



2 0 1 9 M E M B E R S H I P G U I D E

DEDICATION TO EXCELLENCE



MEN'S GYMNASTICS

FOUR STRAIGHT NATIONAL CHAMPIONSHIPS

3.0 GPA

OR HIGHER FOR 13 CONSECUTIVE SEMESTERS

HAD FIVE PROGRAMS EARN A PERFECT 1,000 MULTI-YEAR APR SCORE



4,103

hours of community service work by OU contributed by OU student-athletes.



FOOTBALL

FOUR STRAIGHT BIG 12 CHAMPIONSHIPS



JOE CASTIGLIONE

2017-18 NACDA Under Armour AD of the Year



MARK WILLIAMS

MPSF Coach of the Year
National Coach of the Year



PATTY GASSO

2018 Big 12 Coach of the Year



RYAN HYBL

2018 Big 12 Coach of the Year



KJ KINDLER

2018 Big 12 Coach of the Year



LINCOLN RILEY

2018 Co-Big 12 Coach of the Year

BACK-TO-BACK HEISMAN TROPHY AWARD WINNERS



2017
BAKER MAYFIELD



2018
KYLER MURRAY

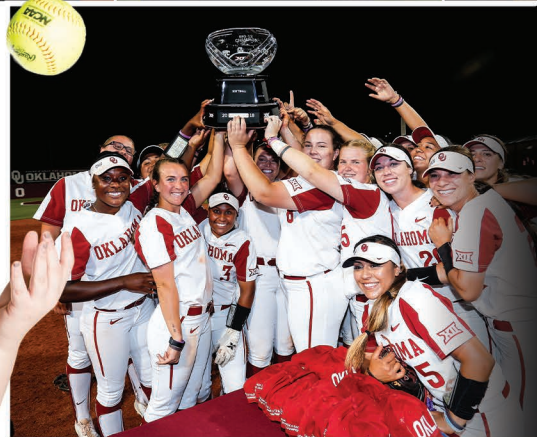


YUL MOLDAUER

continued to cement his legacy as one of the greatest college gymnasts in history by tying an NCAA record at the championships, winning four individual national titles (all-around, floor, vault, parallel bars) to bring his career total to seven.

325

student-athletes named to Big 12 Commissioner's Honor Roll



PAIGE PARKER

was named a CoSida Academic All-American for the third straight year, as well as being honored as the Big 12 Conference Pitcher of the Year.

SOFTBALL

won it's 17th Big 12 Championship with a perfect 18-0 league record. Made it's 12th Women's College World Series appearance for the seventh time in the last eight years.



TRAE YOUNG

was the first player in NCAA Division I history to lead the country in both scoring (27.4), highest by any OU and Big 12 player, and assists (8.7). He was a first-team All-American and NCAA Freshman of the Year.



WOMEN'S GYMNASTICS

NCAA Runner-Up and won it's 11th Big 12 Championship. Maggie Nichols (left) was National Champion in the All-Around and Brenna Dowell was National Champion on the vault.



As we reflect on another year filled with Sooner Magic, I want to extend my sincere appreciation for your generosity to the Sooner Club. We’ve achieved so much together in our classrooms, communities, and playing arenas – feats YOU directly influenced.

This year, we’ve collectively set out to continue building on our rich tradition of excellence and remind ourselves daily of those who brought Oklahoma Athletics to become a national leader. Throughout our history, we’ve often attributed Sooner Magic to play on the field, but it isn’t always the comeback or magical performance. Rather – it’s the direct output of our commitment and intentionality of our values. Values you’ve cemented by supporting the Sooner Club.

Throughout my time at the University, we’ve set forth on ambitious initiatives which many considered unattainable, but we’ve had an invaluable teammate to accomplish these goals – YOU. Together we’ve brought first-generation college students to Norman, provided world class facilities and showcased the University of Oklahoma to the rest of the country. Moments that wouldn’t happen without YOU.

Aside from providing a world class opportunity for our student-athletes, our ongoing goal is to provide first-class service to our members who do so much for OU Athletics. In the next year, we’ve set aim at taking another step forward as an athletics department with two enhanced initiatives designed with all members in mind: the Inspiring Champions Fund and Capital Gifts. As you look through these pages, you’ll find noticeable enhancements to your Sooner Club membership and new ways to align your giving and interests.

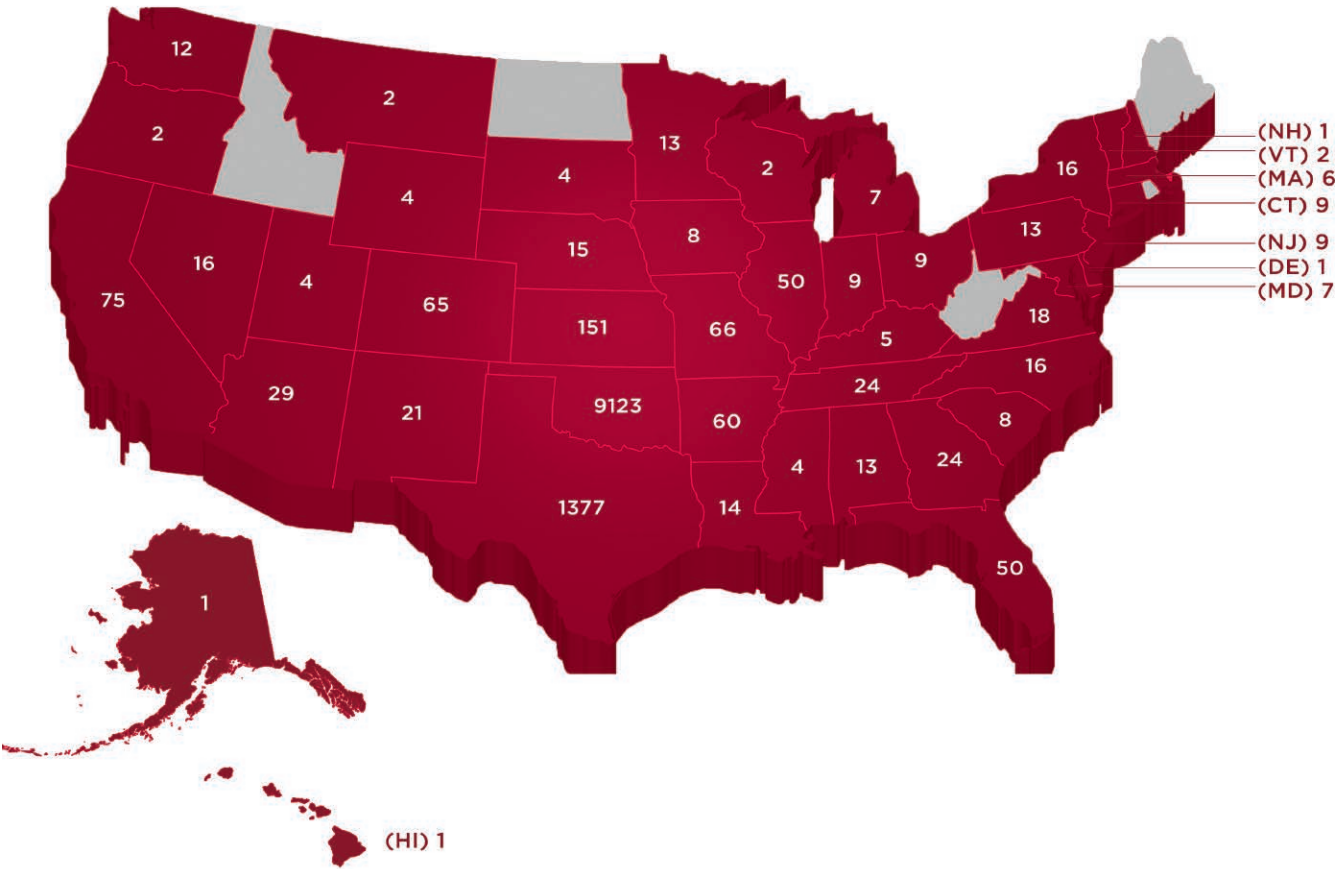
I am so thankful for your past and continued membership to the Sooner Club. Your gifts have transformational impact on the success of our student-athletes. We look forward to adding to the historic tradition of OU Athletics in years to come, which will undoubtedly be bright because of YOU.

Joe Castiglione
JOE CASTIGLIONE

Vice President for Intercollegiate Athletics
Programs – Director of Athletics

THE SOONER NATION

A breakdown of Sooner Club members by state.



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www.ou.edu/eoo (December 2018)



HOW YOUR GIFT IS INVESTED

Professional Development for Student-Athletes

Scholarship Costs

Student-Athlete Welfare

Facility Improvements

Investment in the Fan Experience



A YEAR FILLED WITH SOONER MAGIC



GRIFFIN FAMILY PERFORMANCE CENTER DEDICATION



RANSOM SHORT COURSE DEDICATION



SALUTE TO STOOPS



BARRY SWITZER CENTER DEDICATION

WHERE WE ARE GOING



\$100M in Facility Projects for
nearly every sport on campus



New Inspiring Champions fund to provide direct
assistance for student-athletes during their time at OU



WHAT WE ACCOMPLISHED TOGETHER IN 2018

Ransom Short Course • \$7 M

"I'd always wanted to do something for the university and then this opportunity came up. I have a passion for golf so this fit me and my goals. It's having an impact on the team and I think that's the real focus of this - how the coaches have used this and how it's developing their players."

Jerry Ransom

Griffin Family Performance Center • \$8 M

"When I talk about giving people the tools, that's sometimes all you need. There's no secret formula. There's no secret workout or training or whatever it is. But when you give kids the opportunity to use the best of the best, that's all they can ask for."

Blake Griffin

Gaylord Family – Oklahoma Memorial Stadium • \$160 M

"This project happened thanks to the collective efforts of a lot of people – and you can underline that, highlight it, make it a headline."

Joe Castiglione

Salute to Stoops Event \$1.4 M to Future Projects and Scholarships

"It's been the privilege of a lifetime to be the head football coach here. I couldn't have asked for more. I've been so incredibly blessed. And just feel so fortunate all the time for this opportunity and grateful for it."

