



2025-2026

INVESTING IN LIFELONG CHAMPIONS

## IMPORTANT DATES

## MESSAGE FROM THE DIRECTOR OF ATHLETICS

**APRIL 7, 2025**

Football Season Ticket Renewal Deadline\*

**APRIL 26, 2025**

Jackrabbit Athletic Scholarship Auction

**MAY 27, 2025**

Jackrabbit Club Renewal Deadline\*

**MAY 27, 2025**

Basketball Season Ticket Renewal Deadline\*

**JUNE 1, 2025**

Start of 2025-26 Jackrabbit Club Membership Year

**AUGUST 2025**

Annual Endowment Dinner for Donors & Student-Athletes

**AUGUST 2025**

Football Season Tickets Emailed to Donors/Ticket Holders

**AUGUST 30, 2025**

Football Home Opener vs. Sacramento State

**OCTOBER 11, 2025**

Hobo Day  
Football vs. Northern Iowa

**OCTOBER 2025**

Basketball Season Tickets Emailed to Donors/Ticket Holders

**NOVEMBER 2025**

2025-2026 Basketball Season Begins

\*Payment plan available beginning February through May



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. We hope you continue to enjoy the many benefits of the 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!

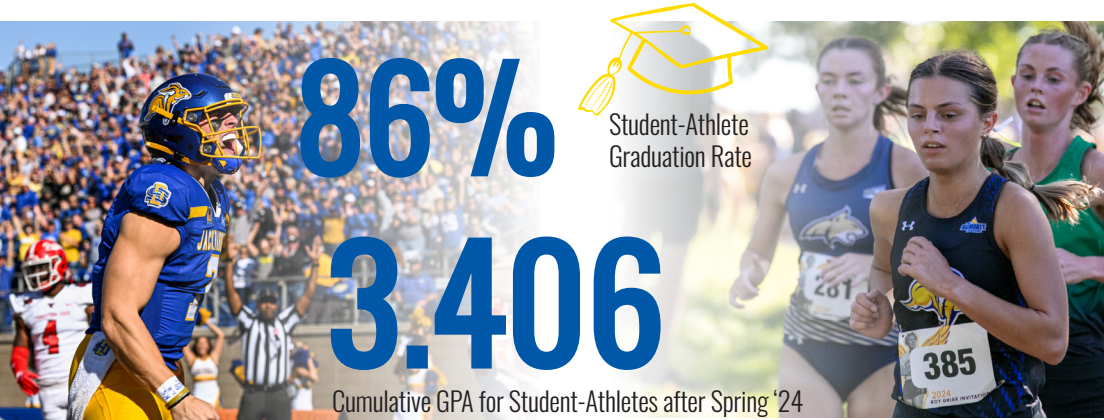
GO JACKS!

*Justin A. Sell*

Justin Sell  
Director of Athletics

# Be a part of SOMETHING BIGGER

Membership in the Jackrabbit Club is an investment into the lives of more than 500 Jackrabbit student-athletes who have chosen to represent South Dakota State University both on the field of competition, and in life following graduation. Your membership in the Jackrabbit Club is truly an Investment in Lifelong Champions.



**540** Total Number of Student-Athletes



Number of Student-Athletes from South Dakota



**35**  
STATES

**11**  
COUNTRIES

Number of States and Countries our Student-Athletes Represent

**77**

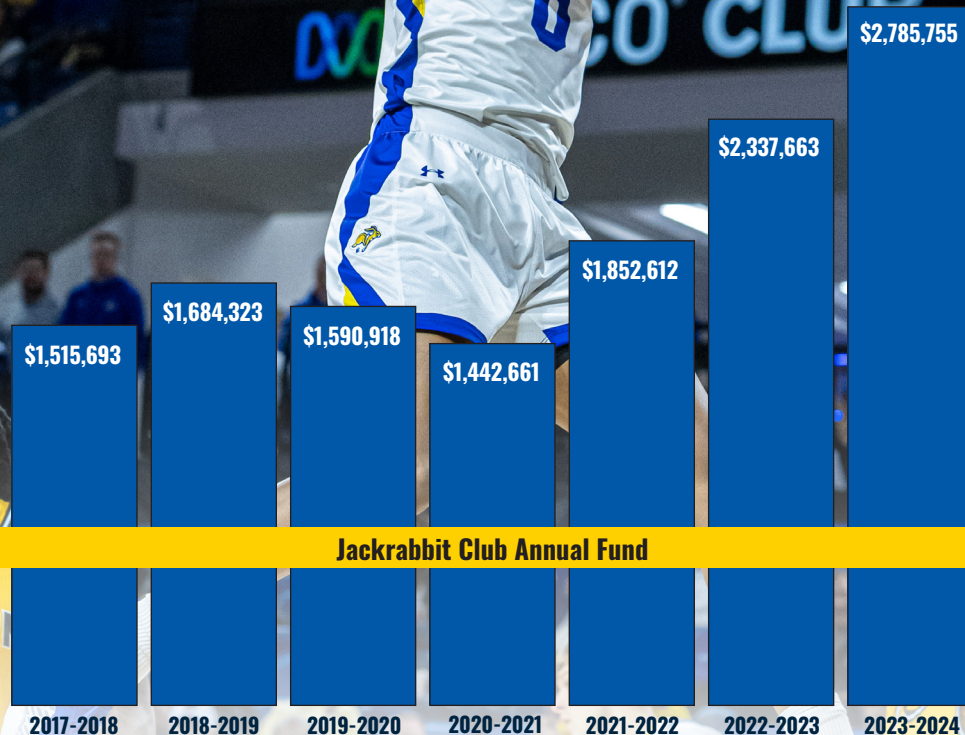
Current SDSU Student-Athletes are in 77 Different Majors

