



2026-2027

**INVESTING IN LIFELONG CHAMPIONS**

## IMPORTANT DATES

### MARCH 3, 2026

Early Renewal Deadline for Jackrabbit Club\*

\*Pledges signed prior to March 3 will qualify for priority point bonus

### APRIL 6, 2026

Football Season Ticket Renewal Deadline

### MAY 2, 2026

Jackrabbit Athletic Scholarship Auction

### MAY 26, 2026

Jackrabbit Club Renewal Deadline

### MAY 26, 2026

Basketball Season Ticket Renewal Deadline

### JUNE 1, 2026

Start of 2026-27 Jackrabbit Club Membership Year

### AUGUST 2026

Football Season Tickets Emailed to Donors/Ticket Holders

### OCTOBER 3, 2026

Jackrabbit Sports Hall of Fame Banquet

### OCTOBER 24, 2026

Hobo Day  
Football vs. North Dakota

### OCTOBER 2026

Basketball Season Tickets Emailed to Donors/Ticket Holders



## MESSAGE FROM THE DIRECTOR OF ATHLETICS

Thank you for your interest in and support of the Jackrabbit Club and South Dakota State University Athletics! On behalf of our student-athletes, coaches and staff, thank you for your investment. Whether you are a prospective first-time donor or a long-time supporter, I want to emphasize the importance of investment in the Jackrabbit Club. Annual membership in the Jackrabbit Club remains the most fundamental way to support SDSU student-athletes and will continue to be critical in the new era of college athletics.

In my 17 years at South Dakota State, Jackrabbits have always risen to the opportunity ahead. It's paid off with two National Championships in football, countless trips to NCAA postseason events, and a record eight conference championships in the 2024-25 season.

With changes to roster structure and scholarship limits, we have an opportunity to support more of our student-athletes than ever before. This booklet contains information on these exciting opportunities ahead.

Jackrabbit Club members are a vital part of our team, and we count on your loyalty and generosity to ensure SDSU continues to compete for championships. Thank you for making a difference in the lives of our student-athletes by investing in Lifelong Champions!

Go Jacks!



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.

