



INVESTING IN LIFELONG
CHAMPIONS

IMPORTANT DATES

APRIL 8, 2022

Football Season Ticket
Renewal Deadline*

MAY 27, 2022

Jackrabbit Club Renewal
Deadline*

MAY 27, 2022

Basketball Season Ticket
Renewal Deadline*

JUNE 1, 2022

Start of 2022-23 Jackrabbit
Club Membership Year

AUGUST 2022

Annual Endowment
Dinner for Donors &
Student-Athletes

AUGUST 2022

Football Season Tickets
Mailed to Donors/Ticket
Holders

SEPTEMBER 10, 2022

2022 Football Home
Opener vs. UC-Davis

OCTOBER 2022

Basketball Season Tickets
Mailed to Donors/Ticket
Holders

NOVEMBER 2022

2022-23 Basketball Season
Officially Begins

*Payment plan available beginning
February through May

CLAY CARLSON
Willmar, MN



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!

A handwritten signature in blue ink that reads "Justin H. Sell".

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

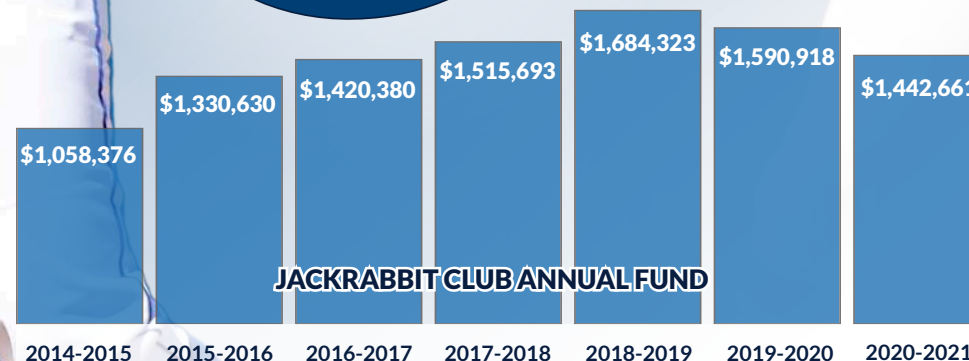
\$37,737

Annual Cost per In-State
Scholarship Student-Athlete
(based on 2021 numbers)


















































































“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.”

CYLIE HALVORSON
Sioux Falls, SD

2021-22 PROJECTED
SCHOLARSHIP COSTS (\$4.5M)
& REVENUE GOALS



Jackrabbit Club Membership LEVELS AND BENEFITS

| | LEGENDS \$25,000+ | CHAMPIONS \$10,000-\$24,999 | NEW LEVEL! CAPTAINS \$7,500-\$9,999 | DIRECTORS \$5,000-\$7,499 | 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 | 35 | 25 | 15 | 10 | 5 | 3 | 1 |
| Exclusive Special Events with AD/Coaches |  | | | | | | | | |
| Away Trip for Two <i>(Upon Request)</i> |  |  | | | | | | | |
| Invitation to Athletic Director's Suite for One Home Game |  |  | | | | | | | |
| Football Sideline Passes for a Home Game <i>(Upon Request)</i> | 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 | Polo | | | | | |
| Pregame Sideline Experience for One (1) Game <i>(Upon Request)</i> |  |  |  |  |  | | | | |
| Invitation to Basketball Hospitality ³ | Season | 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 | 2 Passes | 1 Pass | 1 Pass | | |
| Basketball Priority Parking ¹ | 2 Passes | 2 Passes | 2 Passes | 2 Passes | 1 Pass | 1 Pass | 1 Pass | | |
| Priority Purchase Option for Postseason Games | 1 st | 2 nd | 3 rd | 4 th | 5 th | 6 th | 7 th | 8 th | 9 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 | 9 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 27th 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)

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 or more 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.

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.



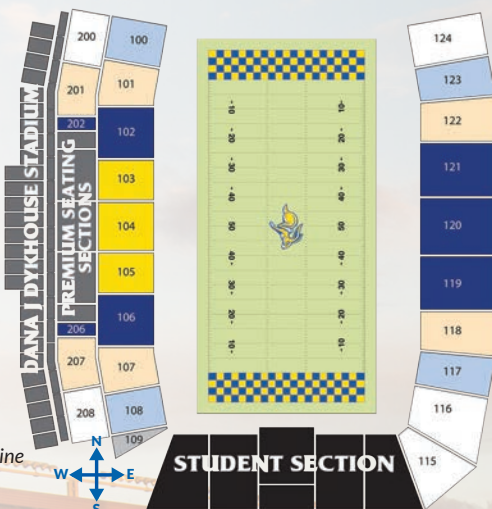
SEATING MAPS

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 |

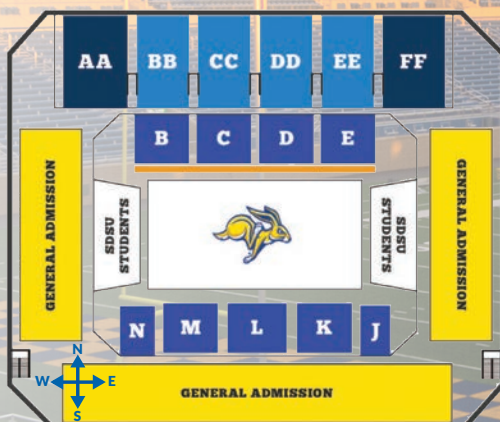
*\$185 price is for renewals made by the May 28 renewal deadline

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 |
|---------|-------|---------------|-------|----------------------|------|-------------------|------|

JACKRABBIT CLUB LEVEL UP **NEW!**

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 the previous year are eligible to receive two gifts of their choice. The 2022 gift options are the following:

1. Under Armour Jackrabbit Club issued apparel
2. Pre-Game Football Experience for two (2) during one (1) 2022 home football game.
3. Extra Parking Pass for the 2022 Football Season

Extra Benefit: Anyone who joins the Level Up initiative will be entered into a drawing for a chance to win four (4) loge tickets to a select game during the 2022 football season.

GET TO KNOW YOUR JACKRABBITS



MAYA HANSEN
SOCCER
SAVAGE, MINN. | Junior



BAYLOR SCHEIERMAN
BASKETBALL
Aurora, NE | 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.

What made you choose SDSU?

What made me choose SDSU was the family atmosphere from the university but also from my team and coaches which was big for me because I am really close with my family. Also, the support we get from Brookings and the state of South Dakota is awesome.

What advice would you give to future Jackrabbit athletes?

I would tell them to enjoy it because even though it can feel like a drag it goes by really fast. I'm already in my 3rd year and it doesn't seem like I should be this far along.

What do you enjoy outside athletics?

Some things I enjoy when I have some time outside of athletics is really just hanging out with friends, golfing, and playing video games.

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 27, 2022 in order to maintain membership, or become a new member, and receive your benefits in the 2022-23 Jackrabbit Club membership year (membership materials mailed in June). This May 27th 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 27th 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.



“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.”

LEAH HANSEN
Willmar, MN

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 Frank J. Kurtenbach Family Wrestling Center and First Bank & Trust Arena. Additionally, premium seating opportunities including suite, loge, and club seat options remain for the 2022 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 for additional information.



CONTACT US

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