Bob Stoops



SOONER CLUB MODERNIZED

Our modernized giving structure allows us to thank Sooner Club members in an enhanced way through special experiences and exclusive member benefits.

New opportunities to make a Tax Deductible Gift while improving your priority benefit outside of home tickets.

Two new Priority Point Systems (Championship and Sooner) will be implemented to separate non-deductible gifts and philanthropic gifts to OU to comply with the Tax Cuts and Jobs Act of 2017.

Our strength when we come together makes any ambitious goal possible. To increase overall Sooner Club membership, we've formed a new entry point (\$50) giving level to support OU.

We'll be allocating home tickets different than all other benefits to comply with the Tax Cuts and Jobs Act of 2017.

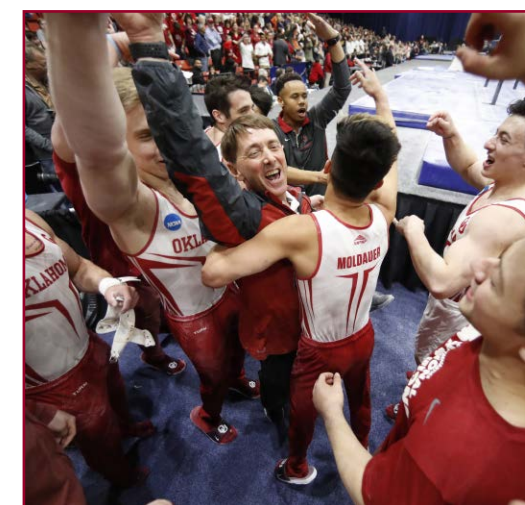
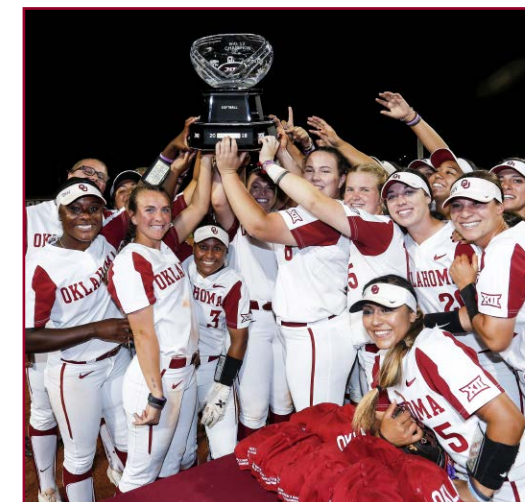
Overall giving to athletics will be calculated towards your membership level for Championship Allocations.

As part of these improvements, past support to OU Athletics will be honored so previous points will carry over into two separate priority systems.



SOONER CLUB REDEFINED

The Tax Cuts and Jobs Act of 2017 removed the tax deductibility for the “right to purchase” seats at home venues of the institution. The Sooner Club and OU Foundation have been closely monitoring the interpretation of the law and have since identified new opportunities to make philanthropic gifts to OU Athletics.



WHAT WE'VE LEARNED SO FAR:

Tax deductions cannot be awarded for donations that directly or indirectly influence your priority for home season or home single game tickets.

Priority points earned for charitable gifts cannot determine your home season or home single game priority ranking.

Deductible gifts cannot determine your membership level if utilized for home season or single game ticket priority.

HOW OUR NEW GIVING MODEL WILL BENEFIT SOONER CLUB MEMBERS:

Separates philanthropic gifts from home tickets to provide deductible giving opportunities and benefits outside of home tickets.

Allow Sooner Club members to align their gifts with their passions (i.e. scholarship support, facility projects, or student-athlete welfare).

Provide tax deductible opportunities with benefits not related to home tickets.

Account for total gifts to OU Athletics to recognize members who've been giving above their annual seat contributions.





DUAL PRIORITY SYSTEM

We want to recognize the longstanding support of many season ticket holders and Sooner Club members. With this in mind, existing priority points will be carried over into each category rather than beginning at zero.

EXAMPLE

A member with 50 priority points in 2018 will begin 2019 with 50 Championship and 50 Sooner Points.



CHAMPIONSHIP ALLOCATIONS

What they're used for

Red River Showdown • Parking • Postseason Games/Tournaments
Away Games • Special Event Invitations

HOW TO EARN CHAMPIONSHIP POINTS



PRIORITY SEAT GIFTS
(1) SOONER POINT/\$100
(1) CHAMPIONSHIP POINT/\$100



INSPIRING CHAMPIONS FUND
(3) CHAMPIONSHIP POINTS/\$100
(1) FOR PAST GIVING



FACILITY GIFTS
(2) CHAMPIONSHIP POINTS/\$100 FOR LIFE



SCHOLARSHIP ENDOWMENTS
(2) CHAMPIONSHIP POINTS/\$100 FOR LIFE



TICKET PURCHASES/ ATTENDANCE

Based on 2018 Giving



CHAMPIONSHIP POINTS



SOONER POINTS

RANKING BY CHAMPIONSHIP ALLOCATION ORDER

RANK	GIVING LEVEL	CHAMPIONSHIP POINTS
50	LEGACY	8,294
100	HALL OF FAME	6,856
250	ALL-AMERICAN	1,381
500	CAPTAIN	860
750	BUD WILKINSON	1,587
1,000	BUD WILKINSON	838
2,000	GOLD	416
3,000	SILVER	372
4,000	BRONZE	358
5,000	BRONZE	165
6,000	CRIMSON	239
7,000	CRIMSON	74
8,000	HALF-A-HUNDRED AND BELOW	138

Based on 2018 Giving



DUAL PRIORITY SYSTEM



SOONER ALLOCATIONS

What they're used for

Home Season Tickets • Home Single Game Tickets



WHY IS THIS IMPORTANT?

Home seat related gifts are separated from Championship (philanthropic) donations. All gifts made to improve your Sooner Priority Point total must be considered non-deductible. Beginning in 2019, accounts will have (2) priority rankings for home ticket (Sooner) and non-home ticket (Championship) allocations.

HOW TO EARN SOONER POINTS



PRIORITY SEAT GIFTS
(1) SOONER POINT/\$100
(1) CHAMPIONSHIP POINT/\$100



TICKET PURCHASES/ ATTENDANCE

Ranking for Home Season or Single Game Ticket Priority

Home season and single game tickets will be ranked by Sooner Points in descending order. The chart to the right is an estimated breakdown of accounts by Sooner Points after the 2018 calendar year.

HIGHEST SOONER POINT TOTAL

LOWEST SOONER POINT TOTAL



FIRST AVAILABLE TICKET SELECTION TIMESLOT

LAST AVAILABLE TICKET SELECTION TIMESLOT

RANKING BY SOONER ALLOCATION ORDER

RANK	SOONER POINT TOTAL
50	10,332
100	6,024
250	2,866
500	1,772
750	1,271
1,000	975
2,000	515
3,000	346
4,000	250
5,000	184
6,000	134
7,000	103
8,000	81
9,000	66
10,000	60
11,000	55
12,000	49
13,000	41
14,000	28
15,000	16
16,000	4

Based on 2018 Giving



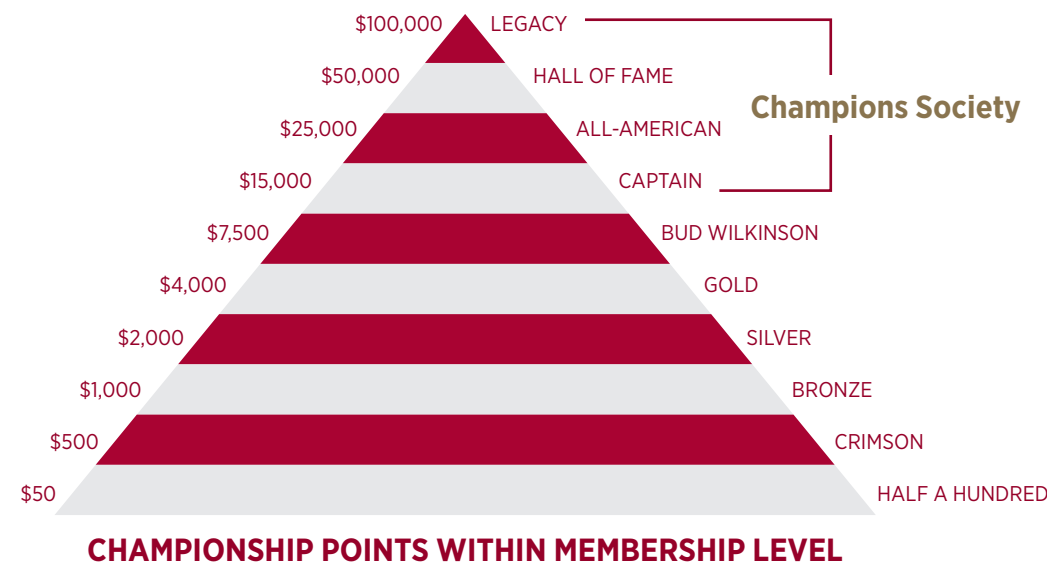


WHAT ARE CHAMPIONSHIP ALLOCATIONS?

Members who continue to go above and beyond their seating donations will experience a new way for their gifts to be recognized for special events and exclusive benefits outside of home tickets.

MEMBERSHIP LEVELS

NEW: Sooner Club members' total gifts to OU Athletics in (1) calendar year will determine your membership level for non-home ticket allocations.



CHAMPIONSHIP ALLOCATIONS



EXAMPLE

Tammy is a club seat holder who pledged \$10,000 towards the Gaylord Family – Oklahoma Memorial Stadium Renovation Project. She is making a \$3,500 payment on that pledge this year with a \$4,000 priority seating donation (\$7,500 total gift). In previous years, only her \$4,000 annual donation was factored into her membership level although she was making an additional philanthropic gift. Under the new improvements, Tammy will be recognized at the Bud Wilkinson Level and improve her priority for non-home ticket allocations by approximately 1,000 members.

DID YOU KNOW?

Did you know? Over 25% of members have made philanthropic gifts above and beyond their seat requirements? You can too by making a gift to the newly created Inspiring Champions Fund.

