



INVESTING IN LIFELONG
CHAMPIONS

IMPORTANT DATES

MAY 28, 2021

Jackrabbit Club Renewal
Deadline*

MAY 28, 2021

Football Season Ticket
Renewal Deadline*

MAY 28, 2021

Basketball Season Ticket
Renewal Deadline*

JUNE 1, 2021

Start of 2021-22 Jackrabbit
Club Membership Year

AUGUST 2021

Annual Endowment
Dinner for Donors &
Student-Athletes

AUGUST 2021

Football Season Tickets
Mailed to Donors/Ticket
Holders

SEPTEMBER 11, 2021

2021 Football Home
Opener vs. Tarleton State

OCTOBER 2021

Basketball Season Tickets
Mailed to Donors/Ticket
Holders

NOVEMBER 2021

2021-22 Basketball Season
Officially Begins

*Payment plan available beginning
February through May

PIERRE STRONG, JR.
Little Rock, AR



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. Your support has helped us bridge the gap during challenging times. 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

\$23,971

In-State Full Cost of Attendance

\$6,823

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

\$828

Secondary Insurance

\$890

Equipment, Gear, Uniforms

\$3,385

Team Travel

\$1,840

Game Expenses

\$37,737

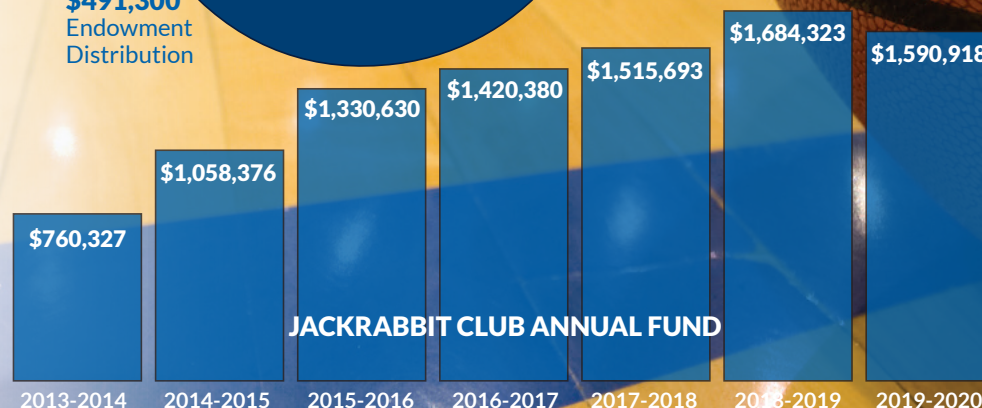
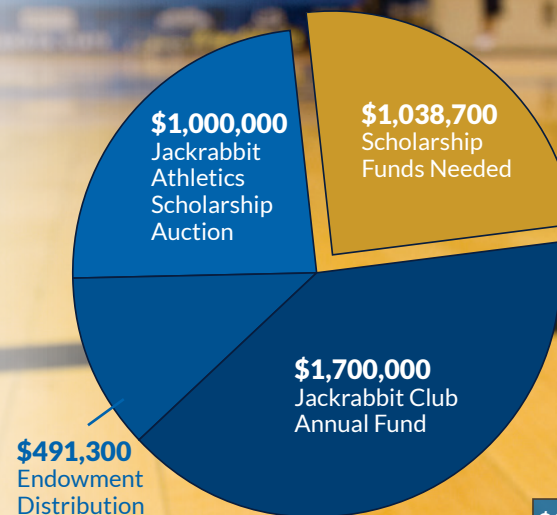
Annual Cost per In-State
Scholarship Student-Athlete



“Jackrabbit club members make such a meaningful impact on our lives as student-athletes by providing us an opportunity to pursue our dreams both in the classroom and in our sport.”

MYAH SELLAND
Letcher, SD

2020-21 PROJECTED
SCHOLARSHIP COSTS (\$4.23M)
& REVENUE GOALS



Jackrabbit Club Membership LEVELS AND BENEFITS

	LEGENDS \$25,000+	CHAMPIONS \$10,000-\$24,999	DIRECTORS \$5,000-\$9,999	LEADERS \$2,500-\$4,999	VARSITY \$1,000-\$2,499	STATE \$500-\$999	BLUE \$250-\$499	YELLOW \$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 ¹								
Complimentary Jackrabbits All-Access Subscription								
Jacks Pass ²								
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 ³	Season	Season	Season	2 Games				
Invitation to Media Day Events								
Invitation to Football Signing Day Event								
Invitation to Football Hospitality ³								
Football Priority Parking ¹	4 Passes	3 Passes	2 Passes	2 Passes	1 Pass	1 Pass		
Basketball Priority Parking ¹	2 Passes	2 Passes	2 Passes	1 Pass	1 Pass	1 Pass		
Virtual Investor Luncheons with SDSU Head Coaches								
Priority Purchase Option for Postseason Games	1 st	2 nd	3 rd	4 th	5 th	6 th	7 th	8 th
Discounts at Select Local Businesses ⁴								
Early Purchase Option for Single Game Tickets	1 st	2 nd	3 rd	4 th	5 th	6 th	7 th	8 th
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 28th 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.

