



INVESTING IN LIFELONG  
**CHAMPIONS**



## IMPORTANT DATES

**APRIL 8, 2024**

Football Season Ticket  
Renewal Deadline\*

**APRIL 27, 2024**

Jackrabbit Athletic  
Scholarship Auction

**MAY 28, 2024**

Jackrabbit Club Renewal  
Deadline\*

**MAY 28, 2024**

Basketball Season Ticket  
Renewal Deadline\*

**JUNE 1, 2024**

Start of 2024-25 Jackrabbit  
Club Membership Year

**AUGUST 2024**

Annual Endowment  
Dinner for Donors & Student-  
Athletes

**AUGUST 2024**

Football Season Tickets  
Emailed to Donors/Ticket  
Holders

**SEPTEMBER 7, 2024**

Football Home  
Opener vs. Incarnate Word

**OCTOBER 2024**

Basketball Season Tickets  
Emailed to Donors/Ticket  
Holders

**NOVEMBER 2024**

2024-2025 Basketball Season  
Begins

\*Payment plan available beginning  
February through May



## 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



# FIRST BANK & TRUST ARENA TIMELINE

## Spring 2024

- **January 2, 2024** – Digital invoices for football season ticket renewals and new FB season ticket deposits will be sent out
- **February 1** – Notification on season ticket deposits for newly renovated First Bank & Trust Arena will be sent out.
- **April 8** – Football Season Ticket Renewal Deadline
- **May 13-17** – New Arena Seating Night (contingent on construction)
- **May 28** – Basketball Season Ticket Deposit Deadline
- **May 28** – Jackrabbit Club Renewal Deadline, Priority Points Deadline

## Summer 2024

- **June 1, 2024** – Static priority points list will be pulled
- **July** – Time slots of season ticket holders seat selection / current priority points will be emailed.
- **August/September** – Reallocation Process - TENTATIVE DATES (Dates will be determined based on construction timing / completion)
  - August 5-9
  - August 12-16
  - September 9-13
  - September 16-20
- **August/September** – collect payment differentials on night of their seat selection

# FIRST BANK & TRUST ARENA

## BASKETBALL

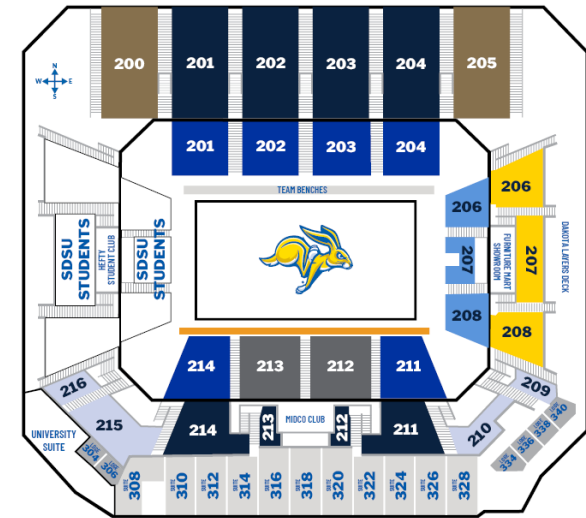
	Season Ticket Price Per Seat	Minimum Annual Jackrabbit Club Per Seat License
Lower Level Sideline	\$650	\$250
Upper Level Sideline	\$475	\$200
Lower Level Baseline	\$425	\$150
Upper Level Corners	\$375	\$100
Upper Level Baseline	\$350	\$50
Family Section	\$300	\$0

### Premium Areas (5-10 year contracts)

Courtside	\$1,200	\$750
Club	\$1,000	\$750

(\*\*Year 1 pricing listed above. Courtside and Club Seats will be on an annual pricing escalator of 2.5%. Example for Club Seats: 2024-25 = \$1000, 2025-26 = \$1025, etc.)

Loge (6 tickets per box)	Contact Jackrabbit Club Office
Suite (12-16 Tickets per suite)	Contact Jackrabbit Club Office



## WRESTLING | Season Ticket Price Per Seat

Matside	\$300	Club	\$250
Matside Row 2	\$300	Lower Level Reserved	\$80

(Year 1 pricing for Matside and Club listed above. Matside and Club will be on an annual pricing escalator of 2.5%)

# FREQUENTLY ASKED QUESTIONS

## Why are we having a reseating?

The renovation to First Bank & Trust Arena is the main purpose of the reseating. All seating will be upgraded, along with new premium seating options. The reseating process also provides a path for loyal Jackrabbit supporters to improve their seating over time.

