



INVESTING IN LIFELONG  
CHAMPIONS



## IMPORTANT DATES

### **APRIL 3, 2020**

Football Season Ticket  
Renewal Deadline\*

### **MAY 2, 2020**

Jackrabbit Athletics  
Scholarship Auction

### **MAY 29, 2020**

Jackrabbit Club Renewal  
Deadline\*

### **MAY 29, 2020**

Basketball Season Ticket  
Renewal Deadline\*

### **JUNE 1, 2020**

Start of 2020-21  
Jackrabbit Club  
Membership Year

### **AUGUST 2020**

Annual Endowment  
Dinner for Donors &  
Student-Athletes

### **AUGUST 2020**

Football Season Tickets  
Mailed to Donors/Ticket  
Holders

### **SEPTEMBER 5, 2020**

2020 Football Home  
Opener vs. Butler

### **OCTOBER 2020**

Basketball Season Tickets  
Mailed to Donors/Ticket  
Holders

### **NOVEMBER 2020**

2020-21 Basketball  
Season Officially Begins

*\*Payment plan available beginning  
February through May*



CADE JOHNSON  
Papillion, NE

## MESSAGE FROM THE DIRECTOR OF ATHLETICS

Thank you for your interest in and support of the Jackrabbit Club and South Dakota State University Athletics! It is truly a special time to be a Jackrabbit, and on behalf of our student-athletes, coaches, and staff, thank you for your investment. I hope you take great pride in all that SDSU student-athletes continue to accomplish in the classroom, in the community, and in competition. Academic All-Americans, Conference Champions, Postseason Qualifiers, and National Accolades have become the norm, and your investment in the Jackrabbit Club leads to these achievements.

Whether you are a prospective first-time donor or a long-time supporter, I want to emphasize the importance of your investment in the Jackrabbit Club. Annual membership in the Jackrabbit Club remains the most fundamental way to support SDSU student-athletes. Each dollar given to the Jackrabbit Club is a direct investment in our student-athletes and helps defray the ever-rising costs of higher education.

Jackrabbit Club members are a vital part of the team and we count on your loyalty and generosity to ensure that SDSU continues to compete for championships both regionally and nationally. We hope you continue to enjoy the many benefits of Jackrabbit Club membership, the greatest of which is knowing that you are making a difference in the lives of our student-athletes by Investing in Lifelong Champions!

Go Jacks!

Justin Sell  
Director of Athletics



# \$22,931

In-State Full Cost of Attendance

# \$5,332

Support Services  
(Academic Advisors,  
Athletic Trainers, etc.)

