

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



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%



Student-Athlete
Graduation Rate

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

74

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

What is Cost of Attendance (COA)?

COA represents the total estimated cost to attend college for one year – covering tuition, housing, meals, books, transportation and personal expenses. Student-athletes may receive scholarships and stipends up to their school's full COA amount to help meet these day-to-day costs.

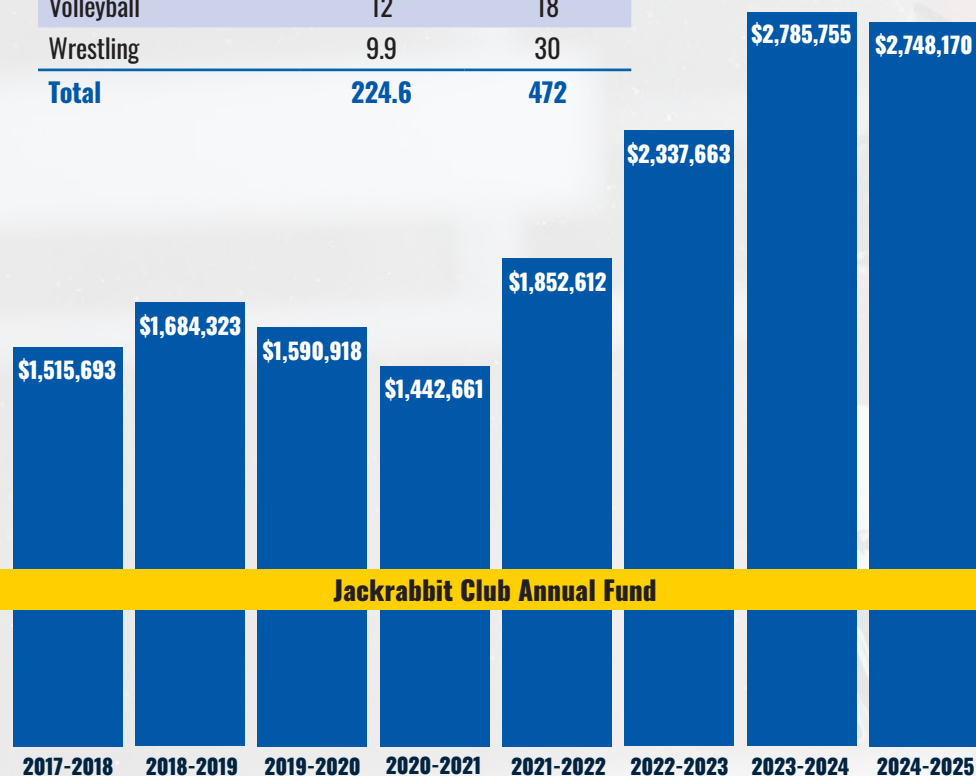
What is Alston Money?

Alston Money comes from the 2021 Alston v. NCAA Supreme Court decision. Schools may award up to \$5,980 per year to student-athletes for education-related benefits such as academic achievement, tutoring, laptops, or graduate school expenses. These academic awards cannot be tied to athletic performance.

SCHOLARSHIP GOALS

Sport	Old # of Scholarships	New Roster #
Baseball	11.7	34
Basketball - Men	13	15
Basketball - Women	13	15
Cross Country - Men	5	17
Cross Country - Women	6	17
Football	63	105
Golf - Men	4.5	9
Golf - Women	6	9
Soccer	14	28
Softball	12	25
Swim - Men	9.9	30
Swim - Women	14	30
Track & Field - Men	12.6	45
Track & Field - Women	18	45
Volleyball	12	18
Wrestling	9.9	30
Total	224.6	472

