



INVESTING IN LIFELONG  
**CHAMPIONS**



## IMPORTANT DATES

### **APRIL 7, 2023**

Football Season Ticket  
Renewal Deadline\*

### **APRIL 29, 2023**

Jackrabbit Athletic  
Scholarship Auction

### **MAY 26, 2023**

Jackrabbit Club Renewal  
Deadline\*

### **MAY 26, 2023**

Basketball Season Ticket  
Renewal Deadline\*

### **JUNE 1, 2023**

Start of 2023-24 Jackrabbit  
Club Membership Year

### **AUGUST 2023**

Annual Endowment  
Dinner for Donors &  
Student-Athletes

### **AUGUST 2023**

Football Season Tickets  
Emailed to Donors/Ticket  
Holders

### **SEPTEMBER 9, 2023**

2023 Football Home  
Opener vs. Montana State

### **OCTOBER 2023**

Basketball Season Tickets  
Emailed to Donors/Ticket  
Holders

### **NOVEMBER 2023**

2023-2024 Basketball  
Season Begins

\*Payment plan available beginning  
February through May

**CADE DeVOS**  
Altoona, IA

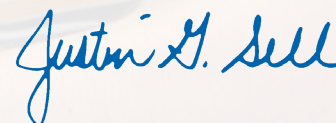
## MESSAGE FROM THE DIRECTOR OF ATHLETICS

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. 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 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 2022 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.”

TORI KNIESCHE  
Wayne, NE

2022-23 PROJECTED  
SCHOLARSHIP COSTS (\$4.5M)  
& REVENUE GOALS



# 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 with AD/Coaches									
Away Trip for Two <i>(Regular Season, 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 <sup>1</sup>									
Complimentary Jackrabbits All-Access Subscription									
Jacks Pass <sup>2</sup>									
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 <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>	4 Passes	3 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		
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>	9 <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>	9 <sup>th</sup>
Jackrabbit Club Membership Card and Club Gift									
15% Discount at University Bookstore									
Program and Website Recognition									



**RYAN BOURASSA**  
West Fargo, ND

## PRIORITY POINTS SYSTEM

<b>2 points</b>	per \$100 donated to the Jackrabbit Club
<b>1 point</b>	per \$100 donated to any other athletics fund <i>(e.g. endowments, capital projects, excellence funds)</i>
<b>1 point</b>	per \$100 worth of value for items donated to the Jackrabbit Athletics Scholarship Auction
<b>3 points</b>	per consecutive year of Jackrabbit Club Membership
<b>1 point</b>	per year, for which you hold season tickets
<b>3 points</b>	per year, for which you make your donation by the May 26 <sup>th</sup> renewal deadline
<b>25 points</b>	Jackrabbit Club membership level upgrade
<b>20 points</b>	for former student-athletes (one-time)
<b>15 points</b>	for non-student-athlete alumni (one-time)
<b>5 points</b>	for faculty/staff donors (one-time)

## PRIORITY POINTS FOR FIRST BANK & TRUST ARENA

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

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. \*4 guests per household.

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



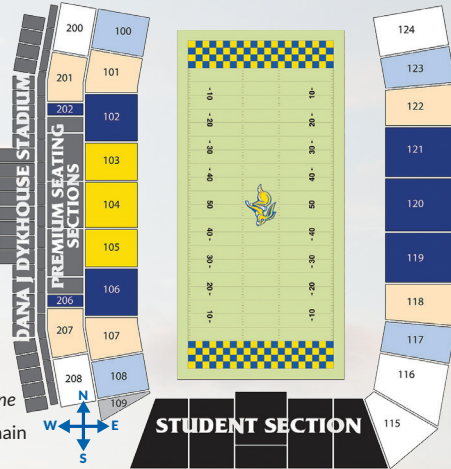
## DANA J. DYKHOUSE STADIUM

Football Season Ticket Renewal Price Per Seat\*    New Football Season Ticket Price Per Seat    Minimum Annual Jackrabbit Club Per Seat License

\$200	\$215	\$250
\$200	\$215	\$150
\$200	\$215	\$100
\$200	\$215	\$50
\$99	\$99	\$0

\*\$200 price is for renewals made by the April 7th renewal deadline

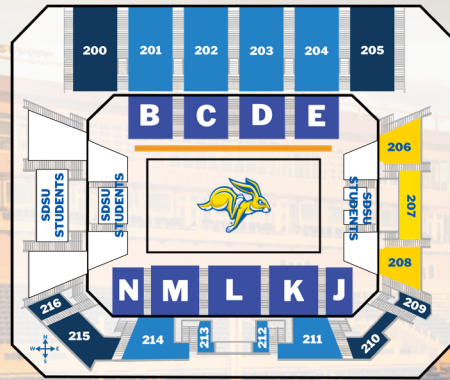
Premium seating options for suite, loge, and club seating remain available for the 2023 football season and beyond.



