



HUSKIE ATHLETIC FUND 2017-18 DONOR GUIDE



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THE DIRECTOR OF ATHLETICS SEAN T. FRAZIER

Greetings, Huskies!

Reflecting back on 2016, it was another outstanding year.

As we welcome in 2017, it is critical for all Huskies to **UN TE** with purpose - behind the department's shared vision, the mission statement, and ultimately our goal of providing an exceptional student-athlete experience.

To **UN** TE means to join together to do or to achieve. This year, we are kicking off the **UN** TE campaign, where we ask you to come together to support the future and help sustain our student-athlete's continued excellence in the classroom and in competition.

As you read through this donor guide, know that your support will continue to advance NIU Athletics and our tradition of success. You can, and will, make an impact by supporting NIU Athletics.

If you have any questions, please contact the Huskie Athletic Fund office at 815-753-1923 or huskieathleticfund@niu.edu. You can also learn more and donate online at huskieathleticfund.com

UN TE and GO HUSKIES!

Sincerely,

for They

Sean T. Frazier
Associate Vice President | Director of Athletics
Northern Illinois University



IN THE CLASSROOM | BY THE NUMBERS

10

Total number of NIU teams that increased their cumulative GPA from spring 2015 to spring 2016.

OVERALL

NIU Student-Athletes who finished the spring 2016 semester with a 3.0 GPA or higher.



UNITE

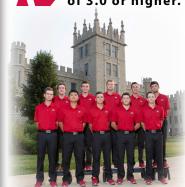
S WOMEN'S SOCCER

Student-Athletes had a GPA of 4.0 for the Spring 2016 semester, the most of any NIU team.



STUDENT-ATHLETES WITH A 4.0 GPA Spring 2016 Semester

NIU teams had a cumulative GPA of 3.0 or higher.





NCAA GOLF CHAMPIONSHIPS

NIU HOSTS 1ST NATIONAL CHAMPIONSHIP

RICH HARVEST FARMS | SUGAR GROVE, IL



















TICKETS ON SALE NOW!

Women's: May 19-24, 2017 Men's: May 26-31, 2017 Sugar Grove, Illinois Rich Harvest Farms

NCAA.com/Tickets
Hosted by NIU



IN COMPETITION

2016 POINTS OF PRIDE

Volleyball

- 25-6 record: tied school record for most conference wins (15).
- Head Coach Ray Gooden earned MAC Coach of the Year.
- Won the 2016 MAC regular season, MAC Tournament and MAC West Championships.
- Jenna Radtke earned MAC Player of the Year and AVCA All-Midwest Region team.
- Mary Grace Kelly earned the MAC Tournament Most Outstanding Player.

Softball

- Won the MAC West Championship. Posted a 35-20 overall record.
- Emily Naegele earned NFCA All-American; first time since 1997.

Women's Cross Country

- Highest finish at the MAC Championship, finishing second.
- Senior Hope Schmelzle became the first-ever NCAA National Championship qualifying runner.

Football

- Won four of its last five games with three different starting quarterbacks, due to injuries.
- Since 2010, NIU is 49-7 versus the MAC, 5-3 mark in 2016.
- Head Coach Rod Carey ranks 4th at NIU in career wins (36).

Women's Soccer

• MAC Tournament runner-up.

Wrestling

• 4 NCAA qualifiers; most qualifiers since 2007.

Gymnastics

• 6 NCAA qualifiers; most qualifiers since 2004.

Men's Basketball

• Won 21 games, undefeated at home; most wins since 1991.

Women's Tennis

• Adey Osabuohien was named 1st team All-MAC with a 16-3 individual record (5-1 MAC).

Men's Soccer

• Regained the LeWang Trophy from Milwaukee for the first time since 2010 with a 2-1 victory over the Panthers.

Men's Tennis

• 15-9 overall record. Fifth consecutive season the Huskies have won at least 15 dual matches.

Men's Golf

• Joo-Young Lee earned 1st team All-MAC, and All-Tournament team. Named All-Region by GCAA; 1st time in school history.

Women's Golf

• Lena Gautier named 2nd Team All-MAC. Broke school scoring record by 40 strokes at MAC tournament with a 905.

Baseball

• William Anderson selected MAC Freshman Pitcher of the Year, and Freshman All-American.

Women's Track & Field

- Set eleven indoor, and four outdoor school records.
- Eleven current Huskies hold 28 total school records.



WAYS TO SUPPORT

We want you to decide where your money goes! You can proudly designate your gift to any of the areas below.

Sport-Specific Giving

Contributions to NIU Athletics may be allocated to the sport of your choice. Support any of the 17 Huskie sports programs.

Premium Seating and Hospitality

Enjoy NIU Athletics events from the best seats in the house. Premium seating and hospitality offers fans the opportunity to enhance their game day experience for football and men's basketball.

Endowments

Endowments generate earnings, and the principal is invested for the long term, sustaining the future of NIU Athletics. You can direct your gift to support a particular interest or to be used where the need is the greatest.