**87%**  
**3.393**

Cumulative GPA for Student-Athletes after Spring '25



**538**

Total Number of  
Student-Athletes

**119**

Number of Student-Athletes  
from South Dakota

**34**  
STATES

**8**  
COUNTRIES

Number of States and Countries  
our Student-Athletes Represent



Current SDSU Student-  
Athletes are in 74  
Different Majors

## THE VALUE OF A SCHOLARSHIP



### **\$ Breakdown Per Student-Athlete:**

#### **In-State Tuition:** \$9,553.50

Room: \$4,652

Board: \$3,568

Books: \$800

#### **In-State Total (without COA):** \$18,573.50

#### **Out-of-State Tuition:** \$13,165.50

Room: \$4,652

Board: \$3,568

Books: \$800

#### **Out-of-State Total (without COA):**

\$22,185.50

#### **Maximum COA Allowance:** \$7,000

#### **Maximum Alston Allowance:** \$5,980

#### **Current Scholarship Numbers at SDSU**

##### **(538 student-athletes):**

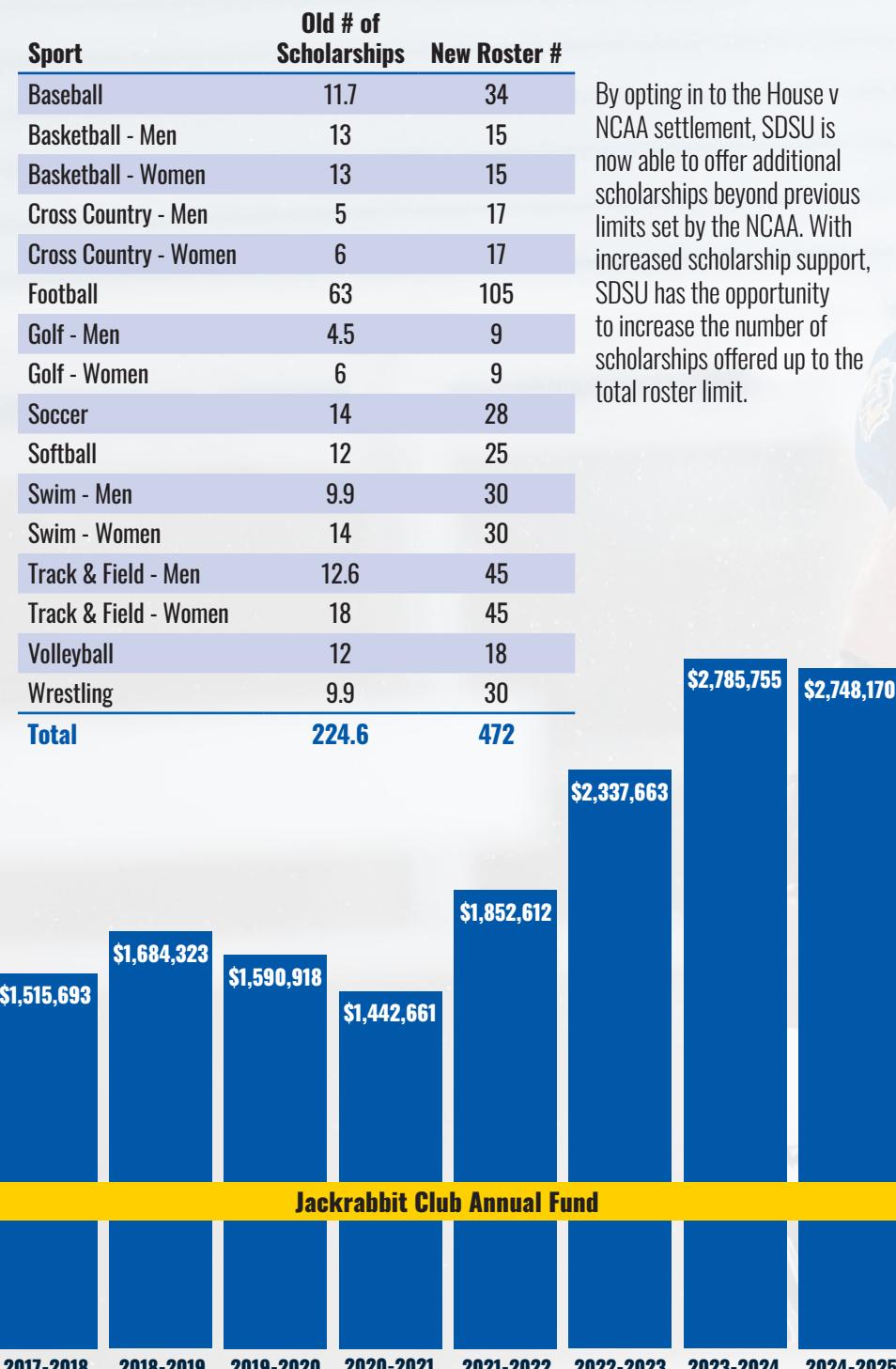
» Full Scholarship: 120

» Partial Scholarship: 304

» No Scholarship: 114



## SCHOLARSHIP GOALS



By opting in to the House v NCAA settlement, SDSU is now able to offer additional scholarships beyond previous limits set by the NCAA. With increased scholarship support, SDSU has the opportunity to increase the number of scholarships offered up to the total roster limit.

## JACKRABBIT CLUB BONUSES



### 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 an exclusive Jackrabbit Club hat.

Extra Benefit: Anyone who joins will be entered into a drawing for a suite rental inside First Bank & Trust Arena. Date to be mutually agreed upon at a later date.

### New Point Bonus for Multi-Year Jackrabbit Club Pledges

Beginning in 2026, the Jackrabbit Club is offering an opportunity to earn 25 bonus points by signing a multi-year Jackrabbit Club pledge. Pledges of \$10,000 or more over a maximum of 4 years will qualify for the bonus points.

Jackrabbit Club members interested in signing a multi-year pledge can do so on their renewal form, or by contacting a member of the Athletic Development team.