## JACKRABBIT CLUB LEVEL UP

All renewing Jackrabbit Club members will have the opportunity to Level Up their giving. Donors who increase their giving at least one benefit level higher than previous years are eligible to receive the following two gifts. The 2025 gifts are the following:

1. Pre-Game Football Experience for two (2) during one (1) 2025 home football game
2. Exclusive Jackrabbit Club flag

Extra Benefit: Anyone who joins the Level Up initiative will be entered into a drawing for a chance to win two (2) 2026 Summit League Basketball All Session passes.



Jackrabbit Club Annual Fund



## 2025-2026 Jackrabbit Club Membership LEVELS AND BENEFITS

	<b>LEGENDS</b> \$25,000+	<b>CHAMPIONS</b> \$10,000-\$24,999	<b>CAPTAINS</b> \$7,500-\$9,999	<b>DIRECTORS</b> \$5,000-\$7,499	<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	35	25	15	10	5	3	1
Exclusive Special Events									
Unique Stewardship Opportunity <i>(Team &amp; Gameday Experience)</i>									
Two (2) tickets to a suite in First Bank & Trust Arena <i>(Upon Request &amp; Availability)</i>									
Priority Seating at Jackrabbit Athletic Scholarship Auction									
Access to VIP Parking Lot for Home Basketball Games <sup>1</sup>									
Jacks Pass <sup>2</sup>	4 Passes	4 Passes	2 Passes	2 Passes					
Exclusive Under Armour Jackrabbit Gear									
Pregame Sideline Experience for One (1) Game <i>(Upon Request)</i>									
Invitation to Basketball Hospitality <sup>3</sup>	Season	Season	Season	Season	2 Games				
Invitation to Media Day Events									
Invitation to Football Hospitality <sup>3</sup>									
Football Priority Parking <sup>1</sup>	3 Passes	2 Passes	2 Passes	2 Passes	2 Passes	1 Pass	1 Pass		
Basketball Priority Parking <sup>1</sup>	2 Passes	2 Passes	2 Passes	2 Passes	1 Pass	1 Pass	1 Pass		
Ability to Request Postseason Tickets <i>(Based on Availability)</i>									
Discounts at Select Local Businesses <sup>4</sup>									
Early Purchase Option for Single Game Tickets									
Jackrabbit Club Digital Membership Card & Club Gift									
15% Discount at University Bookstore									
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 Athletic 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 27<sup>th</sup> renewal deadline
- 25 points** Jackrabbit Club membership level upgrade
- 20 points** for former student-athletes (one-time)<sup>5</sup>
- 15 points** for non-student-athlete alumni (one-time)<sup>5</sup>
- 5 points** for faculty/staff donors (one-time)<sup>5</sup>

### PRIORITY POINTS FOR FIRST BANK & TRUST ARENA

- 50 bonus points** for a signed pledge of \$10,000 or more to facility
- 100 bonus points** for those that made a \$10,000+ gift to multiple facilities
- 2 points** for every \$100 (similar to JRC), cash in hand (In addition to the bonus points for those that make a pledge of \$10,000+)
- 1 Point** for every \$100, Suite Priority Points (5-10 year contracts, this will also include Dana J. Dykhouse Stadium Suites)

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 general admission to all home SDSU sporting events (excludes FB, MBB, WBB and postseason events).

