receive financial assistance to attend the University of Oklahoma. Funds also are used to provide resources for recruiting and travel as well as facilities improvements.

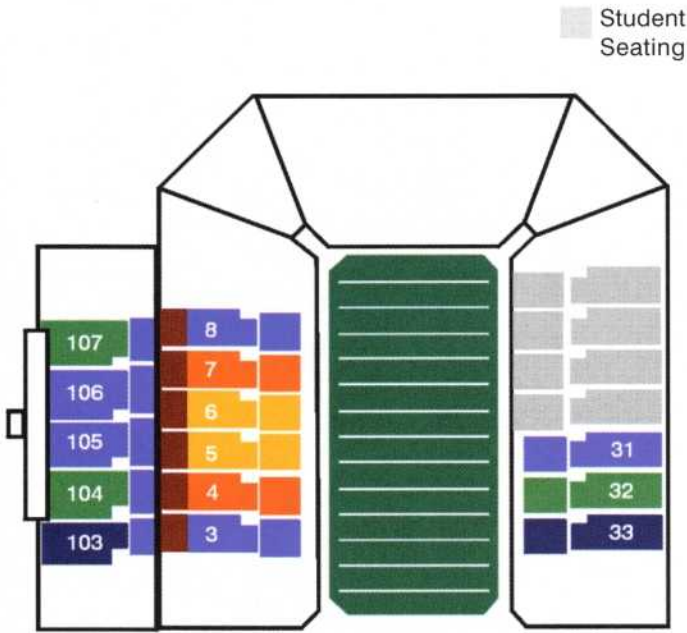
Implementation of the modified Annual Giving Program will bring OU from last in the Big 12 to the mid-range for similar priority seat plans. Fifty-yard-line sections at Texas, for example, the equivalent of OU's sections 5 & 6 (see stadium chart), cost \$2,500 each in 1999, compared to OU's \$500 per seat by 2001. Allowing current OU donors three years to reach the upgraded contribution levels is unique among major university athletic programs.

In December 1999, current priority donors will receive a statement for their present seats and a brochure outlining modifications to the Annual Giving Program. Statement reminders will be mailed in February and again in May 2000. Donors must complete their annual contribution at the preferred priority level by June 1, 2000.

Requests for upgrades and additional priority seats will be considered in June 2000 for football and in July 2000 for basketball. Season ticket renewals are mailed for football in March 2000 and for basketball in September 2000.

Most important to the success of the new program is the availability of Athletic Department representatives to deal one-on-one with donors who have questions or problems requiring personal attention. Donors may call the department at (405) 325-8000 or (800) 522-0772. —Carol J. Burr

Oklahoma Memorial Stadium

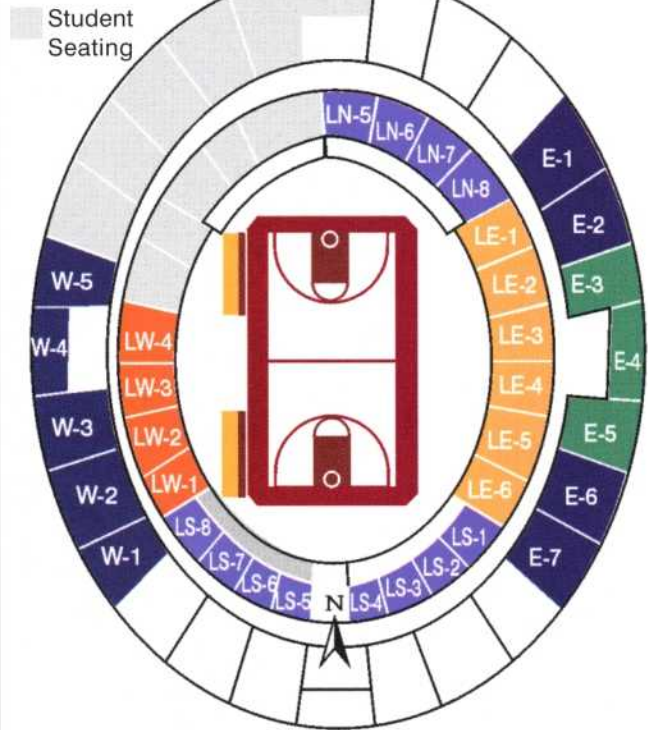


*Athletic donors who contribute at the applicable giving levels will retain their current seat location.

Three Year Progression for Current Donors Per Seat Contribution Levels

Level	Seating location	1999	2000	2001	2002
1	Underdeck chairbacks Section 3-8	\$500	\$750	\$900	\$1,000
2	Sections 5 & 6	\$250	\$350	\$450	\$500
3	Sections 4 & 7	\$150	\$250	\$350	\$400
4	Sections 3, 8	\$100	\$150	\$200	\$250
	Upperdeck Chairbacks (sec. 103-107) Sec. 31, 105, 106	\$200	\$250	\$250	\$250
5	Sections 32, 104, & 107	\$150	\$200	\$200	\$200
6	Sections 33 & 103	\$100	\$100	\$100	\$100
	<input type="checkbox"/> Public Season Tickets - No Donation Required				

Lloyd Noble Center



*Athletic donors who contribute at the applicable giving levels will retain their current seat location.

Three Year Progression for Current Donors Per Seat Contribution Levels

Level	Seating location	1999	2000	2001	2002
1	Row 1 Courtside	\$250	\$600	\$800	\$1,000
2	LE1 - LE6 and Rows 2 - 4 Courtside	\$250	\$350	\$450	\$500
3	LW 1 - LW 4	\$250	\$300	\$350	\$400
4	LS 1- LS 8 and LN 5 - LN 8	\$250	\$250	\$250	\$250
5	E 3 - E 5	\$25	\$100	\$150	\$200
6	E 1, E 2, E 6, E 7, W 1 - W 5	\$25	\$100	\$100	\$100
	<input type="checkbox"/> Public Season Tickets - No Donation Required				

*Priority seat location is based upon availability and level of annual gift.