## 2026-2027 Jackrabbit Club Membership LEVELS AND BENEFITS

|                                                                                                         | LEGENDS<br>\$25,000+ | CHAMPIONS<br>\$10,000-\$24,999 | CAPTAINS<br>\$7,500-\$9,999 | DIRECTORS<br>\$5,000-\$7,499 | LEADERS<br>\$2,500-\$4,999 | VARSITY<br>\$1,000-\$2,499 | STATE<br>\$500-\$999 | BLUE<br>\$250-\$499 | BLUE CREW | YELLOW<br>\$100-\$249 |
|---------------------------------------------------------------------------------------------------------|----------------------|--------------------------------|-----------------------------|------------------------------|----------------------------|----------------------------|----------------------|---------------------|-----------|-----------------------|
| Annual Priority Point Bonus                                                                             | 100                  | 50                             | 35                          | 25                           | 15                         | 10                         | 5                    | 3                   |           | 1                     |
| Exclusive Special Events                                                                                | SDSU                 |                                |                             |                              |                            |                            |                      |                     |           |                       |
| Unique Stewardship Opportunity <small>(Team &amp; Gameday Experience)</small>                           | SDSU                 | SDSU                           |                             |                              |                            |                            |                      |                     |           |                       |
| Two (2) tickets to a suite in First Bank & Trust Arena <small>(Upon Request &amp; Availability)</small> | SDSU                 | SDSU                           |                             |                              |                            |                            |                      |                     |           |                       |
| Priority Seating at Jackrabbit Athletic Scholarship Auction                                             | SDSU                 | SDSU                           | SDSU                        |                              |                            |                            |                      |                     |           |                       |
| Access to VIP Parking Lot for Home Basketball Games <sup>1</sup>                                        | SDSU                 | SDSU                           | SDSU                        |                              |                            |                            |                      |                     |           |                       |
| Jackrabbit Club Pass <sup>2</sup>                                                                       | 4<br>Passes          | 4<br>Passes                    | 2<br>Passes                 | 2<br>Passes                  |                            |                            |                      |                     |           |                       |
| Exclusive Under Armour Jackrabbit Gear                                                                  | SDSU                 | SDSU                           | SDSU                        | SDSU                         |                            |                            |                      |                     |           |                       |
| Pregame Sideline Experience for One (1) Game <small>(Upon Request)</small>                              | SDSU                 | SDSU                           | SDSU                        | SDSU                         |                            |                            |                      |                     |           |                       |
| Invitation to Basketball Hospitality <sup>3</sup>                                                       | Season               | Season                         | Season                      | Season                       | 2<br>Games                 |                            |                      |                     |           |                       |
| Invitation to Media Day Events                                                                          | SDSU                 | SDSU                           | SDSU                        | SDSU                         | SDSU                       |                            |                      |                     |           |                       |
| Invitation to Football Hospitality <sup>3</sup>                                                         | Season               | Season                         | Season                      | Season                       | Season                     | 2<br>Games                 |                      |                     |           |                       |
| Football Priority Parking <sup>1</sup>                                                                  | 3<br>Passes          | 2<br>Passes                    | 2<br>Passes                 | 2<br>Passes                  | 2<br>Passes                | 1 Pass                     | 1 Pass               |                     |           |                       |
| Football Parking Selection                                                                              | 1st                  | 2nd                            | 3rd                         | 4th                          | 5th                        | 6th                        | 7th                  |                     |           |                       |
| Basketball Priority Parking <sup>1</sup>                                                                | 2<br>Passes          | 2<br>Passes                    | 2<br>Passes                 | 2<br>Passes                  | 1 Pass                     | 1 Pass                     | 1 Pass               |                     |           |                       |
| Conference Basketball Championship Ticket Request                                                       | Per Request          | 8                              | 8                           | 6                            | 6                          | 4                          | 4                    | 2                   | 2         |                       |
| Discounts at Select Local Businesses <sup>4</sup>                                                       | SDSU                 | SDSU                           | SDSU                        | SDSU                         | SDSU                       | SDSU                       | SDSU                 | SDSU                | SDSU      |                       |
| Early Purchase Option for Single Game Tickets                                                           | SDSU                 | SDSU                           | SDSU                        | SDSU                         | SDSU                       | SDSU                       | SDSU                 | SDSU                | SDSU      |                       |
| Jackrabbit Club Digital Membership Card & Club Gift                                                     | SDSU                 | SDSU                           | SDSU                        | SDSU                         | SDSU                       | SDSU                       | SDSU                 | SDSU                | SDSU      |                       |
| 15% Discount at University Bookstore                                                                    | SDSU                 | SDSU                           | SDSU                        | SDSU                         | SDSU                       | SDSU                       | SDSU                 | SDSU                | SDSU      |                       |
| Program and Website Recognition                                                                         | SDSU                 | SDSU                           | SDSU                        | SDSU                         | SDSU                       | SDSU                       | SDSU                 | SDSU                | SDSU      |                       |