Estate Giving*

Through thoughtful estate planning, you can ensure that the important people and favorite causes in your life receive support for many years to come.

The tools and resources the NIU Foundation can provide will help you learn more about preparing an effective estate plan and planning a gift to NIU.

Special Events

NIU Athletics and the Huskie Athletic Fund have various events throughout the year. Depending on the event, proceeds may go to support a specific sport or program area. Please visit huskieathleticfund.com for up-to-date information on upcoming events!

Cost of Attendance

Contributions towards cost of attendance covers studentathlete's expenses beyond room, board, tuition, and books. See Page 12 for more information.



HOW TO GIVE

We want to make giving as easy as possible! See below for the different ways you can help make a difference.

Online

Visit huskieathleticfund.com. Online contributions may be made with American Express, Discover, MasterCard or Visa credit cards.

Check

Mail a check, payable to "NIU Foundation" to the Huskie Athletic Fund Office at P.O. Box 906 DeKalb, IL 60115.

Matching Gifts

You can increase your level of giving by combining your contribution with matching funds from your employer. If your employer will match gifts to NIU Athletics, please enclose your employer's form with your contribution.

Matching gifts must be received by June 30th to count for your 2017 Annual Giving Level benefits.

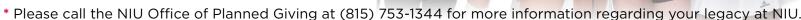
Gift-In-Kind

Donated services or items (e.g. food and beverage, athletic equipment, printing, air travel, etc.) that would normally be purchased by the NIU Athletic Department are considered gift-in-kind and are always appreciated. Subject to University approval and IRS regulations, the value of the contribution would be credited to your account.

Gifts of Securities

Stocks, bonds, mutual funds, etc. are accepted in partnership with the Northern Illinois University Foundation.

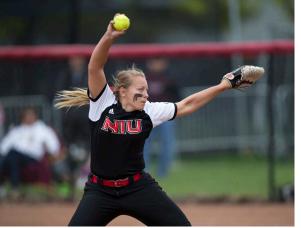






















FOREVER HUSKIES ENDOWMENT PROGRAM

This year we are introducing our new Forever Huskies Endowment Program. This program allows donors to have a lasting impact on NIU Athletics. These gifts directly benefit Huskie student-athletes and create a legacy that will support NIU Athletics now and in perpetuity.

The program is aimed to help fund operational needs and cost of attendance scholarships. Gift planning is a wonderful way to leave a lasting legacy through an endowed scholarship.

NIU Athletics is committed to offering each of its sports programs the maximum number of athletic scholarships permitted by the NCAA. The Forever Huskie program will greatly help the NIU Athletic Department complete this task.

Individuals who choose to give to the Forever Huskie Endowment Program are helping sustain the continued excellence of NIU Athletics. If you are interested in supporting this initiative, please contact the Huskie Athletic fund at (815) 753-1923.

Endowment Breakdown

- 4% Yearly Return
- 4 Year Endowment = \$75,000
- Why? \$75,000 x 4% = \$3,000

(\$3,000 sponsors ONE student-athlete per year)



THE COST OF EXCELLENCE

INVESTING IN CURRENT NIU STUDENT-ATHLETES

OUR COMMITMENT

\$9,300 TRAVFI

\$1,980* SA'S INSURANCE

\$13,370*

\$1,000

\$4.000

\$800

EQUIPMENT BOOKS & SUPPLIES

\$2,888

\$500

FEES

TECHNOLOGY

\$18,931

\$13,251

\$9,465

COST OF ATTENDANCE

awarding scholarships that include cost

of attendance covers expenses beyond

room, board, tuition, and books. Cost of

attendance for the 2016-2017 academic

year costs \$3,000 per student-athlete.

For NIU coaches and programs, cost of

attendance allows the ability to recruit

and retain premier student-athletes that

will continue the storied tradition of NIU

Your support of cost of attendance will

"Power 5" conferences in areas such as.

UNTE

continue to level the playing field with the

Athletics.

Recruiting

Academic Success

• Student-Athlete Well-Being

of attendance. For student-athletes, cost

In 2015. NIU Athletics committed to

OUT-OF-STATE MIDWEST TUITION (IA, IN, MI, MO, OH, WI) TUITION

IN-STATE TUITION

TOTAL COST OF EXCELLENCE PER STUDENT-ATHLETE

\$52,899 **OUT-OF-STATE** \$47,219 **MIDWEST**

\$43,443

IN-STATE

* Room & Board off-campus is \$10,776 | Student insurance is not included as part of athletic scholarship

WHERE IT GOES

Equipment

\$950,000

Medical Expenses & Student-Athlete Insurance \$500,000

Facility & Equipment **Maintenance** \$900,000





When You **Multiply That Donation By** the Number of Spaces in The West lawn

HOW IT HELPS

A Parking Spot In The West Lawn

Equals 1 Student-Athlete's Books For 1 Academic Year

Equals 2 Weeks Of **Training** Supplies



Team Travel & Recruiting

\$2.5 Million

Nutrition \$150,000



Full Scholarships \$5 Million

Scholarship Expenses \$8.1 Million



in the Convocation Center, you're not only getting great seats, but you're helping to UN1TE **Huskie Nation! 8 Season Tickets Sold**

You get 4 Scholarships for Huskie Student-Athletes

When you purchase a season ticket in the Stadium or

Equals Books For 2 Student-Athletes For An Entire Semester



Cost of Attendance \$706,500



With the support of Huskie Athletic Fund members, NIU Athletics thrives!