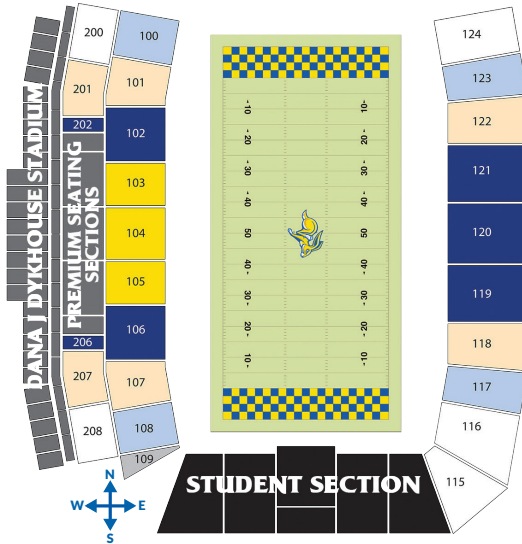
<sup>3</sup>Jackrabbit Club hospitality for football and basketball games include complimentary food and beverage options. Basketball hospitality dates will be determined and communicated to members near the start of the basketball season.

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

<sup>5</sup>Please notify Athletics Development staff if one-time points are missing from your account.

**Football at DANA J. DYKHOUSE STADIUM**

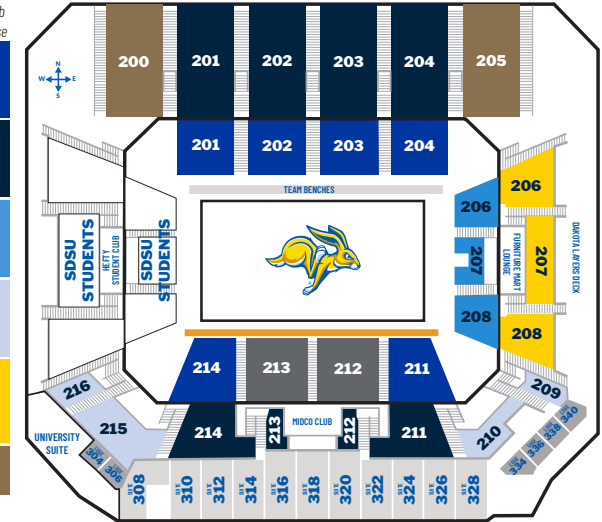
Football Season Ticket Renewal Price Per Seat*	New Football Season Ticket Price Per Seat	Minimum Annual Jackrabbit Club Per Seat License
\$210	\$225	\$250
\$210	\$225	\$150
\$210	\$225	\$100
\$210	\$225	\$50
\$99	\$99	\$0



\*\$210 price is for renewals made by the April 7th renewal deadline

**Basketball at FIRST BANK & TRUST ARENA**

	Season Ticket Price Per Seat	Minimum Annual Jackrabbit Club Per Seat License
Lower Level Sideline	\$650	\$250
Upper Level Sideline	\$475	\$200
Lower Level Baseline	\$425	\$150
Upper Level Corners	\$375	\$100
Upper Level Baseline	\$350	\$50
Family Section	\$300	\$0



Premium Areas (Multi-Year Contracts)

Courtside	\$1,225	\$750
Club	\$1,025	\$750

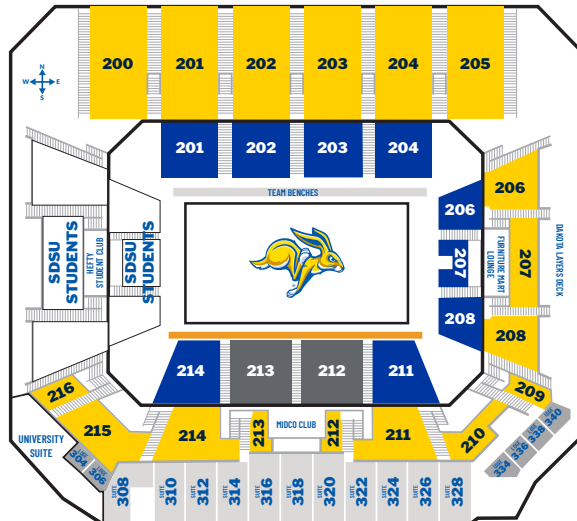
Loge (6 tickets per box)	Contact Jackrabbit Club Office
Suite (12-16 Tickets per suite)	Contact Jackrabbit Club Office

(\*\*Courtside and Club Seats will be on an annual pricing increase of \$25 per ticket. Example for Club Seats: 2025-26 = \$1,025, 2026-27 = \$1,050, etc.)

