ONE IN PROGRESS

SOONER Club

2016 PRIORITY SEATING PLAN
THE UNIVERSITY OF OKLAHOMA ATHLETICS DEPARTMENT IS INTRODUCING ITS ONE IN PROGRESS FOOTBALL SEATING PLAN. IT WILL PROVIDE NEEDED ENHANCEMENTS FOR A NEW GENERATION OF SOONER STUDENT-ATHLETES WHILE REMOVING THE DONOR DISPARITY THAT NOW EXISTS IN SEVERAL SECTIONS.

WE NEED YOUR HELP TO MOVE BOLDLY AND SUCCESSFULLY INTO THE FUTURE.
The University of Oklahoma Athletics Department is one of just seven self-sustaining NCAA Division I programs in the nation, which means it receives no funding from tax appropriations or student fees. These facts make us especially proud of the fact that the department has produced a balanced budget for 16 consecutive years.

TODAY, WE FACE A NEW CHALLENGE. Recent legislative changes on the national level will increase our operating expenses. As you may have read, the NCAA recently passed several measures that will enhance the student-athlete experience. While we support more opportunities for young people, we must adjust our budgetary approach to meet these new expenses.

Here is a brief look at some of the changes...

• New legislation provides additional meal provisions during the academic year. The estimated cost is $1.5 million per year.
• Athletics programs may now exceed the cost of a scholarship to cover other expenses. The Cost of Attendance estimates are in the millions of dollars per year.
• A new NCAA interpretation allows us to provide transportation costs to those student-athletes who are coming to campus for practice or competition. Those costs are estimated at $1 million per year.
• There are other expenses that are still being identified in the way of medical care and other allowances for academic assistance.

Another form of student-athlete enhancement is being reviewed as part of a facility master plan. Following such a plan will ensure that the University of Oklahoma continues to compete at a championship level for years to come.

WE NEED YOUR HELP TO MOVE FORWARD.
At least 24 FBS football programs have stadium renovation work in progress. Further, seven of the 10 Big 12 schools are in the process of football stadium planning/design/construction or have completed construction since 2009 including...

- $250M new stadium completed in 2014
- $62M in renovations approved in May 2013
- $65M expansion completed in 2016
- $164M expansion completed in 2012
- $166M expansion completed in 2009
- $260M expansion completed in 2009
- $260M expansion completed in 2015

It’s incredibly exciting. It shows you the great commitment that’s here at the University of Oklahoma from President Boren through all the administration to continually push forward and pursue greatness. I think it also speaks to our support structure, our fan base and our alumni base throughout the country to be able to put forth a project like this. It’s going to be great for everybody.”

Bob Stoops
Head Football Coach
Although we recognize that a majority of patrons in premium locations will be affected by the newly established donation per seat, most have been paying at a minimum over the last decade. Current ticket holders within these sections are able to increase their current annual seat donation to the newly established rate over a three-year period.

If a season ticket holder chooses not to keep their current location, new seats can be assigned in a section with an annual seat donation consistent with their level of giving (based upon availability).

**WHO DOES THIS SEATING PLAN IMPACT?**

**HOW THIS PLAN AFFECTS OUR DONORS**

**A THREE-YEAR PROGRESSION FOR PER SEAT DONATION REQUIREMENTS (2016-2018)**

<table>
<thead>
<tr>
<th>2016</th>
<th>2017</th>
<th>2018</th>
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<tbody>
<tr>
<td><strong>SANTEE CLUB SEATS</strong>&lt;br&gt;Section 5 &amp; 6 (Rows 59-71)</td>
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<td><strong>WEST LOWER BOWL SEATING</strong>&lt;br&gt;Sections 5, 6 &amp; 8 (Rows 10-18)</td>
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<tr>
<td>Sections 4 &amp; 7 (Rows 10-18)</td>
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<td>Sections 3 &amp; 8 (Rows 10-18)</td>
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<td><strong>EAST LOWER BOWL SEATING</strong>&lt;br&gt;Section 31 (Rows 10-12)</td>
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<td>Section 32 (Rows 10-12)</td>
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<td>Section 33 (Rows 10-12)</td>
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<tr>
<td><strong>CHESAPEAKE STADIUM CLUB</strong>&lt;br&gt;Sections 128-131 (All Rows)</td>
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<td>Sections 125-127 &amp; 132-134 (All Rows)</td>
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<tr>
<td>Sections 124 &amp; 135 (All Rows)</td>
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</tbody>
</table>

**ESTIMATED SEAT IMPACT**

12,500 Seats
(18% of stadium)

**ESTIMATED PATRON IMPACT**

3,900 Accounts
(20% of ticket accounts)
ANNUAL GIVING COMPARISONS
DONATION LEVELS COMPARED TO OTHER PROGRAMS ACROSS THE COUNTRY.