## 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<br>(e.g. endowments, capital projects, excellence funds)                                        |
| <b>1 point</b>   | per \$100 worth of value for items donated to the Jackrabbit Athletic 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 March 3 <sup>rd</sup> early renewal deadline                                                |
| <b>25 points</b> | Jackrabbit Club membership level upgrade                                                                                                      |
| <b>20 points</b> | for former student-athletes (one-time) <sup>5</sup>                                                                                           |
| <b>15 points</b> | for non-student-athlete alumni (one-time) <sup>5</sup>                                                                                        |
| <b>5 points</b>  | for faculty/staff donors (one-time) <sup>5</sup>                                                                                              |
| <b>1 Point</b>   | for every \$100, Suite Priority Points<br>(5-10 year contracts, includes Dana J. Dykhouse Stadium Suites and First Bank & Trust Arena 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.

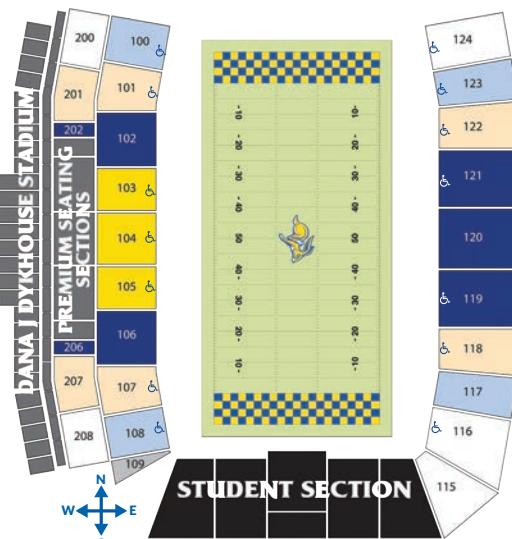
<sup>6</sup>Current SDSU students can visit [GoJacks.com/Students](http://GoJacks.com/Students) for more information on the Blue Crew.

## FALL SEASON TICKETS

### 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 |
|------------------------------------------------|-------------------------------------------|-------------------------------------------------|
| <b>\$215</b>                                   | <b>\$230</b>                              | <b>\$250</b>                                    |
| <b>\$215</b>                                   | <b>\$230</b>                              | <b>\$150</b>                                    |
| <b>\$215</b>                                   | <b>\$230</b>                              | <b>\$100</b>                                    |
| <b>\$215</b>                                   | <b>\$230</b>                              | <b>\$50</b>                                     |
| <b>\$110</b>                                   | <b>\$110</b>                              | <b>\$0</b>                                      |

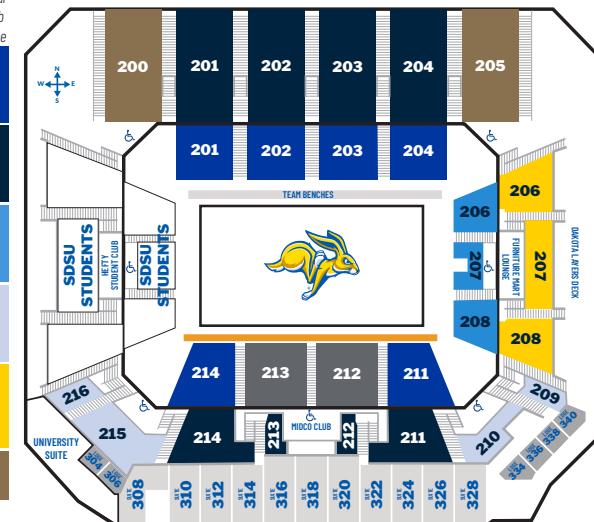
\*\$215 price is for renewals made by the April 6th renewal deadline



## WINTER SEASON TICKETS

### Basketball at FIRST BANK & TRUST ARENA

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



#### Premium Areas (Multi-Year Contracts)

|                  |                |              |                                 |
|------------------|----------------|--------------|---------------------------------|
| <b>Courtside</b> | <b>\$1,250</b> | <b>\$750</b> | Loge (6 tickets per box)        |
| <b>Club</b>      | <b>\$1,050</b> | <b>\$750</b> | Suite (12-16 Tickets per suite) |

(\*\*Courtside and Club Seats will be on an annual pricing increase of \$25 per ticket. Example for Club Seats: 2027-28 = \$1,075, etc.)