# \$605

Secondary Insurance

# \$1,107

Equipment, Gear, Uniforms

# \$3,883

Team Travel

# \$1,796

Game Expenses

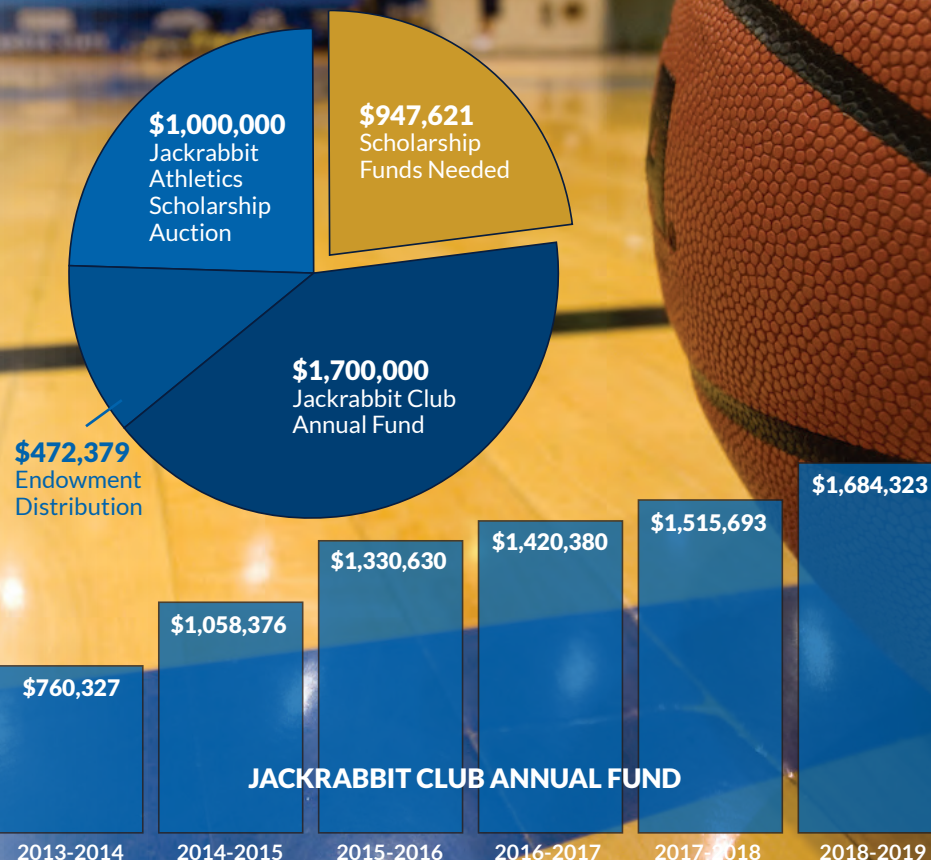
# \$35,654

Annual Cost per In-State  
Scholarship Student-Athlete

“Jackrabbit Club members  
make an immediate impact  
on all SDSU student-athletes.  
Your support provides the  
foundation for our success.”




























































TYLEE IRWIN  
Wahpeton, ND

2019-20 PROJECTED  
SCHOLARSHIP COSTS (\$4.12M)  
& REVENUE GOALS





# Jackrabbit Club Membership LEVELS AND BENEFITS

	<b>LEGENDS</b> \$25,000+	<b>CHAMPIONS</b> \$10,000-\$24,999	<b>DIRECTORS</b> \$5,000-\$9,999	<b>LEADERS</b> \$2,500-\$4,999	<b>VARSITY</b> \$1,000-\$2,499	<b>STATE</b> \$500-\$999	<b>BLUE</b> \$250-\$499	<b>YELLOW</b> \$100-\$249
Annual Priority Point Bonus	100	50	25	15	10	5	3	1
Exclusive Special Events with AD/Coaches								
Legends Wall Recognition								
Away Trip for Two (Upon Request)								
Invitation to Athletic Director's Suite for One Home Game								
Football Sideline Passes for a Home Game (Upon Request)	4	2						
VIP Parking for Home Basketball Games <sup>1</sup>								
Complimentary Jackrabbit Extra Subscription								
Jacks All-Access Pass <sup>2</sup>								
Embroidered Under Armour Jackrabbit Club Logo Gear	Jacket & Polo	Jacket	Polo					
Pregame Sideline Passes for One (1) Game of Your Choice								
Invitation to Basketball Hospitality <sup>3</sup>	Season	Season	Season	2 Games				
Invitation to Media Day Events								
Invitation to Football Signing Day Event								
Invitation to Football Hospitality <sup>3</sup>								
Football Priority Parking <sup>1</sup>	4 Passes	3 Passes	2 Passes	2 Passes	1 Pass	1 Pass		
Basketball Priority Parking <sup>1</sup>	2 Passes	2 Passes	2 Passes	1 Pass	1 Pass	1 Pass		
SDSU Inside Scoop Audio Newsletter from SDSU Head Coaches								
Priority Purchase Option for Postseason Games	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup>
Discounts at Select Local Businesses <sup>4</sup>								
Early Purchase Option for Single Game Tickets	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup>
Jackrabbit Club Membership Card and Club Gift								
15% Discount at University Bookstore								
Jackrabbit Club Quarterly Newsletter								
Program and Website Recognition								

## PRIORITY POINTS SYSTEM

**2 points** per \$100 donated to the Jackrabbit Club

**1 point** per \$100 donated to any other athletics fund  
(e.g. endowments, capital projects, excellence funds)

**1 point** per \$100 worth of value for items donated to the  
Jackrabbit Athletics Scholarship Auction

**3 points** per consecutive year of Jackrabbit Club  
Membership

**1 point** per year, for which you hold season tickets

**3 points** per year, for which you make your donation by the  
May 29th renewal deadline

**25 points** Jackrabbit Club membership level upgrade

**20 points** for former student-athletes (one-time)

**15 points** for non-student-athlete alumni (one-time)

**5 points** for faculty/staff donors (one-time)

The SDSU Athletics priority points system takes into account longevity in season ticket purchases, letterwinner/alumni status, and annual/cumulative athletics contributions and is set up to reward consistency in investment in SDSU student-athletes. Priority points are used for determining selection time in an allocation year, for away game tickets, and for post-season tickets (in conjunction with Jackrabbit Club membership level) and other athletics considerations.