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

<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>2026-2027 Jackrabbit Club Membership LEVELS AND BENEFITS</div>										LEGENDS \$25,000+	CHAMPIONS \$10,000-\$24,999	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	BLUE CREW ⁶ YELLOW \$100-\$249
Annual Priority Point Bonus	100	50	35	25	15	10	5	3	1									
Exclusive Special Events																		
Unique Stewardship Opportunity <i>(Team & Gameday Experience)</i>																		
Two (2) tickets to a suite in First Bank & Trust Arena <i>(Upon Request & Availability)</i>																		
Priority Seating at Jackrabbit Athletic Scholarship Auction																		
Access to VIP Parking Lot for Home Basketball Games ¹																		
Jackrabbit Club Pass ²	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 ³	Season	Season	Season	Season	2 Games													
Invitation to Media Day Events																		
Invitation to Football Hospitality ³	Season	Season	Season	Season	Season	2 Games												
Football Priority Parking ¹	3 Passes	2 Passes	2 Passes	2 Passes	2 Passes	1 Pass	1 Pass											
Football Parking Selection	1st	2nd	3rd	4th	5th	6th	7th											
Basketball Priority Parking ¹	2 Passes	2 Passes	2 Passes	2 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 ⁴																		
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 March 3 rd early renewal deadline
25 points	Jackrabbit Club membership level upgrade
20 points	for former student-athletes (one-time) ⁵
15 points	for non-student-athlete alumni (one-time) ⁵
5 points	for faculty/staff donors (one-time) ⁵
1 Point	for every \$100, Suite Priority Points (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.

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

³Jackrabbit 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.

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

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

⁶Current SDSU students can visit 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*