CHAMPIONS SOCIETY

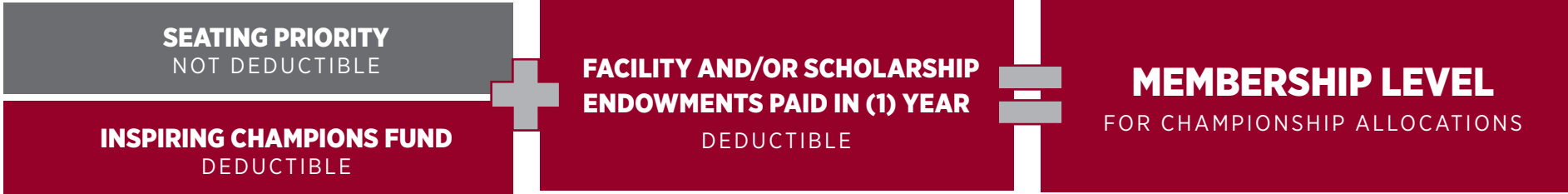
BENEFIT/ LEVEL	LEGACY	HALL OF FAME	ALL-AMERICAN	CAPTAIN	BUD WILKINSON	GOLD	SILVER	BRONZE	CRIMSON	HALF A HUNDRED
DONATION AMOUNT	\$100,000+	\$50,000	\$25,000	\$15,000	\$7,500	\$4,000	\$2,000	\$1,000	\$500	\$50
PRIORITY FOR: AWAY/BOWL GAME TICKETS, TRAVEL PACKAGES, OU/TEXAS SEATING	1	2	3	4	5	6	7	8	9	10
MAX NUMBER TEXAS TICKETS	18	14	14	12	10	8	6	4	4	4
MEMBERSHIP AND APPRECIATION EVENTS										
MBB GENERAL PARKING										
MEDIA GUIDES	MBB/2 FB	MBB/ 2 FB	MBB/2 FB	MBB/2 FB	MBB/2 FB	MBB/FB	FB	FB		
WBB COURTSIDE CLUB	6	6	4	4	4	2	2			
SOONER CLUB TAILGATE PASSES	6	6	4	4	4	2	2			
SOONER PARKING PASSES MAX (SECONDARY LOT - 1-PASS/3 TICKETS)	1	1	1	1	2	3				
WBB VIP PARKING										
PERSONAL SOONER CLUB CONCIERGE										
BOOMER PARKING PASSES MAX (PRIME LOT - 1-PASS/3 TICKETS)	5	4	3	2	1					
MBB COURTSIDE CLUB	6	6	4	4	4					
SIGNING DAY EVENT INVITE										
MBB VIP PARKING										
CHAMPIONS SOCIETY EVENTS										
CUSTOMIZABLE OU EXPERIENCE										
SPECIAL GIFT										
# OF MEMBERS (BASED ON 2018 GIVING AMOUNTS)	49	79	157	300	743	1,068	1,399	2,073	1,805	3,659





How Your Membership Level is Calculated for

CHAMPIONSHIP ALLOCATIONS



How can I Improve my Membership Level for Championship Allocations?

Investing in the Inspiring Champions Fund or a Facility Project/Scholarship Endowment.



EXAMPLE

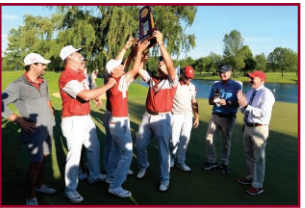
In 2018, Peter made a \$4,000 priority seating donation for his MidFirst Bank Stadium Club seats and a \$6,000 additional gift for a total donation of \$10,000, none of which was tax deductible. In 2019, Peter plans to continue his \$10,000 annual donation (\$4,000 priority seat donation + \$6,000 Inspiring Champions Fund). Additionally, he wants to help OU accomplish their facility project goals and pledges \$25,000 towards the general capital fund to be paid off with \$5,000 payments each of the next 5 years. Peter will be donating \$15,000 annually. Under the enhanced member benefits, \$11,000 of Peter's donation will be tax deductible and he will be recognized as a Captain in the Champions Society (see page 13). Peter improved his priority for non-home ticket allocations by approximately 743 members from 2018 to 2019.*

*Based on 2018 Giving

DID YOU KNOW?

Matching Gifts and Donor Advised Funds may be used towards Inspiring Champions Fund and/or Facility Gifts.

Approximately 20% of members have made a capital gift of \$25,000 or more toward facility projects? You can too by making a pledge and reaping the tax and membership benefits.



The University of Oklahoma is synonymous with Champions. At OU, student-athletes are equipped with the opportunity to excel socially, academically and athletically. What began as Football's historic streak of 47 Straight has led to Softball's 4 National Championships and the label of Gymnastics U, accomplishments that enhance our iconic tradition. Since the 47-game winning streak, OU Athletics has earned 32 National Championships in seven different sports and in the classroom our student-athletes have set the standard for scholarly excellence amongst our peers, cementing OU as Champ U. To honor the unmatched tradition at Oklahoma and the success for all 21 athletic programs made possible by Sooner Club members, our newly established Champions Society will provide members with exclusive access, experiences and first-class benefits. Champions Society members provide the foundational resources to inspire OU student-athletes to be Champions for Life and passionately enrich our unprecedented streak of academic and athletic success.

CHAMPIONS SOCIETY DONOR LEVELS

- LEGACY
\$100,000 Annually
- HALL OF FAME
\$50,000 Annually
- ALL-AMERICAN
\$25,000 Annually
- CAPTAIN
\$15,000 Annually

Why this is important to our success?

There are upcoming facility projects for several of our programs that strive to accomplish what the Gaylord Family - Oklahoma Memorial Stadium project did in reimagining how we can equip our student-athletes with the best resources in the country. These projects will only become a reality through private philanthropic support from leaders in our community that partner with OU Athletics at these levels.

How can this improve your benefits?

With total giving now being calculated towards your membership level for Championship Allocations, there are many opportunities for you to make gifts to OU Athletics. Both Capital and Inspiring Champions Fund gifts influence your overall membership level which allow you to receive increased non-home ticket related benefits and a tax deductible receipt outside of your priority seating gifts.

Opportunities to be involved can differ in many ways. By making a gift to the Inspiring Champions Fund, you'll receive (3) Championship Points per \$100 in the current year which will influence your overall membership level for Championship Allocations. Similarly, you may also pledge a Capital Gift towards an upcoming facility project where you can direct your gift towards your favorite OU facility while receiving (2) Championship Points per \$100 for life.



Ways to Improve Your

CHAMPIONSHIP POINT TOTAL

Inspiring Champions Fund Gift – These gifts are tax deductible and provide over 500 student-athletes the resources needed to excel in the classroom and in competition.

Facility Projects and Scholarship Endowments – Provide Championship support for a current or future project or invest in OU Athletics’ scholarship endowment for current and future student-athletes.

Strength in Numbers

The Sooner Club membership is rooted in a strong foundation with generous members supporting our mission. OU Athletics is committed to financial responsibility and remains self-sustaining. Athletic facility projects are solely funded through private support. Since 1999, 2,200 (20%) members have given a capital gift to support a facility project or scholarship endowment. OU success relies on your investment. We are going to continue to push and lead the way. To do that, we need your investment in our facility projects and scholarships.



MAKE AN IMPACTFUL GIFT THAT ALIGNS WITH YOUR INTERESTS

Joe Donor has two (2) seats in Section 33 for football with a \$1,000 seat gift (\$500/Seat Annual)



\$1,000 Seating Priority

10 Sooner Points
10 Championship Points



**\$1,000 Total
\$0 Deductible**

10 Sooner Points
10 Championship Points

Jane Donor has two (2) seats in section 33 for football with a \$1,000 seat gift (\$500/Seat Annual). In addition, Jane Donor is passionate about the student-athlete experience and makes an additional gift of \$1,000 to the Inspiring Champions Fund.



\$1,000 Seating Priority

10 Sooner Points
10 Championship Points



\$1,000 Inspiring Champions Fund

0 Sooner Points
30 Championship Points



**\$2,000 Total
\$1,000 Deductible**

10 Sooner Points
40 Championship Points

The Norman Family has two (2) seats in section 33 for football with a \$1,000 seat gift (\$500/Seat Annual). In addition, the Norman Family wants to make an impact on future facility projects and makes a \$1,000 capital gift to the General Capital Fund.



\$1,000 Seating Priority

10 Sooner Points
10 Championship Points



\$1,000 Facility Project

0 Sooner Points
20 Championship Points (For Life)



**\$2,000 Total
\$1,000 Deductible**

10 Sooner Points
30 Championship Points

Did You Know

By committing to make a capital gift over multiple years to a facility or scholarship endowment, you will receive the full Championship Point value upon signing a pledge agreement.



Gaylord Family - Oklahoma Memorial Stadium Case Study

OU Football has long been a blue blood in College Football due to the significant contributions of Bennie Owen, Bud Wilkinson, Barry Switzer and Bob Stoops. In 2014, OU Athletics envisioned a transformational project where OU Football would remain atop all of College Football through a state-of-the-art training facility within the stadium. Through the collective efforts of over 2,000 Sooner Club members who made Capital Gifts to the project, recruiting has jumped to Top 10 in the country since the facility opened.



INSPIRING CHAMPIONS FUND

The Inspiring Champions Fund (ICF) creates opportunities for over 500 student-athletes to have a world class experience while at the University of Oklahoma.

How can these gifts improve my Sooner Club Priorities?

Gifts towards the Inspiring Champions Fund are tax deductible and improve your membership level and priority point total for all Championship Allocations.



EXAMPLE

Shelly has been attending sporting events since the Bud Wilkinson Era. One of her most valued benefits is game day parking for Football games. Her annual seat donations total \$4,000 but she'd like to park in a Boomer Lot due to its proximity to the stadium. Shelly's background is in medicine and she understands the importance of proper medical training for student-athletes so she elects to make a \$3,500 ICF gift. Since parking is calculated by total giving, her membership level is \$7,500 which puts her at the Bud Wilkinson Level. Her \$3,500 gift will be tax deductible while providing funds towards a cause she cares deeply about.