## FROST ARENA

BASKETBALL    Season Ticket Price Per Seat    Minimum Annual Jackrabbit Club Per Seat License

Courtside	\$725	\$250
Lower Level	\$500	\$200
Upper Level Premium	\$425	\$150
Upper Level Reserved	\$300	\$100
Upper Baseline Reserved	\$300	\$0



Please note: Sections 200-205 (formerly letter AA-FF) now begin with Row 9, not Row 1 in preparation for the fully renovated First Bank & Trust Arena. Similar to any other year, season ticket holders can submit a request to move seats for the 2023-24 season, but must first renew their current season tickets. The SDSU Ticket Office will work through requests based on priority points in the summer/early fall. A full seating reallocation will occur in the summer of 2024.

WRESTLING | Season Ticket Price Per Seat

Matside	\$175	Matside Row 2	\$150	Lower Level Reserved	\$75
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## FIRST BANK & TRUST ARENA Tentative Ticket Information / Timeline

As SDSU Athletics prepares for the opening of First Bank & Trust Arena in the fall of 2024. The Jackrabbit Club wanted to provide you a **TENTATIVE** timeline and information regarding priority points and the season ticket process.

- Ticket information for men's & women's basketball along with volleyball and wrestling will be announced Spring of 2023.
- Similar to premium areas within Dana J. Dykhouse Stadium, there will be 5 & 10 year contracts. Jackrabbit Club per seat license will be implemented within the club area.

- Max number of club seats will be limited to 4 seats per account.
- Priority Points will be pulled in early June of 2024. We ask that all fans and donors who would like to purchase season tickets in First Bank & Trust Arena will have all of their donations in by then so all of their points will be accounted for. Date will be communicated as we get closer.
- Seating allocation will occur Summer of 2024 based on priority. More information to come.

**\*\*Please note, all of this information is tentative.**

## 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 the previous year are eligible to receive two gifts of their choice. The 2023 gift options are the following:

1. Pre-Game Football Experience for two (2) during one (1) 2023 home football game.
2. Signed mini basketball by your choice of the women's or men's basketball team.
3. Football fall practice prior to start of the season. Includes snacks and hearing from Coach Rogers.

**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 2023 football season.

## GET TO KNOW YOUR JACKRABBITS



**LANEY MURDZEK**  
SOCCER  
Hudson, WI | Sophomore



**CHARLIE EASLEY**  
BASKETBALL  
Lincoln, NE | Junior

### What made you choose SDSU?

What made me choose SDSU was the team culture and community. The girls and the coaching staff are amazing, and our fans are incredible!

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

Some advice I would give future Jackrabbit student-athletes is to live in the moment and just have fun!

### What do you enjoy outside of athletics?

Outside of athletics, I enjoy spending time with my friends and family!

### What made you choose SDSU?

I chose SDSU because of the winning culture that the basketball program has always displayed. I loved the atmosphere at each game, and I knew I would love playing in front of a great crowd every night. The support that Jackrabbit athletics gets from the community was a big factor in choosing SDSU.

### What advice would you give to future Jackrabbit athletes?

The advice I would give to future Jackrabbits is enjoy your time playing the sport you love in college. Enjoy the hard work and sacrifice that it takes to play your sport in college. College will go by fast, so make memories with your teammates and give your best each day.



## 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 26, 2023 in order to maintain membership, or become a new member, and receive your benefits in the 2023-24 Jackrabbit Club membership year (membership materials mailed in June). This May 26<sup>th</sup> 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 26<sup>th</sup> 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.



**DALYS BEANUM**  
Omaha, NE



**"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."**

SAVANNAH RISSEUW  
Plankinton, SD

## 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, First Bank & Trust Arena and Soccer Stadium. Additionally, premium seating opportunities including suite, loge, and club seat options remain for the 2023 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.





## CONTACT US

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