Jackrabbit Club membership year ends May 31. Contributions received by May 31 qualify for Jackrabbit Club annual membership and benefits beginning June 1.

<sup>1</sup>Jackrabbit Club members must be season ticket holders to receive a parking pass. The number of passes listed at each membership level is the maximum number of passes allowable upon request.

<sup>2</sup>Complimentary admission to all home SDSU sporting events (excludes FB, MBB, WBB, WR and postseason events).

<sup>3</sup>Jackrabbit Club hospitality for football and basketball games include complimentary food and beverage options in addition to a pregame "chalk talk" from a member of the coaching staff. Basketball hospitality dates will be determined and communicated to members near the start of the basketball season.

<sup>4</sup>Visit [www.backthejacks.com](http://www.backthejacks.com) for a list of current participating vendors.



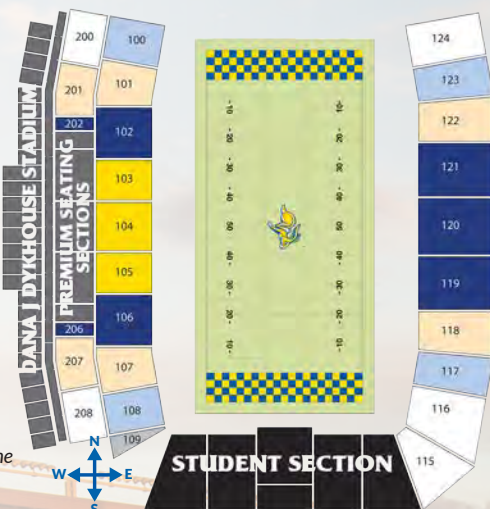
# SEATING MAPS

## DANA J. DYKHUSE STADIUM

Football Season Ticket Renewal Price Per Seat*	New Football Season Ticket Price Per Seat	Minimum Annual Jackrabbit Club Per Seat License
\$185	\$200	\$250
\$185	\$200	\$150
\$185	\$200	\$100
\$185	\$200	\$50
\$125	\$125	\$0
\$99	\$99 Young Alumni	\$0-\$250

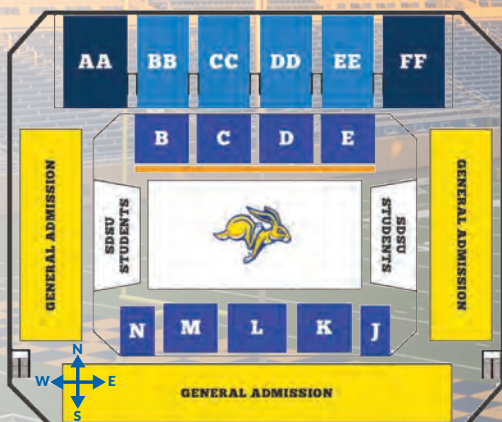
\*\$185 price is for renewals made by the April 3 renewal deadline

Premium seating options for suite, loge, and club seating remain available for the 2020 football season and beyond.



## FROST ARENA

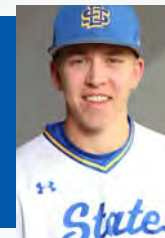
BASKETBALL	Season Ticket Price Per Seat	Minimum Annual Jackrabbit Club Per Seat License
Courtside	\$600	\$250
Lower Level	\$450	\$150
Upper Level Premium	\$375	\$100
Upper Level Reserved	\$250	\$50
General Admission	\$150	\$0



WRESTLING | Season Ticket Price Per Seat

Matside \$175	Matside Row 2 \$150	Lower Level Reserved \$75	General Admission \$60
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# GET TO KNOW YOUR JACKRABBITS



**GUS STEIGER**  
BASEBALL  
Minnetonka, MN | Junior



**EMMA HARDIN**  
SOFTBALL  
Brookings, SD | Sophomore

### What made you choose SDSU?

I loved my initial meetings with the baseball coaching staff and the athletic department as a whole. Brookings provided a perfect college-town atmosphere, and it was a good school size for me personally. Lastly, it provided a great exercise science program.

### How has support from the Jackrabbit Club affected you as a student-athlete?

The Jackrabbit Club is the fuel that runs the athletic program here at SDSU. Without all these great people donating their time and money behind the scenes, the athletes could not produce as well in competition. For me personally, the Jackrabbit Club has helped provide me with an exercise science education and a great baseball experience. In this upcoming year, they have helped get our baseball team an awesome non-conference schedule. The baseball team will be able to fly more than we ever have this year because of the Jackrabbit Club.