CAPITAL GIFTS

There is a growing need to once again transform our facilities and grow our endowment. With no student fees or general university funds, each facility project and scholarship endowment is funded through private support. When committing to a capital gift, each member has various opportunities to leave a meaningful legacy with OU Athletics via naming opportunities recognizing your generous support. Members may elect to make a capital gift anonymously. Nonetheless, a capital contribution significantly changes the future of OU Athletics while improving your Championship Allocation priority and providing a tax deduction.

EXAMPLE OF A CAPITAL GIFT

Payable in one lump sum or over a three-to-five-year period



100% Tax Deductible (if not tied to seats)
Two (2) championship points for every \$100 pledged and remain for the life of the account.
This example would provide a member with **1,000 Championship Points** upon committing to this gift.



EXAMPLE

John and Jane Donor are passionate about OU's Softball and Football programs. They currently have two club seats with a \$2,000 per seat donation for Football. Although their \$4,000 seat related gift is non-deductible, they wish to pledge \$10,000 towards the Softball Stadium Project. Their payment on the pledge this year will be \$3,500, which is tax deductible. With a total gift to OU Athletics in 2019 of \$7,500, John and Jane will be recognized at the Bud Wilkinson Level, receiving priority allocation for the Red River Showdown, Parking, and all non-home tickets. John and Jane have improved their non-home ticket priority by approximately 250 members.*

*Based on 2018 Giving

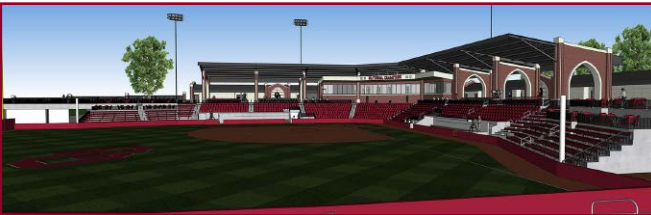
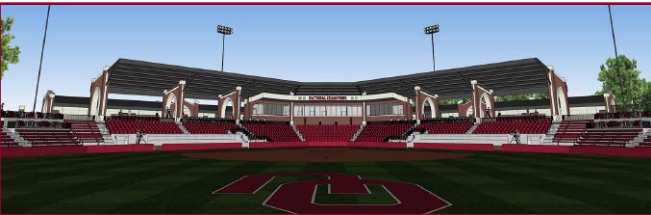
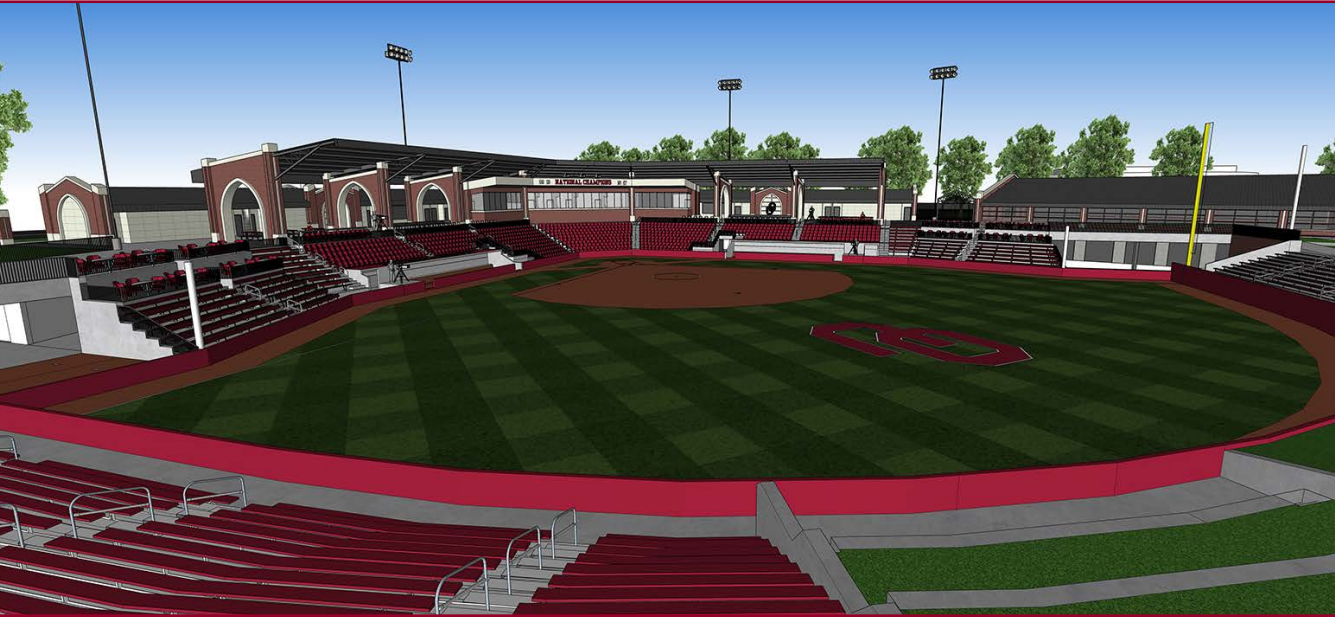


SOFTBALL

New OU Softball Complex on the Corner of Jenkins and Imhoff: Estimated Project Cost: \$22 Million

PROJECT HIGHLIGHTS:

- INCREASED STADIUM CAPACITY FROM 1,500 TO 3,000
- 10,000 SQ/FT PRACTICE FACILITY
- FAN AMENITIES INCLUDING: MORE CONCESSION STANDS AND RESTROOMS
- TEAM SPACES INCLUDING TRAINING, LOCKER ROOMS AND CLASSROOMS
- CHAMPIONSHIP TROPHY AND RECRUITING EXHIBITS



BASEBALL

L. Dale Mitchell Park Renovation: Estimated Project Cost: \$15 Million

PROJECT HIGHLIGHTS:

- OUTDOOR CLUB SEATING • TERRACED SEATING ON BOTH BERMS • UPPER BOWL CHAIRBACKS
- NEW CLUBHOUSE • RECOVERY AND TRAINING AREAS • STRENGTH AND CONDITIONING SPACE
- COACHES OFFICES • PLAYER DEVELOPMENT FACILITIES • NUTRITION AREAS



OUR COMPETITION

A **ALABAMA:** Year Opened: 2000
Renovated: 2009 (additional seating/fan deck w/drink rails), 2010 (clubhouse expansion, new locker room, expanded training room and player's lounge, team video room and lobby)
Official Capacity: 3,940

O **OREGON:** Year Opened: 2016
Cost: \$15M (Team meeting room, locker room, training room under the concourse with indoor practice center. Practice infield also included.
Official Capacity: 1,500

T **TENNESSEE:** Year Opened: 2008
Cost: \$16M (600 reserved chair-back seats, bleachers with back railings. Two private hospitality suites and four VIP suites. 7,000-square-foot clubhouse with a team room, whirlpools, training area and conference room.
Official Capacity: 1,622

M **MICHIGAN:** Year Opened: 2000
Renovated: 1992, 1998, 2008, 2014 **Cost: \$5.5M** (Recent additions included indoor hitting facility, press box and media facility, restrooms, concession area, and seating accommodations; 1,800-seat grandstand complemented by outfield bleachers holding an additional 1,000 seats.
Official Capacity: 2,800

OUR COMPETITION

Our plan to enhance student-athlete areas will allow our baseball program to recruit the country's best. Also, the fan experience is a primary component of this project, aimed at providing additional comfort and premium seating opportunities. Recently a number of conference members and national peers have upgraded their baseball facilities. The visionary master plan for OU Baseball will place L. Dale Mitchell Park atop the elite in college baseball venues.

 MISSISSIPPI STATE \$55 million	 MISSISSIPPI \$55 million
 HOUSTON \$13.5 million	 OKLAHOMA STATE \$52 million
 ALABAMA \$30 million	 KENTUCKY \$49 million
 DALLAS BAPTIST \$15 Million	 TEXAS \$10 Million



GYMNASTICS

Sam Viersen Gymnastics Center • Estimated Project Cost: \$5M

The Sam Viersen Gymnastics Center, located just north of the Lloyd Noble center, opened in 1982 and replaced a training facility that was built during World War II. Featuring 17,000 square feet, it's the home training facility for the 12-time National Champion Men's Gymnastics Program and 3-time National Championship Women's Gymnastics Program. Originally built in 1982, more dedicated team space has become an undeniable need for each program and will allow our programs to remain among the country's elite.

PROJECT HIGHLIGHTS:

APPROX. 11,600 SQ/FT OF NEW CONSTRUCTION AND APPROX. 2,000 SQ/FT OF RENOVATED SPACE.

NEW ENTRY LOBBY • LOCKER ROOMS • TEAM LOUNGE • SPORTS MEDICINE SUITES • SPORTS PERFORMANCE SPACE • TEAM MEETING/VIDEO ROOM



OUR COMPETITION



LSU Gymnastics Training Facility:
Year Opened: 2016 Includes; team locker room, coaches locker rooms, training room, cardio area, dance studio, team squad room, a video review room with theater seating that also serves as the team meeting room,



Ted Crom Gymnastics Studio
Year Renovated: 2012 18,500 sf studio with HD video recorders and monitors at each workout station, offices for coaching and support staff, main lobby with seating, graphics and team recognition and training room and nutrition bar for student-athletes.

FACILITY
INITIATIVES



FACILITY
INITIATIVES

TENNIS

Gregg Wadley Indoor Tennis Pavilion at Headington Family Tennis Center • Estimated Project Cost: \$4M

The Headington Family Tennis Center is the home to Oklahoma men's and women's tennis, which features 12 outdoor courts, seating for fans, championship lighting and surfaces, sound system and electronic scoreboards. The facility also features the Gregg Wadley Indoor Tennis Pavilion which is a 55,000 square-foot facility that houses six courts, 375 chair-back spectator seats, locker rooms, storage for trainers and equipment staff. Over time and with the growth of the OU Tennis Club, more dedicated team space has become an undeniable need for each program. The completion of this project will insure our Men's and Women's Tennis Programs continue the championship tradition that is ingrained at the University of Oklahoma.