## How do I qualify for the reseating?

To qualify, you will need to make a deposit for the number of season tickets you intend to purchase. For basketball, you must have your deposit fully paid for by May 28, 2024. For volleyball and wrestling, the deposit deadline is July 16, 2024. After the reseating reallocation is completed, you will be charged for the balance on your account based on the seats you select.

## Can I keep my existing seats?

All season ticket holders, regardless of donation or priority ranking, must re-select their seats. If your current seats are available at your time of selection, you may then have the option of selecting those seats again.

## How are time slots determined to select your seats?

Time slots are determined by ranking all Jackrabbit athletics donors who are basketball, wrestling or volleyball season ticket holders based on the Jackrabbit Club priority points system. The deadline to make contributions counting toward ranking is May 28, 2024. Points will be frozen beginning on June 1, 2024 until the end of the reallocation process.

## How many seats can I purchase?

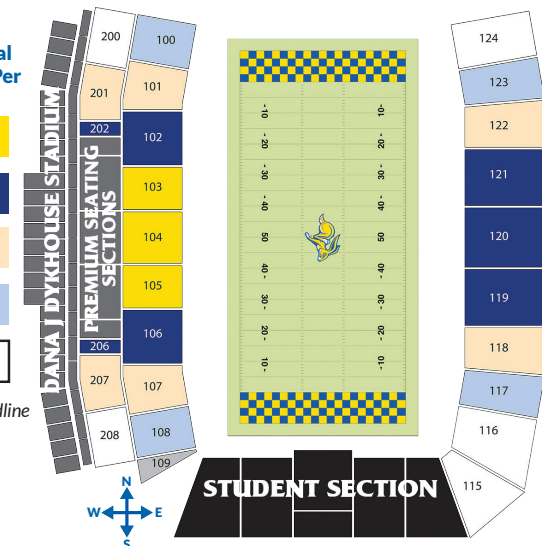
Basketball: There will be a limit of eight (8) season tickets selected during the reallocation process. There will be a maximum number of four (4) Courtside, Midco Club, and lower-level premium seats.

Volleyball and Wrestling: Midco Club seats for volleyball and wrestling will be limited to eight (8) seats per account. Courtside/matside seats will be limited to four (4) per account. Midco Club and courtside/matside will be on a five (5) year contract. Outside of these areas, there will be no limit to the number of season tickets that can be selected during the reallocation process.

# 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 8th renewal deadline





2024-2025

# 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									
Unique Stewardship Opportunity <i>(Team &amp; Gameday Experience)</i>									
Complimentary Summit League Network Subscription									
Priority Seating at Jackrabbit Athletic Scholarship Auction									
VIP Parking for Home Basketball Games <sup>1</sup>									
Jacks Pass <sup>2</sup>									
Exclusive Under Armour Jackrabbit Gear									
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>	3 Passes	2 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		
Ability to Request Postseason Tickets <i>(Based on Availability)</i>									
Discounts at Select Local Businesses <sup>4</sup>									
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 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 28<sup>th</sup> 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.

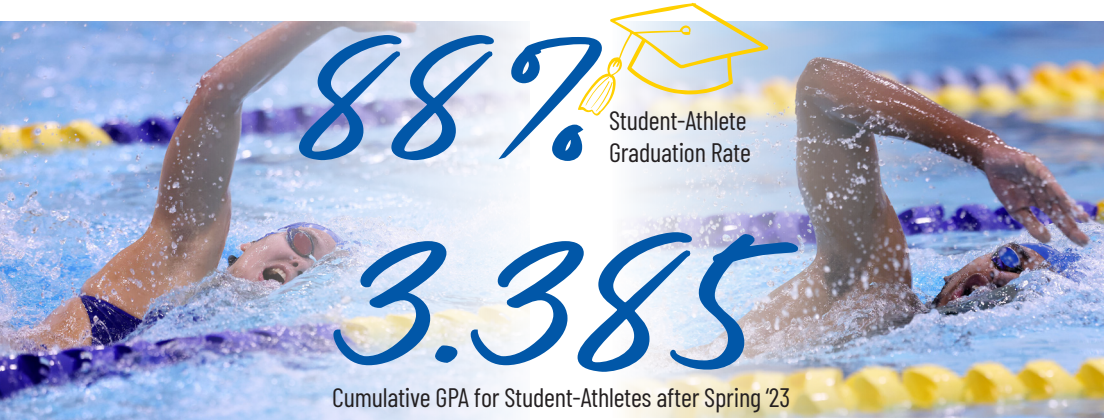
Jackrabbit Club membership year ends May 31. Contributions received by May 31 qualify for Jackrabbit Club annual membership and benefits beginning June 1.