\$215

New Football Season Ticket Price Per Seat

\$230

Minimum Annual Jackrabbit Club Per Seat License

\$250

\$215

\$230

\$150

\$215

\$230

\$100

\$215

\$230

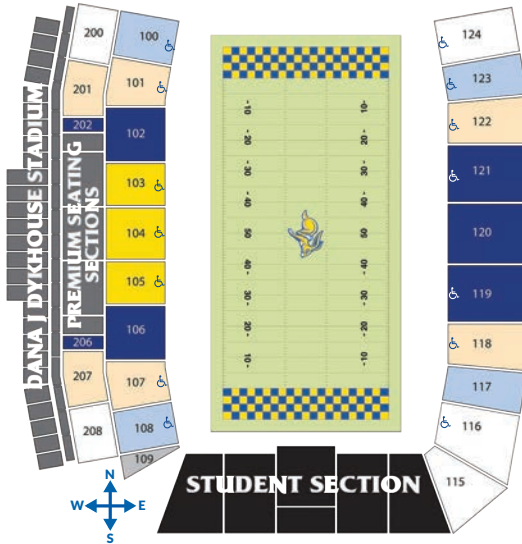
\$50

\$110

\$110

\$0

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



Volleyball at FIRST BANK & TRUST ARENA

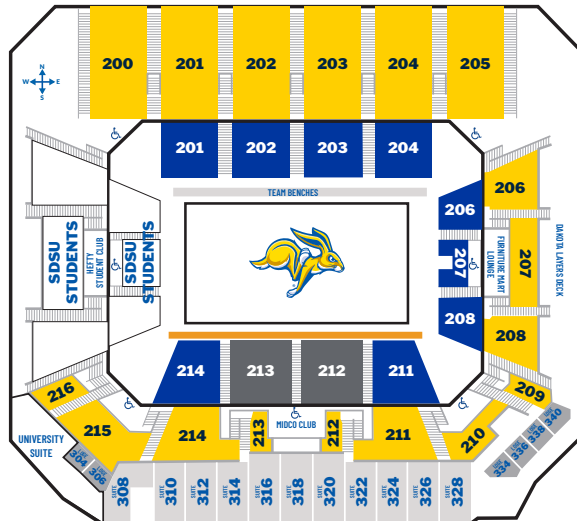
Season Ticket Price Per Seat

Lower Level Reserved \$100

Upper Level GA Tickets - Single Matches only

Courtside \$275

Club \$250



Soccer at FISHBACK SOCCER PARK

Season Ticket Price Per Seat

General Admission \$40



WINTER SEASON TICKETS

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

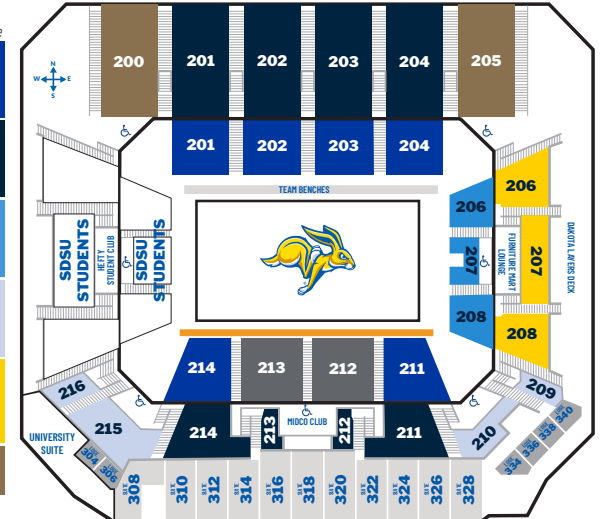
\$100

Upper Level Baseline \$350

\$50

Family Section \$300

\$0



Premium Areas (Multi-Year Contracts)

Courtside \$1,250

\$750

Club \$1,050

\$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: 2027-28 = \$1,075, etc.)

Wrestling at FIRST BANK & TRUST ARENA

Season Ticket Price Per Seat

Lower Level Reserved \$80

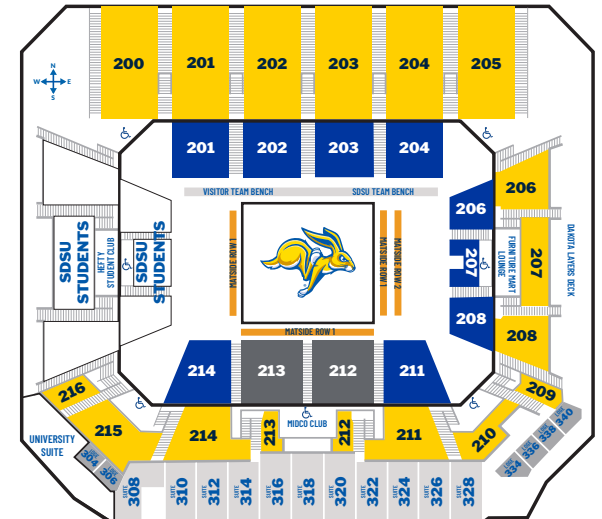
Upper Level GA Tickets - Single Matches only

Premium Areas (Annual Renewal)

Matside \$300

Matside Row 2 \$300

Club \$250



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.



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.

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.

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.

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.

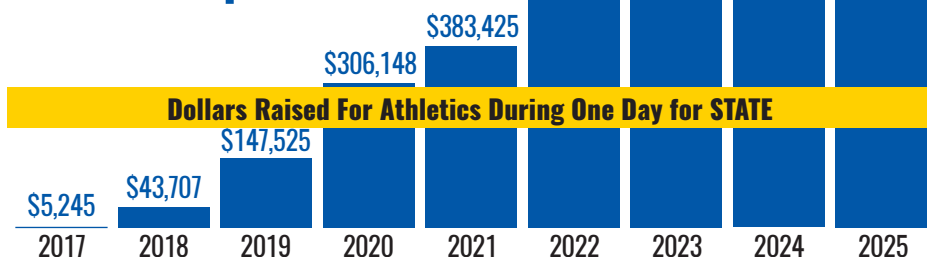
One Day for STATE from 2017 to 2025

10,284

Unique Donors Made Gifts to Athletic Funds

1,057

Former Student-Athletes Made Gifts



Dollars Raised For Athletics During One Day for STATE

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 Jackrabbitt Sports Properties (Learfield).



Jackrabbitt Athletic Scholarship Auction

SAVE THE DATE: MAY 2, 2026!

The Jackrabbitt 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 Jackrabbitt 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.

Blue Crew

As the official premium student fan club of Jackrabbitt 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 Jackrabbitt 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 Jackrabbitt 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 Jackrabbitt 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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