PROJECT HIGHLIGHTS:

**APPROXIMATELY 4,303 SF OF NEW CONSTRUCTION
ADJACENT TO THE WADLEY INDOOR TENNIS PAVILION.**

- **MEN'S AND WOMEN'S TEAM SUITES CONSISTING OF LOCKER ROOMS, TEAM LOUNGE, AND ASSOCIATED TEAM FACILITIES**
- **TEAM ENTRANCE LOBBY FROM THE OUTDOOR COURTS**
- **SPACE FOR OTHER RELATED TEAM SUPPORT ACTIVITIES OR FUNCTIONS.**
- **AN ELEVATED, MULTIPURPOSE PATIO SPACE WITH FABRIC CANOPIES FOR SUN SHADING**
- **APPROXIMATELY 540 NEW ELEVATED FIXED CHAIR BACK SEATS WITH FABRIC SUN SHADE CANOPIES ON THE SOUTH END OF THE EASTERNMOST OUTDOOR TENNIS COURTS**
- **UPGRADED SPORTS LIGHTING SYSTEM AND SOUND SYSTEM**



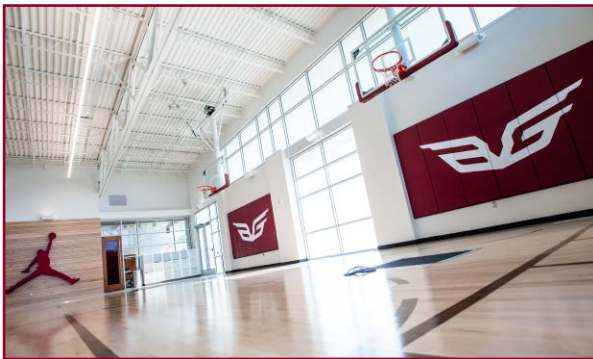


Gaylord Family Oklahoma Memorial Stadium



In October 2018, the University of Oklahoma Board of Regents approved the next phase of the renovation to **Gaylord Family – Oklahoma Memorial Stadium**. This phase will focus on adding handrails to the entire lower bowl, Wi-Fi capabilities for the entire stadium and ADA accessible seating. The project is expected to cost approximately \$14.9M and will be completed prior to the 2019 Football Season.

Griffin Family Performance Center



Through the Griffin Family’s dedication to design and provide the largest gift to date from a former basketball student-athlete, the **Griffin Family Performance Center** opened in the Fall of 2018, providing Men’s and Women’s Basketball a distinct advantage in recruiting and developing the world’s best student-athletes.

Ransom Short Course



The 11-acre **Ransom Short Course** was constructed with a layout similar to that of a par-3 course, featuring four holes surrounded by multiple bunkers and each green in a different style. The course was dedicated in 2018 and transformed the way our Men’s and Women’s Golf Team’s train.

Leave Your Legacy

Naming opportunities are available at Gaylord Family - Oklahoma Memorial Stadium, Griffin Family Performance Center and Ransom Short Course.

SCHOLARSHIP ENDOWMENTS

Scholarship Endowment donors leave their legacy by investing in a principal gift that will perpetuate over time. Sooner Club members can participate in the OU Athletics’ Scholarship Endowment program by adding to the OU Athletics’ General Scholarship Fund, creating your own sport specific scholarship or by fully endowing a scholarship. Scholarship endowments are vitally important to help underwrite the costs of tuition, room and board and books for OU student-athletes.

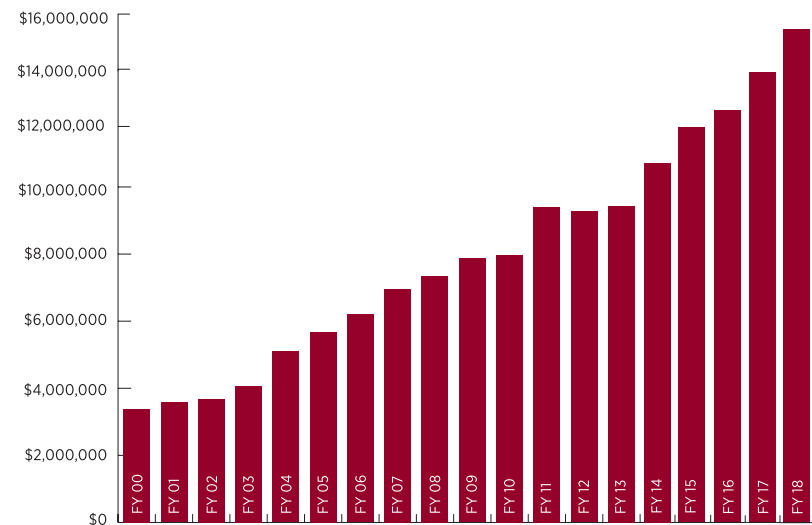
OU ATHLETICS BY THE NUMBERS

SINCE 2000, SCHOLARSHIP COSTS HAVE INCREASED BY

\$12.3 MILLION DOLLARS

THAT IS AN
INCREASE OF 461%
OVER THE LAST 18 YEARS

TOTAL SCHOLARSHIP COSTS FY00 - FY18



ENHANCE

THE GENERAL SCHOLARSHIP
ENDOWMENT

WITH A GIFT OF ANY SIZE

\$100,000

DESIGNATE A SPORT-SPECIFIC SCHOLARSHIP

2019	2020	2021	2022	2023
\$20,000	\$20,000	\$20,000	\$20,000	\$20,000

\$350,000

FULLY ENDOW A
SCHOLARSHIP

START AN ENDOWED SCHOLARSHIP TODAY AND BE
CONNECTED TO A FOUNDATIONAL PLAYER FROM A
SPORT OF YOUR CHOOSING.



PARKING

How We Allocate

Gameday parking will be allocated by Championship Points within Membership Level to determine parking location(s) and the number of eligible passes for each account.

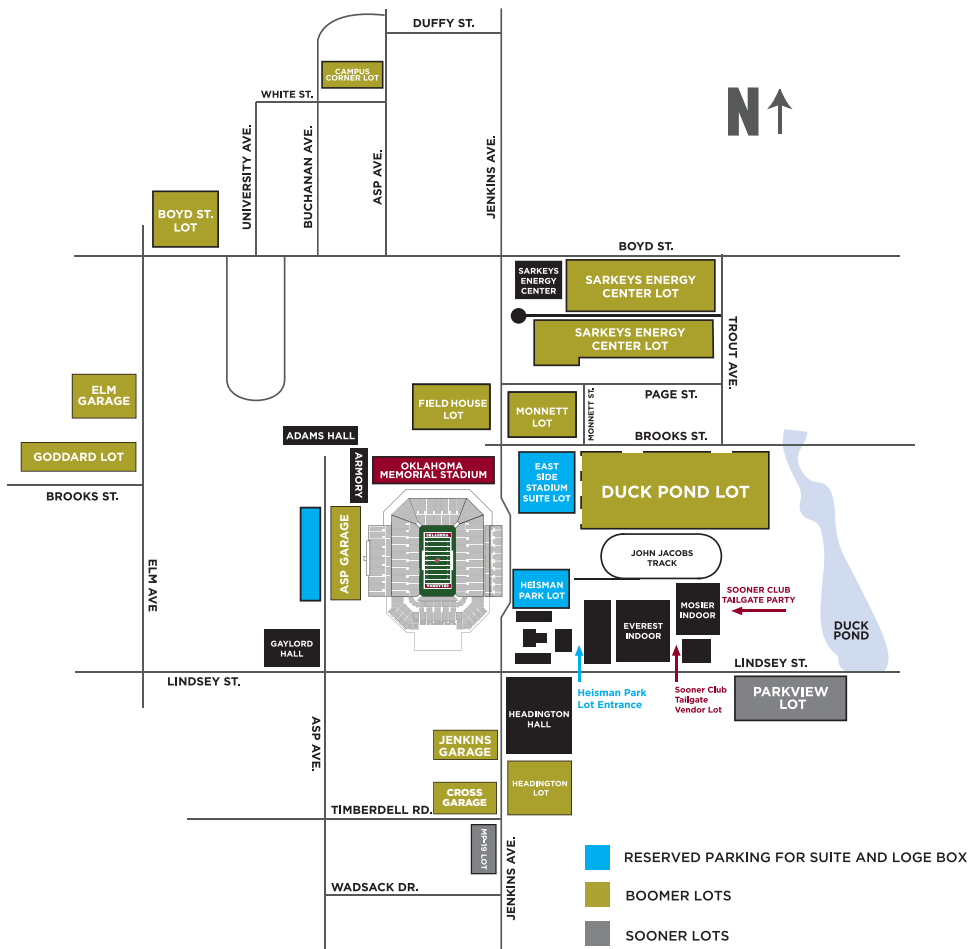
Football season ticket holders at the Gold Level and above are eligible for Football game day parking. Bud Wilkinson members and above are eligible for Boomer Lots. Parking passes are awarded with (1) pass per (3) tickets up to the maximum allowable number noted below. In the event additional Boomer Parking Passes are available, Gold Level members may have the opportunity to upgrade their parking assignments for a gift to the Inspiring Champions Fund.

GIVING LEVELS WITH BOOMER VS. SOONER LOTS

Giving Level	Max Passes Per Level
Legacy (\$100,000)	(5) Boomer
Hall of Fame (\$50,000)	(4) Boomer
All-American (\$25,000)	(3) Boomer
Captain (\$15,000)	(2) Boomer (1) Sooner
Bud (\$7,500)	(1) Boomer (2) Sooner
Gold (\$4,000)	(3) Sooner

BASKETBALL PARKING

VIP Parking will be for members at the Bud Wilkinson Level (\$7,500) and above for Men’s Basketball and Gold Level (\$4,000) and above for Women’s Basketball. Sooner Club General Parking for Men’s Basketball will be available for members at the Crimson Level (\$500) and above for those who don’t qualify for VIP Parking.



HOSPITALITY

All hospitality and special events will be based on Championship Allocations to determine eligibility and/or number of complimentary passes.