10-20 YARD LINE SEAT

30-40 YARD LINE SEAT

20-30 YARD LINE SEAT

40-50 YARD LINE SEAT
WHAT IS THE REASON BEHIND THIS INCREASE?
There is a disparity among donors in our priority seating sections, and those gifting levels have not been adjusted since 2000. Over those 16 years, tuition, cost of attendance and other items covered in athletic scholarships have risen substantially, along with other associated expenses.

HOW WILL ADDITIONAL CONTRIBUTIONS BE USED?
Gifts to the Sooner Club are designated to fund scholarships and expenses that are related directly to student-athlete welfare. In some cases, facilities are part of that welfare so there are times when contributions could be used to support those kinds of projects. Our primary goal is to ensure the best possible student-athlete experience for those young men and women who choose OU and we allocate our resources accordingly. At the same time, we desire to enhance the experience of our donors and some funds are used in that way as well.

WILL THE DEPARTMENT CONTINUE TO REWARD LONGEVITY?
Yes, from the inception of our points program, loyalty has been recognized. We are extremely appreciative of the many loyal benefactors and season ticket holders who have contributed to the success of OU Athletics over the years. We have exhibited that appreciation by resisting the practice of raising donor levels repeatedly over short time frames.

I WAS TOLD THAT I WOULD BE GRANDFATHERED WITH MY PER SEAT DONATION. HOW DOES THAT WORK?
It would be our preference to never raise our rates, but as our costs increase, it is necessary for us to review our donation structure. We have chosen to phase in this change rather than making it in one year. Donors will have the opportunity of moving to the new levels over a three-year period. We will still rank as more affordable than many similar programs.

WHAT ARE MY OPTIONS IF I CAN’T PAY THE NEW PER SEAT DONATION PRICE?
We understand that some may not have the ability to increase their donation to maintain their current seat locations. In appreciation for their past generosity, we will work with individuals wishing to maintain their current donation level to maintain football season tickets in other available locations. These individuals will have the first opportunity to select seats in available seating sections commensurate with their present giving level, as availability exists.

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HOW IS MY CAPITAL CONTRIBUTION ACCOUNTED FOR?
We appreciate that many donors also make capital contributions to OU Athletics. No change will be made in how those generous capital contributions will be treated in regard to point totals.

FOR MORE INFORMATION ON THE PRIORITY SEATING PLAN, CONTACT THE SOONER CLUB AT (866) SOONERCLUB OR VISIT THESOONERCLUB.COM.

WITH THE INCREASE IN PRICE, DO I RECEIVE ADDED BENEFITS?
Sooner Club points obviously accelerate at higher donor levels. Beyond that, we are reviewing a number of upgrades that we hope to introduce within the next few months. Several of them will enhance the game day experience.

WILL EVERYONE IN MY SECTION BE CHARGED THE SAME RATE?
Yes, one of our goals was to provide greater equality within seating sections. At the conclusion of the seat equity plan, every donor seat in each individual section be the same donation level per seat.

HOW LONG DO I HAVE TO DECIDE?
Timelines will remain the same as in the past for season ticket renewals.
SAMAJE PERINE

“...I am very appreciative of all of our great donors who make it possible for my teammates and me to get a world-class education at the University of Oklahoma. It’s a privilege to play on a football scholarship for the Sooners, working with some of the best coaches in the nation. Every day I am thankful for this opportunity and the donors who help make this dream possible.”

LAUREN CHAMBERLAIN

“...Donors make what we do as student-athletes possible. Some of the best memories I have had in my time at Oklahoma have come on the field with my teammates, who have turned into family. Without the generosity of the donors, I wouldn’t have had this incredible opportunity.”

“WE HAVE GOT TO GO AHEAD OR GO BACK. WE CAN’T STAND STILL.”

University of Oklahoma head coach Bob Stoops, 1992