### What brief advice would you give to future Jackrabbit student-athletes?

I would say do not take what SDSU provides for granted. Not everyone gets to play in front of this great fan base and in such a great culture. Enjoy every time you step on the field/court/etc. like it will be the last time you do.

### How has support from the Jackrabbit Club affected you as a student-athlete?

The support from Jackrabbit Club members has enabled me to receive an outstanding education while competing at the Division I level in the sport that I love. Jackrabbit Club members provide opportunities for me, my teammates, and all student-athletes across campus. For this, I am extremely grateful.

### What made you choose SDSU?

Growing up in Brookings, it has been a dream of mine to be a Jackrabbit. Watching the student-athletes as a child inspired me as they were important role models in my life. I knew that I wanted to carry on that tradition. Knowing the community's support, outstanding staff, and continued development of facilities, I knew SDSU was the place for me.

### What do you enjoy outside of Athletics?

Outside of athletics, I enjoy spending time with my family and friends. I am involved with coaching youth softball, where I enjoy bringing my love and knowledge of the game to young athletes.



## FREQUENTLY ASKED QUESTIONS

### Is my contribution tax-deductible?

Yes. All contributions to SDSU, excluding per seat licenses, are tax-deductible to the extent allowable by law. Please consult your tax advisor to determine deductibility specific to your gift.

### When should I make or renew my annual contribution?

All Jackrabbit Club annual fund gifts must be made by May 29, 2020 in order to maintain membership, or become a new member, and receive your benefits in the 2020-21 Jackrabbit Club membership year (membership materials mailed in June). This May 29th deadline is important as it allows you to receive a full year of benefits, as well as an annual priority point bonus, and investments received by May 29th are used to establish budgets for the next fiscal year. There are numerous ways to make your gift, including options for payroll deduction and regular installment payments.

### Do I receive Jackrabbit Club member benefits for my gift to an endowment, capital project or excellence fund?

No. The only way to receive Jackrabbit Club benefits is to make an annual fund gift to the Jackrabbit Club or a specific sport's Jackrabbit Club account. Jackrabbit Club benefits are tied to annual fund giving to the Jackrabbit Club as this is the most fundamental way you can support SDSU Athletics. Each dollar donated to Jackrabbit Club directly impacts our ability to pay our annual scholarship bill and set our annual operating budget.

## ADDITIONAL WAYS TO INVEST

In addition to supporting SDSU student-athletes in the most fundamental way through your annual contribution to the Jackrabbit Club, there are several ways to further your investment.

### Gifts to Support Facility Projects

Naming opportunities and donor plaque recognition options still exist at Dana J. Dykhouse Stadium and inside the Sanford Jackrabbit Athletic Complex, as well as in the to-be-constructed Wrestling Practice Facility and renovated Frost Arena. Additionally, premium seating opportunities including suite, loge, and club seat options remain for the 2020 football season and beyond. Please contact the athletics ticket office at 605-688-5422 to secure your seats today!

### Scholarship and Program Endowments

Forever link your name to SDSU Athletics' tradition of excellence by creating a scholarship and/or program endowment. Scholarship Endowments, forever bearing your name, support student-athletes by directly underwriting essential costs including tuition, room and board, and books. Similarly, Program Endowments in your name, provide perpetual financial resources for special projects as identified by the head coach and ensure that sport-specific operational budgets remain competitive well into the future.

### Excellence Funds

SDSU student-athletes and coaches work every day to create a culture of excellence within their programs. Building a program that consistently competes for championships at the Division I level requires an above and beyond commitment from all involved. Excellence Funds were created to allow donors to make an above and beyond commitment to the sport(s) of their choice to fund important initiatives as defined by the head coach.

### Planned Giving

You have the power to ensure that SDSU continues to meet the evolving needs of our student-athletes and the University for generations to come. Whether you want to benefit us after your lifetime, arrange a gift that pays you income, or start making an impact today, we can help you find the charitable plan that meets your needs.

Please visit [www.backthejacks.com](http://www.backthejacks.com) for additional information.

**“The generous support of Jackrabbit Club members gives us the opportunity to pursue our dreams while also receiving a world-class education.”**

JOSEPH MINOR-WILLIAMS  
Minneapolis, MN







## CONTACT US

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