SOONER CLUB TAILGATE

Football season ticket holders at the Silver membership level and above are eligible for complimentary passes to the Sooner Club Tailgate. The number of passes a member may receive is limited to the number of season tickets in their account.

Giving Level	# of Tailgate Passes
Legacy and Hall of Fame	Up to six (6) Complimentary
All-American and Captain	Up to four (4) Complimentary
Bud Wilkinson	Up to four (4) Complimentary
Gold and Silver	Up to two (2) Complimentary



MIDFIRST BANK COURTSIDE CLUB

Men’s Basketball season ticket holders at the Bud Wilkinson membership level and above are eligible for complimentary passes to the MidFirst Bank Courtside Club. The number of passes a member may receive is limited to the number of season tickets in their account.

Giving Level	# of Courtside Club Passes
Legacy and Hall of Fame	Up to six (6) Complimentary
All-American and Captain	Up to four (4) Complimentary
Bud Wilkinson	Up to four (4) Complimentary



Women’s Basketball season ticket holders at the Silver membership level and above are eligible for complimentary passes to the MidFirst Bank Courtside Club. The number of passes a member may receive is limited to the number of season tickets in their account.

Giving Level	# of Courtside Club Passes
Legacy and Hall of Fame	Up to six (6) Complimentary
All-American and Captain	Up to four (4) Complimentary
Bud Wilkinson	Up to four (4) Complimentary
Gold and Silver	Up to two (2) Complimentary

SOONER CLUB SPECIAL EVENTS

We’re always looking for additional ways to thank Sooner Club members for their invaluable generosity with special experiences throughout the year. Although each year is different, past special events have included: Gridiron Gathering at Ohio State for top 100 members, Red River Showdown event at the State Fair of Texas for Bud Wilkinson members and Gridiron Gathering with Army for members contributing over \$25,000 annually.





OU VS. TEXAS

How We Allocate

Red River Showdown tickets will be allocated by Championship Points within membership level to determine seat location(s) and the number of eligible tickets for each account. Max number of tickets is limited is to the number of season tickets. Larger orders will be allocated with a max number of six tickets in a prime location with the remaining tickets being allocated in a secondary location.

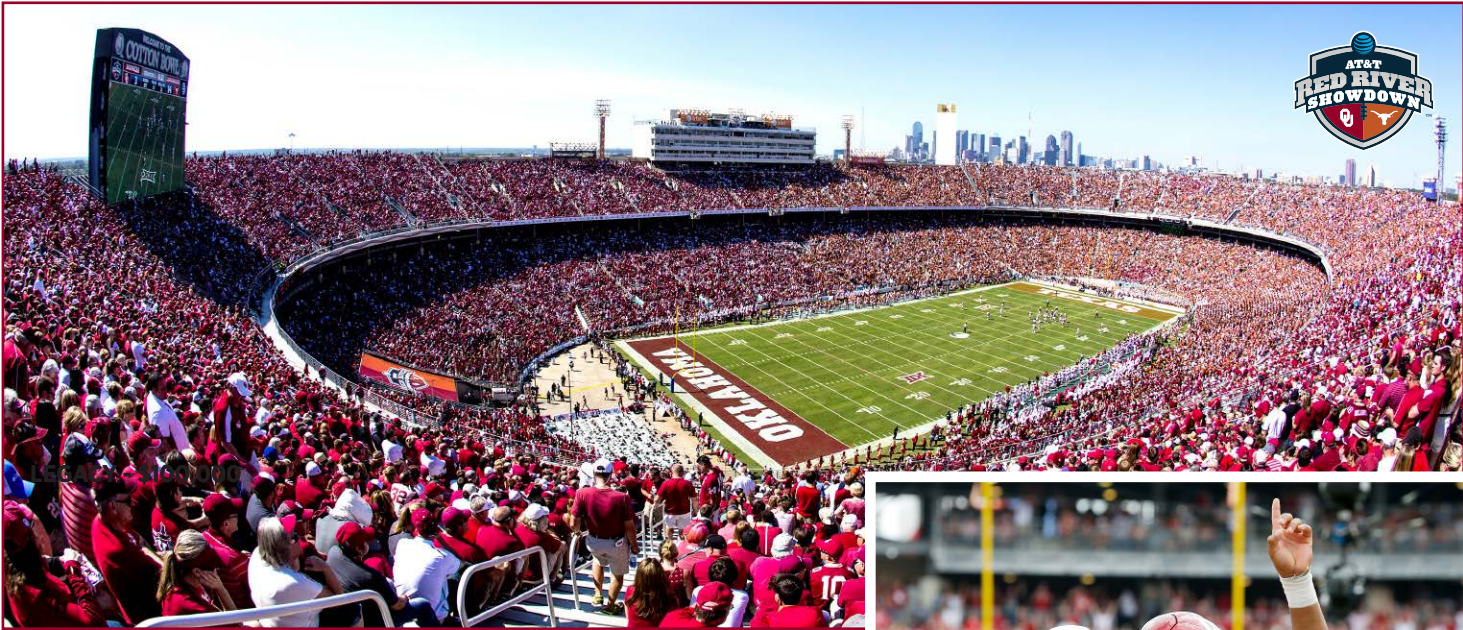
How do I improve my seating location?

The chart below highlights the max number of tickets available for each giving level along with the estimated number of members based on 2018 giving. To improve your priority for the Red River Showdown, members who increase their giving level will be sat for the game earlier than any proceeding level. Also, members may improve their Championship Point total by making a gift to the Inspiring Champions Fund or Capital Projects.

MAXIMUM TICKETS BY MEMBERSHIP LEVEL

GIVING LEVEL BY PRIORITY	# OF TICKETS	# OF MEMBERS
1. LEGACY - \$100,000	UP TO 18	49
2. HALL OF FAME - \$50,000	UP TO 14	79
3. ALL-AMERICAN - \$25,000	UP TO 14	157
4. CAPTAIN - \$15,000	UP TO 12	300
5. BUD WILKINSON - \$7,500	UP TO 10	743
6. GOLD - \$4,000	UP TO 8	1068
7. SILVER - \$2,000	UP TO 6	1399
8. BRONZE \$1,000	UP TO 4	2073
9. CRIMSON \$500	UP TO 4	1805
10. HALF A HUNDRED \$50	UP TO 4	3659

*Based on 2018 Giving



COTTON BOWL SEATING CHART FOR RED RIVER SHOWDOWN

DID YOU KNOW?

You can improve your priority ranking by making a gift to the Inspiring Champions Fund or Capital Gift towards future Facilities?

Joe Donor has gone to over 40 Red River Showdowns during his life and wishes to improve his location at the Cotton Bowl. He currently has (2) Football Tickets with a \$500 per seat donation (\$1,000) and (2) Men's Basketball Tickets with a \$250 per seat donation (\$500) for a total seating priority gift of \$1,500. He decides to make a \$500 gift to the Inspiring Champions Fund to support student-athlete welfare and increase his Sooner Club Membership to the Silver Level. Based on this additional gift, his priority ranking will be ahead of approximately 7,500 members. *

*Based on 2018 Giving





BIG 12 CHAMPIONSHIP

Big 12 Championship Allocations

Big 12 Championship tickets will be allocated by Championship Points within membership level to determine seat location(s) and the number of eligible tickets for each account.

Big 12 Championships go through Norman. Since 1998, OU has won 89 conference championships with 12 being earned in Football. With the reintroduction of the Big 12 Championship game at AT&T Stadium in Arlington, Texas, Sooner Club members have enjoyed an additional opportunity to cheer on their Sooners.



How you can improve your priority ranking.

Jane Donor moved to Dallas after graduating from OU. She enjoys making it back to Norman and especially enjoys the Big 12 Championship Game in Arlington. She previously was a Silver Level member contributing \$4,000 towards OU Athletics. With the recent membership enhancements and the same gift amount, her priority ranking improved by approximately 400 members allowing her to improve her priority for the Big 12 Championship while continuing to make the same gift as past years.*

*Based on 2018 Giving



BOWL GAMES

Bowl Game Allocations

Bowl tickets will be allocated by Championship Points within membership level to determine seat location(s) and the number of eligible tickets for each account.

OU Football ranks #7 all-time with 52 Bowl Appearances in its rich history. Since becoming the only school to win all BCS Bowl Games and the National Championship, OU Football has enjoyed recent appearances in the Orange, Sugar and Rose Bowls. The ticket allotment OU receives for each bowl allows those closest to the program to enjoy a memorable experience in some of the most prestigious bowl games in college football.

How can you improve your priority ranking?

Justin and Ashley are third generation Sooner graduates who grew up traveling to watch OU football compete in bowl games. They've heard the inspiring stories of student-athletes being first generation college students and want to pay it forward in a direct way. Along with their \$300 donation for seating priority, Justin and Ashley wish to make a gift of \$200 towards the ICF to cover the cost of books for a student-athlete for one semester. Based on their philanthropic gift, they receive (6) Championship Points on top of their (3) Championship Points related to their seating priority.*

*Based on 2018 Giving





AWAY GAMES



How We Will Allocate
Away tickets will be allocated by Championship Points within membership level to determine seat location(s) and the number of eligible tickets for each account.



Upcoming OU Football Away Games



2019 • Sept. 14
UCLA



2020 • Sept. 26
ARMY





2022 • Sept. 17
NEBRASKA



2024 • Sept. 7
TENNESSEE



2026 • Sept. 12
MICHIGAN



POST SEASON EVENTS

How We Will Allocate
Are you interested in checking a Sooner post season event off your bucket list? Championship tickets will be allocated by Championship Points within membership level to determine seat location(s) and the number of eligible tickets for each account.





WHAT ARE SOONER ALLOCATIONS?