**Volleyball at FIRST BANK & TRUST ARENA**

Season Ticket Price Per Seat

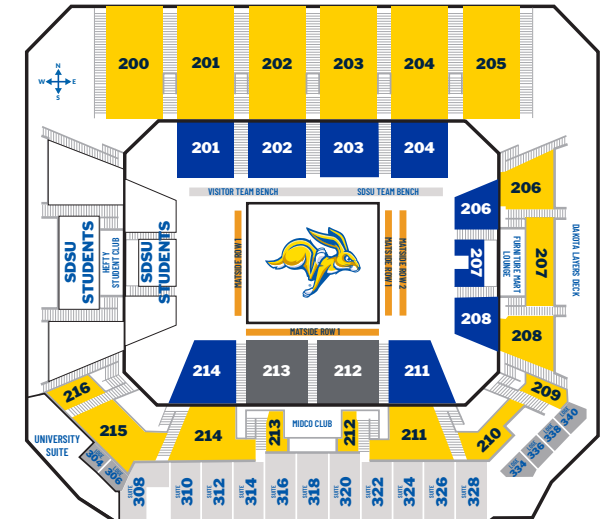
Lower Level Reserved	\$80
Upper Level	GA Tickets - Single Matches only
Courtside	\$275
Club	\$250



**Wrestling at FIRST BANK & TRUST ARENA**

Season Ticket Price Per Seat

Lower Level Reserved	\$80
Upper Level	GA Tickets - Single Matches only
Premium Areas (Annual Renewal)	
Matside	\$300
Matside Row 2	\$300
Club	\$250



**Soccer at FISHBACK SOCCER PARK**

Season Ticket Price Per Seat

General Admission	\$40
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**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.

**One Day for STATE**

Established in 2017, SDSU's annual giving day, One Day for STATE, is a 24-hour celebration of all things Jackrabbit that invites the entire yellow and blue community to join in and give back to the university that connects us all. In the eight successful years of rallying alumni, students, faculty, and friends, the event has raised a cumulative \$3,002,214 in support of sport-specific excellence funds.



**Facility Projects**

Naming opportunities and donor plaque recognition options still exist at Dana J. Dykhouse Stadium, the Sanford Jackrabbit Athletic Complex, the newly opened Frank J. Kurtenbach Family Wrestling Center and First Bank & Trust Arena. Future projects with opportunities available include the Stiegelmeier Family Student-Athlete Center, Soccer Stadium, Jackrabbit Softball Stadium and Erv Huether Field.

**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.



**Jacked NIL**

An NIL activity occurs when a student-athlete is compensated for the use of his or her name, image and/or likeness. Activities range from sponsored social media posts and operating camps to autograph appearances and apparel sales.

Via Jacked NIL, Jackrabbit supporters can directly pitch student-athletes an NIL deal in just a few clicks at [gojacks.co/jackednil](http://gojacks.co/jackednil). After receiving a notification of a deal on the marketplace, athletes can accept, complete, and receive payment for the opportunity on Opendorse's secure platform. Once a deal is completed, the activity is automatically disclosed for compliance purposes and tax documentation is generated.

Additionally, corporate partners can add NIL deals into current sponsorship packages by contacting Jackrabbit Sports Properties (Learfield).

**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.



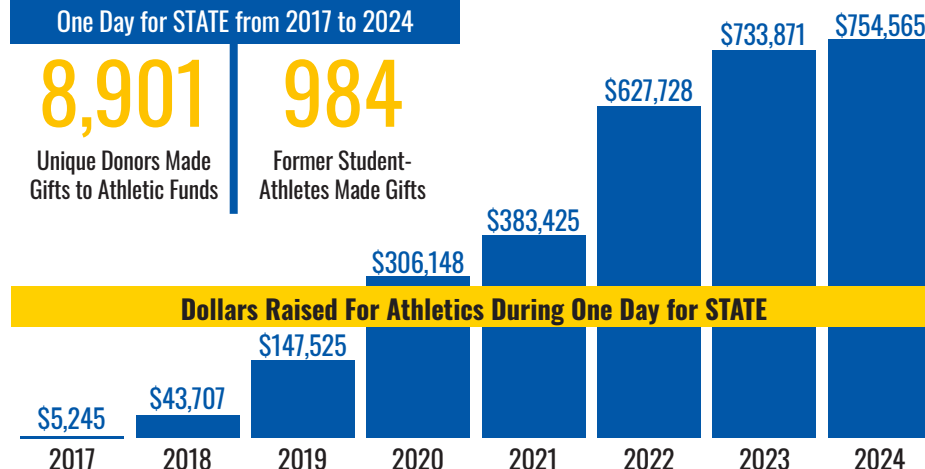
One Day for STATE from 2017 to 2024

8,901

Unique Donors Made Gifts to Athletic Funds

984

Former Student-Athletes Made Gifts



## CONTACT US

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