<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.



# 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. This year alone, the cost of an in-state scholarship for a student-athlete is \$38,575. Your membership in the Jackrabbit Club is truly an Investment in Lifelong Champions.



**88%**  Student-Athlete Graduation Rate

**3.385**  
Cumulative GPA for Student-Athletes after Spring '23



**515** Total Number of Student-Athletes

**123**  
Number of Student-Athletes from South Dakota



**34** STATES

**13** COUNTRIES

Number of States and Countries our Student-Athletes Represent

**78**

Current SDSU Student-Athletes are in 78 Different Majors

## 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 2024 gift options are the following:

1. Pre-Game Football Experience for two (2) during one (1) 2024 home football game.
2. Exclusive Jackrabbit Travel Bag
3. First Bank & Trust Arena Tour & Open Basketball Practice

Extra Benefit: Anyone who joins the Level Up initiative will be entered into a drawing for a chance to win four (4) loge seats to a select game during the 2024 football season.

## GET TO KNOW YOUR JACKRABBITS



**AVERY LeBLANC**  
SOCCER  
Longmont, CO | Junior



**WILLIAM KYLE III**  
BASKETBALL  
Bellevue, NE | Sophomore

### What made you choose SDSU?

I chose SDSU because of the supportive coaching staff and family-oriented environment. The Brookings community revolves around the university, and their support is unmatched. Everyone here is so welcoming and wants to see you succeed!

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

My advice to future Jackrabbit student athletes is to enjoy the process. Very few people get the opportunity to play their sport in college. Make the most of it and enjoy every minute of the hard work!

### What do you enjoy outside of athletics?

Outside of athletics, I love going to \$5 Tuesday movies at the movie theater, spending time at the nature park, and playing ping pong at the wellness center.

### What made you choose SDSU?

I chose SDSU because of the love I felt here on my visits. The community here is amazing and they truly support everything and everyone here. I also loved the coaching staff and the players and felt that the style of play was perfect for me as a player. Finally, I also am pursuing a major in Business Economics and the education will be great for my future as well! Go Jacks!

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

The advice I would give to future Jackrabbits would be to enjoy every moment here. The atmosphere here is like no other. College has already gone by extremely fast and I'm very excited for the next 3 years here! I encourage all athletes to soak in this great experience and love the grind that comes with it!



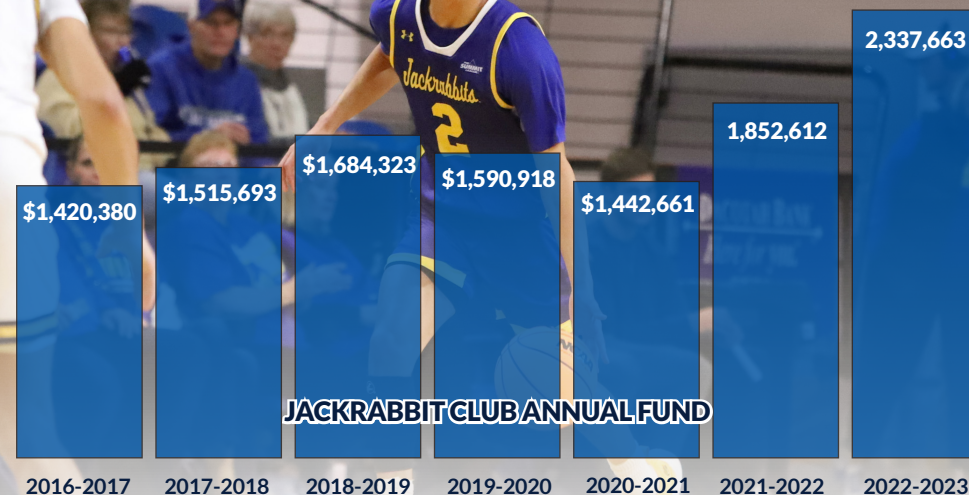
## FREQUENTLY ASKED QUESTIONS

### When should I make or renew my annual contribution?

All Jackrabbit Club annual fund gifts must be made by May 28, 2024 in order to maintain membership, or become a new member, and receive your benefits in the 2024-25 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

### Gifts to Support Facility Projects

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

### 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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