Used only for home season and single game ticket allocations

How these points are calculated

- Priority Seating Gifts (Non-Deductible)
- Purchasing Season Tickets
- Attendance Points

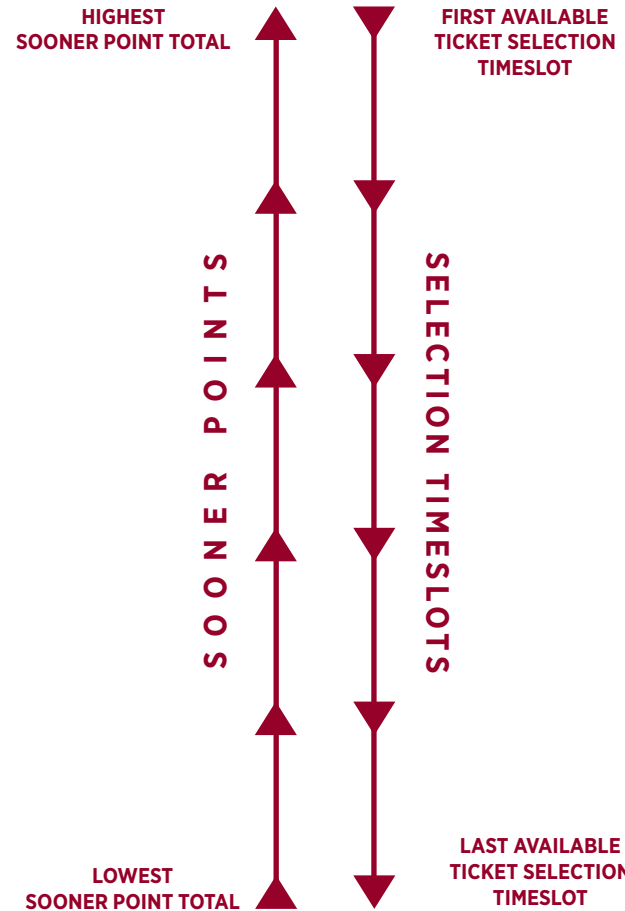
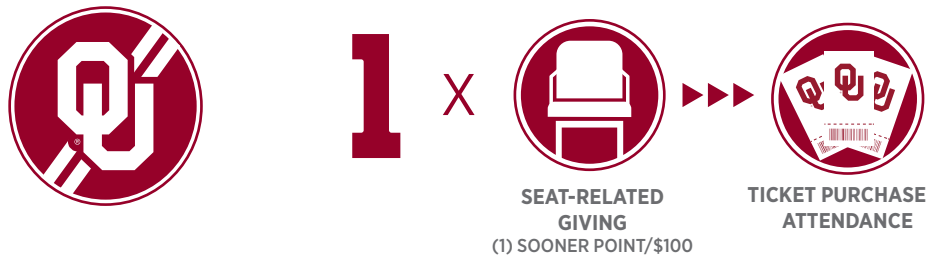
How we'll allocate these benefits

- #1 Ranked Sooner Point Account to Last Ranked Sooner Point Account

Does Not Include Your Membership Level

Home Season and Home Single Game Ticket Allocations

HOW TO EARN SOONER POINTS

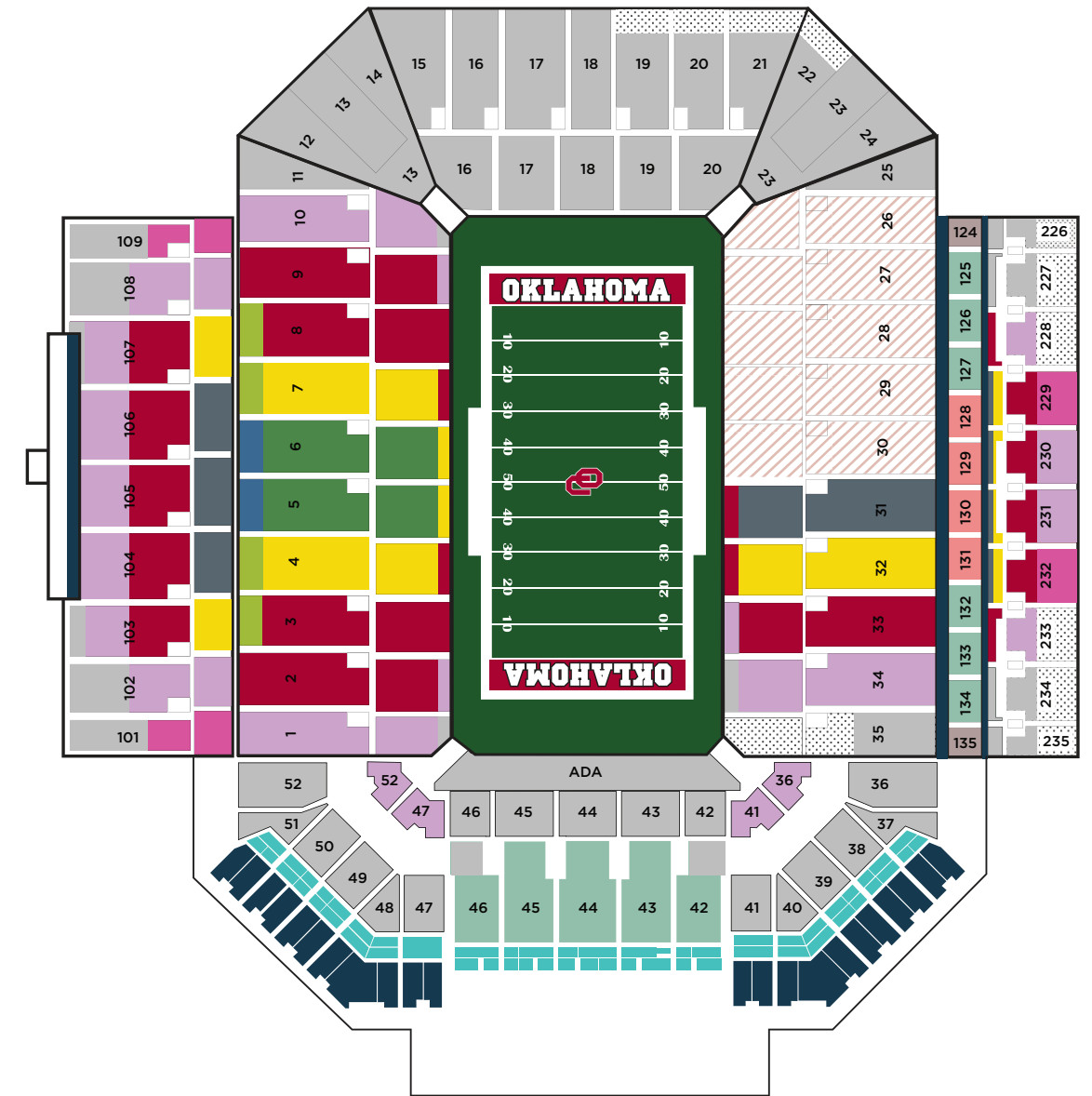


IMPORTANT NOTE

A deductible gift, no matter the size will not influence a season ticket holders home rank.

FOOTBALL SEASON TICKETS

	\$3,500 per seat
	\$3,000 per seat
	\$2,500 per seat
	\$2,000 per seat
	\$1,750 per seat
	\$1,500 per seat
	\$1,000 per seat
	\$750 per seat
	\$500 per seat
	\$250 per seat
	\$200 per seat
	\$100 per seat
	Suite Level
	Loge Box
	OU Student Sections
	Visiting Team Sections



PREMIUM SEATING

GAYLORD FAMILY - OKLAHOMA MEMORIAL STADIUM



1
MIDFIRST BANK STADIUM CLUB
(EAST)



2
SUITES
(EAST, WEST AND SOUTH)



3
LOGE BOXES
(SOUTH)



4
SOUTH CLUB
(LEVEL 2)



4
SOUTH CLUB
(LEVEL 3)



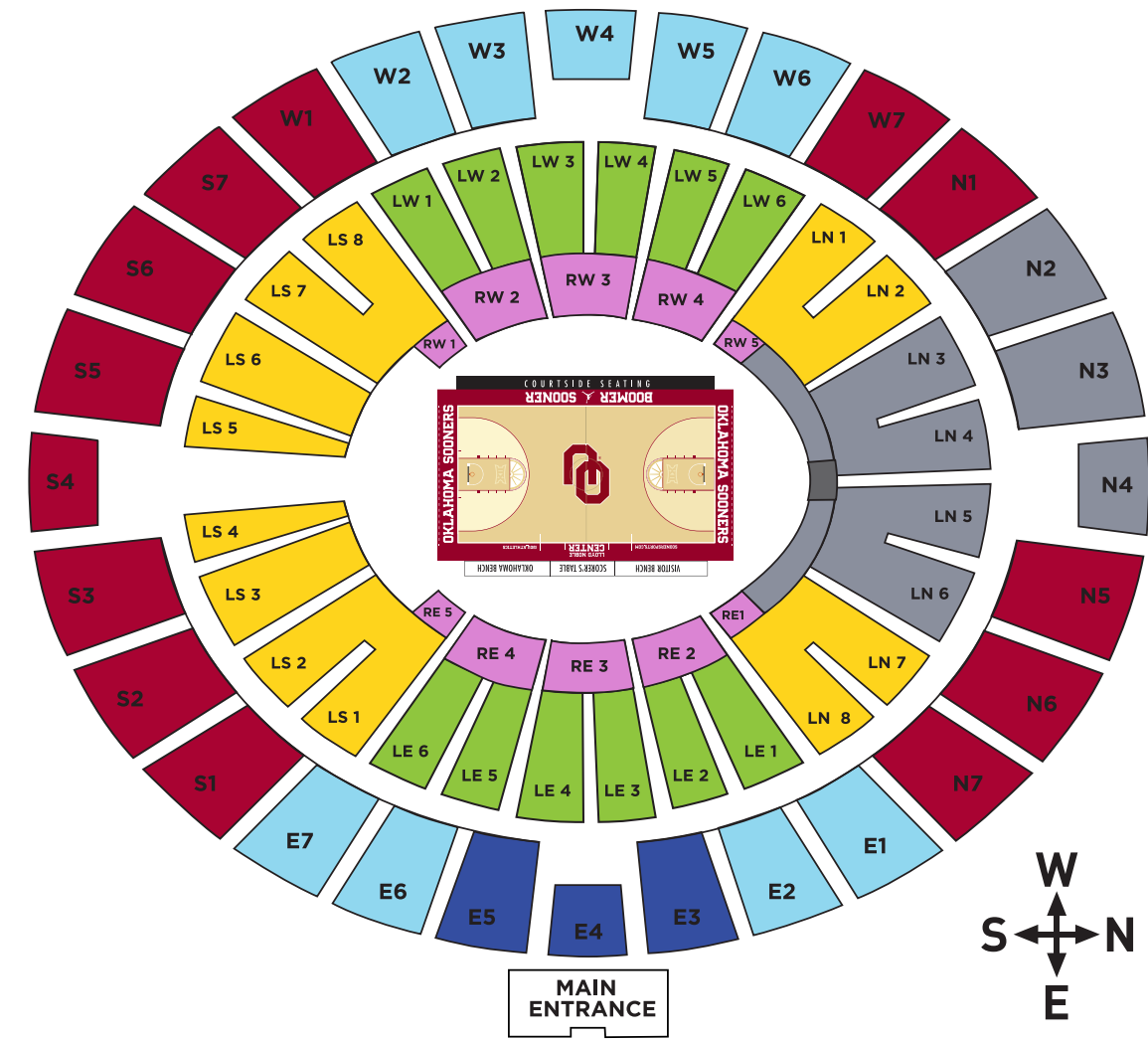
5
SANTEE LOUNGE
(WEST)