### Wrestling at FIRST BANK & TRUST ARENA

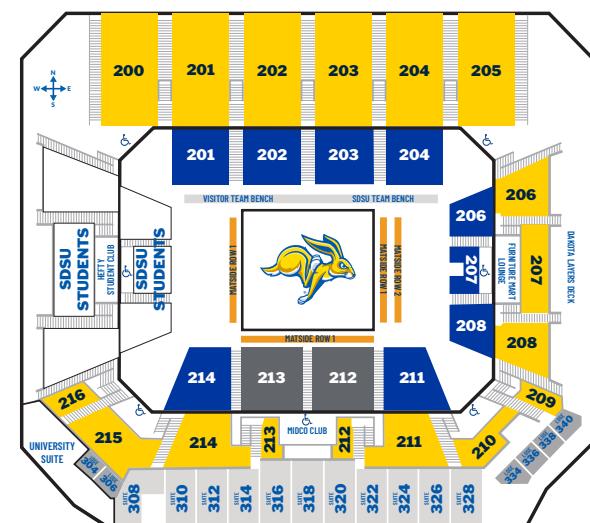
#### Season Ticket Price Per Seat

|                             |             |
|-----------------------------|-------------|
| <b>Lower Level Reserved</b> | <b>\$80</b> |
|-----------------------------|-------------|

|                    |                                         |
|--------------------|-----------------------------------------|
| <b>Upper Level</b> | <b>GA Tickets - Single Matches only</b> |
|--------------------|-----------------------------------------|

#### Premium Areas (Annual Renewal)

|                      |              |
|----------------------|--------------|
| <b>Matside</b>       | <b>\$300</b> |
| <b>Matside Row 2</b> | <b>\$300</b> |
| <b>Club</b>          | <b>\$250</b> |



### Soccer at FISHBACK SOCCER PARK

| Season Ticket Price Per Seat |             |
|------------------------------|-------------|
| <b>General Admission</b>     | <b>\$40</b> |

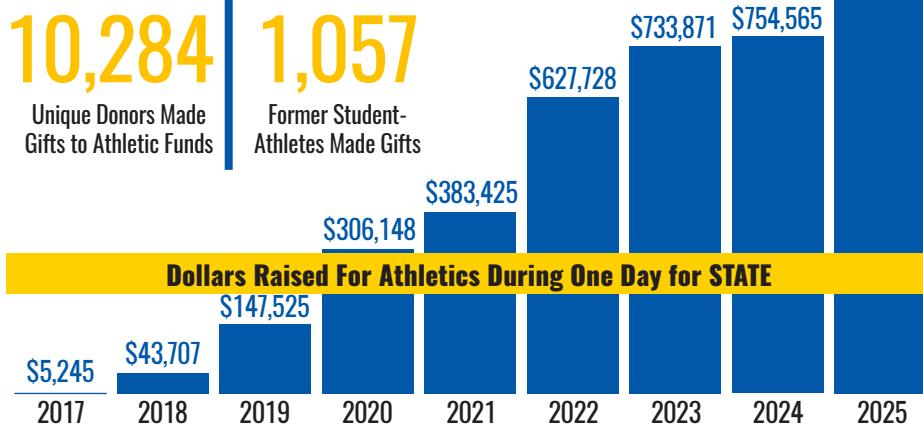


**Excellence Funds**

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 nine successful years of rallying alumni, students, faculty, and friends, the event has raised a cumulative \$3,840,942 in support of sport-specific excellence funds.

**One Day for STATE from 2017 to 2025****Facility Projects**

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

**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.

**Dakota Layers**

South Dakota State University has announced a transformational leadership gift from Dakota Layers, LLC and the Ramsdell Family to support the construction of a new, state-of-the-art home for the South Dakota State women's soccer program. Under the agreement, Dakota Layers will receive naming rights to the facility.