¹Jackrabbit 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.

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

³Jackrabbit 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.

⁴Visit www.backthejacks.com for a list of current participating vendors.

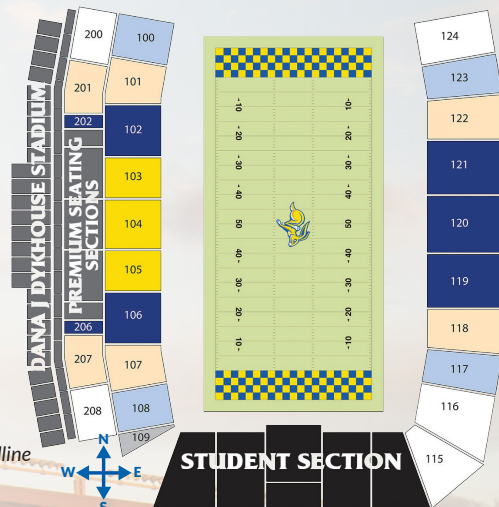
SEATING MAPS

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
\$185	\$200	\$250
\$185	\$200	\$150
\$185	\$200	\$100
\$185	\$200	\$50
\$125	\$125	\$0
\$99	\$99 Young Alumni	\$0-\$250

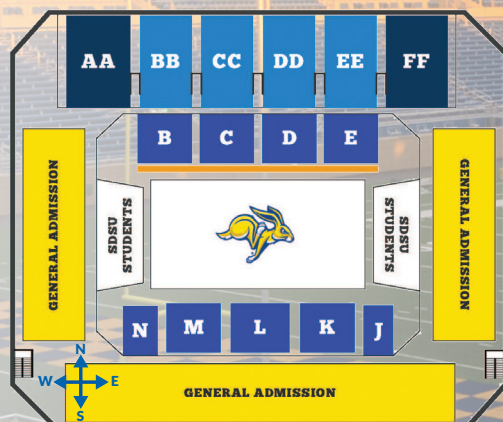
*\$185 price is for renewals made by the May 28 renewal deadline

Premium seating options for suite, loge, and club seating remain available for the 2021 football season and beyond.



FROST ARENA

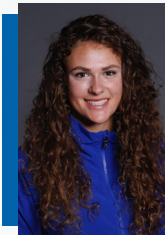
BASKETBALL	Season Ticket Price Per Seat	Minimum Annual Jackrabbit Club Per Seat License
Courtside	\$600	\$250
Lower Level	\$450	\$150
Upper Level Premium	\$375	\$100
Upper Level Reserved	\$250	\$50
General Admission	\$150	\$0



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



FAITH LEISETH

TRACK AND FIELD
Hayti, SD | Junior



MATT MIMS

BASKETBALL
Cedar Rapids, IA | Sophomore

What made you choose SDSU?

I grew up a part of the Jackrabbit family and always found the campus and atmosphere to be welcoming. When choosing SDSU, the wide variety of majors and minors allowed me diverse options for my future.

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

Don't take anything for granted and enjoy every opportunity you have been given.

What do you enjoy outside of athletics?

I enjoy being a part of the Brookings community and being involved in various activities on and off campus. I also enjoy visiting the Dakota Nature Park, McCrory Gardens, the Art Museum, local coffee shops, and spending time with friends.

Faith Leiseth

What made you choose SDSU?

What made me choose SDSU was the amazing family atmosphere and the support I got. The excitement Jackrabbit fans showed me was something that I didn't see at any other schools.

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

The support from the Jackrabbit Club has affected me and my experience at SDSU significantly because it has allowed me to live out my lifelong dream of going to college and competing at the D1 level. Their support is a huge part of the success in Jackrabbit athletics and gives other student athletes and me more opportunities and advantages compared to other schools.

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

When transitioning into college sports things might seem fast and may seem like a big adjustment, but it is important to stay confident and ready for when your opportunity may come.

Matt Mims

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 28, 2021 in order to maintain membership, or become a new member, and receive your benefits in the 2021-22 Jackrabbit Club membership year (membership materials mailed in June). This May 28th 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 28th 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 the 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 Training Facility and renovated Frost Arena. Additionally, premium seating opportunities including suite, loge, and club seat options remain for the 2021 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.



“The support from the Jackrabbit Club helps SDSU student-athletes compete at the highest-level of collegiate athletics as well as work to achieve our academic goals.”

SAM BATT
Watertown, SD

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 for additional information.



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