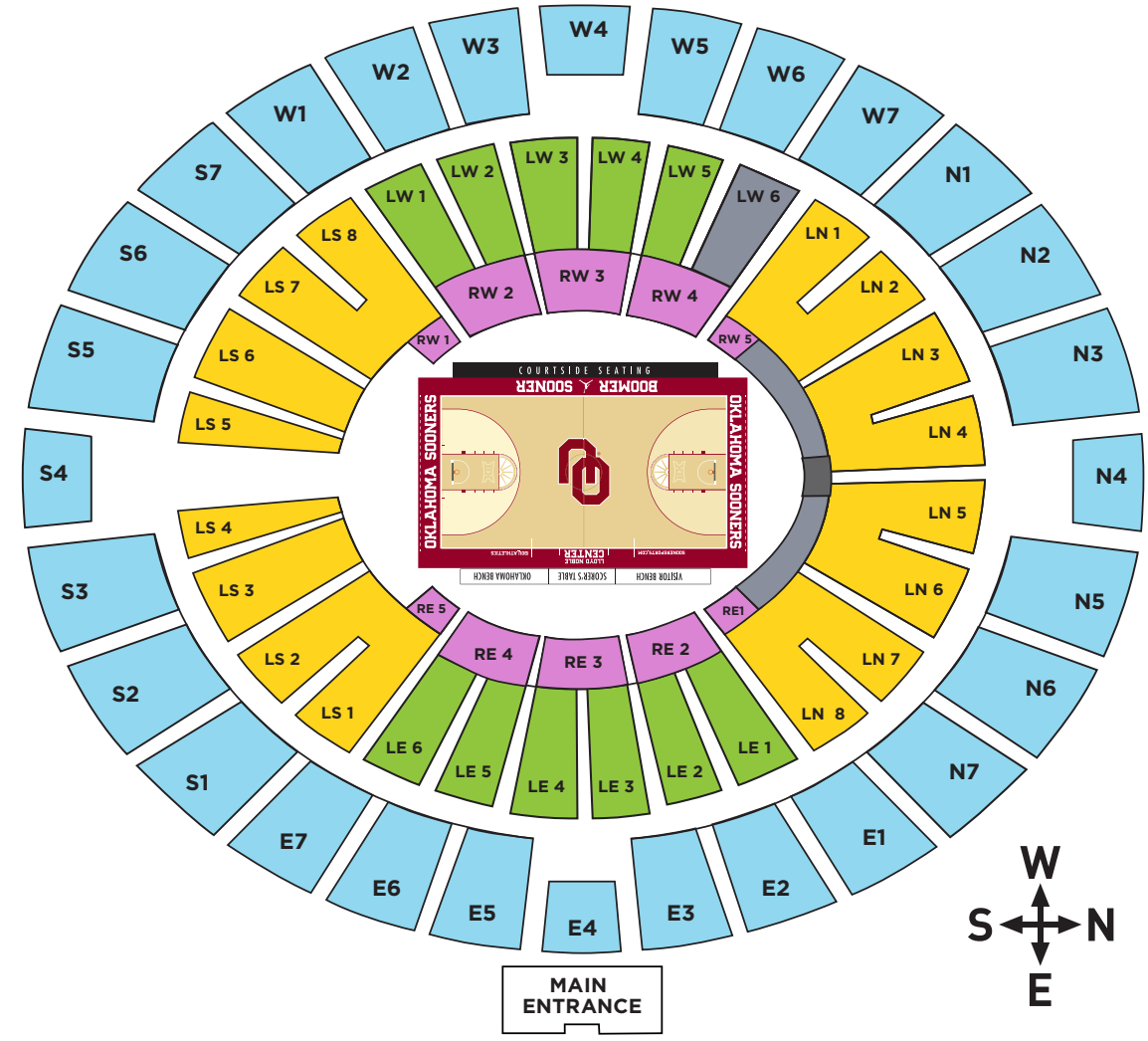


MEN'S BASKETBALL SEASON TICKETS

WOMEN'S BASKETBALL SEASON TICKETS



- \$1000 donation per seat**
COURTSIDE-ROWS 1-3
- \$750 donation per seat**
RW1-RW5 & RE1-RE5
- \$500 donation per seat**
LE1-LE6 & LW1-LW6
- \$250 donation per seat**
LS1-LS8, LN1-LN2 & LN7-LN8
- \$200 donation per seat**
E3-E5
- \$100 donation per seat**
E1, E2, E6, E7, W2-W6
- PUBLIC SEATING +**
W1, W7, N1, N5-N7, S1-S7
- STUDENT SEATING**
LN3-LN6 and N2-N4
+ No donation required



- \$750 donation per seat**
COURTSIDE-ROWS 1-3
- \$250 donation per seat**
RW1-RW5 & RE1-RE5
- \$250 donation per seat**
LE1-LE6 & LW1-LW5
- NORTH and SOUTH LOWER BOWL**
LS1-LS8, LN1-LN8
- UPPER BOWL**
(General Admission)
- STUDENT SEATING**
LW6



PLANNED ESTATE GIFTS

WHAT:

A planned gift is a way to contribute to the mission of OU Athletics after your lifetime.

WHEN:

Plan your gift to OU Athletics when planning your will, drawing up your estate plans or declaring your beneficiaries on insurance policies.

WHY:

Planned giving is the ultimate way to leave a legacy with OU Athletics and make an impact on our student – athletes for generations to come. Planned gifts strengthen OU Athletics future while creating an enduring legacy for donors.

HOW:

Planned gifts can be designated for specific use such as facilities and scholarships or for general athletic department operations.



Peggi Welker has been a lifelong fan of OU Athletics and has been a Sooner Club member since 2001 along with participating in many of the sport specific booster clubs. She is a season ticket holder for softball and women's basketball and frequently makes the trip from her home in Pawnee to Norman. Welker has always admired Coach Gasso for her values, morals and coaching ability and decided that the best way for her to help OU was to establish an endowed scholarship for a softball player. In November of 2017, The Peggi D. Welker Softball Scholarship Fund was created indicating that a portion of her estate will be directed into the fund. Peggi's wish is that her planned gift will help OU Softball continue and expand the great winning tradition that has been established.

Have you considered putting OU Athletics into your estate plans?

Tell us if you already have. We want to honor and thank you for your gift while ensuring that your wishes for the gift are detailed.

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OUR TEAM



ZAC SELMON
SENIOR ASSOCIATE AD,
DEVELOPMENT AND
ADMINISTRATION



MCK WILLIAMS
ASSOCIATE AD,
DEVELOPMENT



MATT SHAEPERKOETTER
ASSISTANT AD, DEVELOPMENT



JOE WASHINGTON
EXECUTIVE DIRECTOR,
VARSITY O ASSOCIATION



TYLER ALJOE
DEVELOPMENT EXECUTIVE



JOEY BAILEY
MANAGER, DEVELOPMENT
SERVICES



SAMI BLANK
ASSISTANT DIRECTOR,
HOSPITALITY SERVICES



TRACY BRANSTETTER
GIFT ADMINISTRATOR



CLAIRE BURNS
ASSISTANT DIRECTOR,
DEVELOPMENT



BRANDON CLEMENS
OPERATIONS COORDINATOR



KIMMY GARDINER
DEVELOPMENT EXECUTIVE



TOM GREENE
SENIOR DIRECTOR,
DEVELOPMENT



KEVIN HENRY
DIRECTOR, DEVELOPMENT



KENDALL MAYER
DIRECTOR, ANNUAL GIVING
AND PREMIUM SEATING



CORBIN POLSON
DEVELOPMENT EXECUTIVE



AMANDA SIKICH
DIRECTOR, HOSPITALITY
SERVICES



DILLON STANLEY
ASSISTANT DIRECTOR,
DEVELOPMENT



MADISON STEIN
ASSISTANT DIRECTOR,
VARSITY O ASSOCIATION





2019

IMPORTANT DATES

FEBRUARY

- Men's and Women's Basketball Post Season Applications Available

MARCH

- Contribution Renewal Deadline (March 29)

APRIL

- Priority Points Calculated
- Season Ticket Deadline

MAY

- Football Sooner Seat Upgrade Process
- Texas Invoice Mailed
- Opportunity to Purchase Single Game Tickets (Home/Away)
- Football Parking Request Application Available
- Media Guide Applications Available

JULY

- Men's and Women's Basketball Season Ticket Renewals Mailed

AUGUST

- Men's Basketball Sooner Seat Upgrade Process
- Football Season Tickets and Parking Mailed
- Sooner Club Tailgate Wristbands Mailed

SEPTEMBER

- Red River Rivalry Tickets Mailed Out

OCTOBER

- Basketball Season Tickets and Parking Mailed

NOVEMBER

- 2019 Bowl Applications Available

DECEMBER

- 2019 Bowl Tickets Mailed

Questions?

Call the Sooner Club at 405-325-8000
or email soonerclub@ou.edu.



SOONER CLUB

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