The new facility will provide the Jackrabbit women's soccer program with dedicated, purpose-built space, including a new competition pitch and support amenities. Some key features of this project include a state-of-the-art field, lighting, a new scoreboard, permanent grandstand and press box, as well as covered benches.

Scott Ramsdell, CEO of Dakota Layers, emphasized the family's commitment to community and opportunities for all. "The Ramsdell family and Dakota Layers are proud to support this essential project for South Dakota State University. SDSU has a rich history of women's athletics success. This gift is an investment in the young women who represent SDSU and will help the program reach new heights."

The leadership gift commitment is the largest in support of a women's only athletics initiative in the history of SDSU.

Even though their hometown of Columbus, Nebraska, is nearly a four-hour drive from Brookings, Brian and Kendra Bunkers return to SDSU whenever possible.



Football games, reunions, Hobo Day – more than 40 years after they graduated, these two Jackrabbits say they love returning to SDSU.

"I keep telling people, I'd go back to college tomorrow," said Brian, a 1979-1982 Jackrabbit Football alum. "I mean, that was the best time of my life."

Kendra, a 1983 pharmacy graduate, agreed, adding, "We were out of touch for a few years because we were so focused on our careers and raising kids. But after coming back for a few games and getting to see old friends, it was like we came back to our roots."

To pay it forward, the couple created a football scholarship and worked with Alumni & Foundation staff to establish a fund through their estate to support both the College of Pharmacy & Allied Health Professions and Jackrabbit Athletics.

## What is Institutional NIL?

Institutional NIL involves activities organized, supported, or promoted directly by the university – for example, when the school helps create NIL opportunities, uses student-athletes in official marketing campaigns, or partners with brands through athletics.

## What is Third Party NIL (JackedNIL)?

Third Party NIL, or JackedNIL. Refers to Name, Image and Likeness activities arranged and compensated by individuals or organizations outside the university – such as local businesses or brands. Student-athletes independently negotiate and receive payment for things like endorsements, appearances, lessons or social media promotions.

Via JackedNIL, supporters can directly pitch student-athletes an NIL deal in just a few clicks via the JackedNIL Marketplace or purchase their favorite player's apparel via the JackedNIL Shop.

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



## Jackrabbit Athletic Scholarship Auction

**SAVE THE DATE: MAY 2, 2026!**

The Jackrabbit Athletic Scholarship Auction is an annual event that supports student-athlete scholarships at South Dakota State. In each of the past three years, the auction has raised more than \$2 million, nearly half our scholarship bill. Thanks to the generous support of an anonymous donor, a 2:1 match triples the impact of every gift in support of Jackrabbit student-athletes.

On the night of the event, supporters in attendance can bid on silent auction items, participate in interactive games, connect with student-athletes, and take part in an exciting live auction. For those unable to attend in person, the silent auction is available online beginning one week prior to the event.

For inquiries about supporting the event, donating an item, or purchasing tickets, please contact Jordyn Cranny at [jordyn.cranny@sdstate.edu](mailto:jordyn.cranny@sdstate.edu).

## Blue Crew

As the official premium student fan club of Jackrabbit Athletics, Blue Crew brings you closer to the teams you love. For just **\$50 a year**, you'll unlock early access to tickets, skip-the-line entry, exclusive gear and giveaways, local discounts, and so much more.

But Blue Crew isn't just for now—it's for what's next. Your membership builds Jackrabbit Club priority points that follow you after graduation, setting you up for the best seats and insider access for years to come.

## 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.

With the creation of the first head coaching endowment in Jackrabbit Athletics, the South Dakota State University track and field and cross country programs join a select group.



The Bargmann Head Coach for Track & Field/ Cross Country endowment makes SDSU the 12th track and field/cross country program in the country to have its head coach position endowed. And the effort was spearheaded by a former Jackrabbit student-athlete, Chester native Brent Bargmann.

"It all goes back to the participation when I was here at the university, but then also the things you take away from that participation that gives that longer-term buy-in that really gets you to a point where you feel you want to continuously make commitments like this to the program," Bargmann said. "The purpose of the endowment is to not only build upon what's already here, but ensure the sustainability of the program. What we're doing today goes a long ways in doing that."

## CONTACT US

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