BENEFIT ALLOCATION PROCESS

Benefits such as parking, away game and postseason game seat allocations, and events are allocated in a fair, equitable and consistent manner using the HAF priority point system.

The formula for earning priority points is based off of two simple factors and one, one-time allocation. Priority Points are non-transferable.

Annual Giving Level

Priority is first determined by your cumulative giving in the current year and to what Annual Giving Level you belong to.

Priority Point Ranking Within Each Annual Giving Level

Accounts are then ranked by Priority points within an Annual Giving Level.

Priority Points are based on the following factors:

Donations

1 point awarded for every \$100 donated to the Huskie Athletic Fund

Season Tickets (Since 2005-2006)

1 point awarded per seat for every year as a season ticket holder of: Football, Men's Basketball, Women's Basketball and Volleyball

Lovalty (Since 2005-2006)

1 point awarded for each year as a season ticket holder of: Football, Men's Basketball, Women's Basketball and Volleyball

Bonus Point (One-Time) Allocations

- 10 points awarded as a Student-Athlete Alumnus
- 5 Points for NIU Alumnus

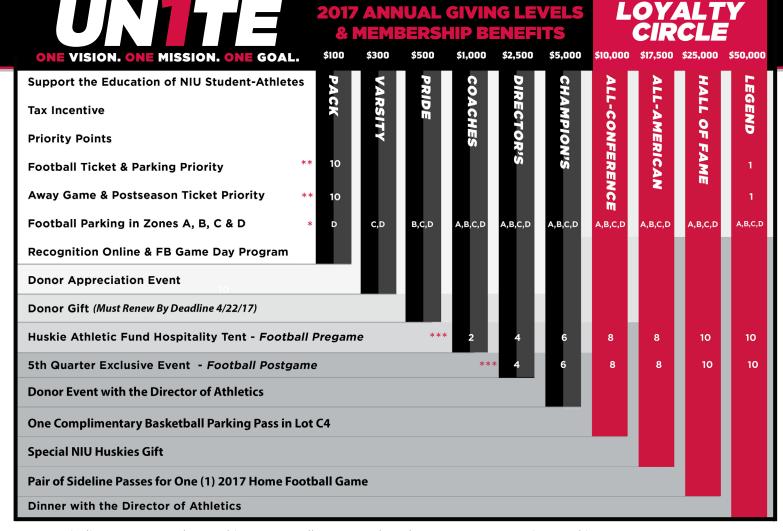
What makes up your Annual **Giving Level?**

The total sum of your 2017 giving!

2017 GIVING ELEMENTS

- . Cost Of Attendance
- 2. Sport-Specific Gifts
- 3. Premium Seating & Hospitality
- 4. Capital Campaign Gifts
- 5. Gift-In-Kind
- 6. Endowments





- * Letters indicate HAF member parking zones. All HAF members have access to premium parking (page 17).
- ** All benefits are allocated based on the Benefit Allocation Process (page 14).
- *** Numbers indicate the total amount of hospitality passes distributed up to the number of season tickets in your account.



FOOTBALL SEASON TICKETS

TO SPEAK WITH A TICKET SALES REPRESENTATIVE PLEASE CALL (815) 753-PACK.

ONE VISION. ONE MISSION. ONE GOAL.

SEASON TICKETS						
SECTION	AREA	TICKET PRICE	DONATION	TOTAL		
Benchback		\$132	\$100	\$232		
Chairback		\$132	\$150	\$282		
Sky Club		\$132	\$900	\$1,032		
Sky Box		\$132	\$1,300	\$1,432		
General Admission East Side Only		\$60		\$60		
West Side Sections C, D, & E		\$132		\$132		
West Side Sections A, B, F & G		\$115		\$115		
Faculty Senior Alumni Varsity		\$115		\$115		
Family Pack Sections B & F		4 for \$299		\$299		
Family Pack Sections A & G		4 for \$199		\$199		

PREMIUM EXPERIENCE						
SECTION	AREA	TICKET PRICE	DONATION	TOTAL		
Endzone Club		\$60	\$55	\$115		
Coaches Club ***		ON CENTER	\$700	\$700		
Terrace Club (10 Person) **		je.	\$8,500	\$8,500 *		
Terrace Club (20 Person) **		, JUNE	\$17,000	\$17,000 *		

^{*} These prices are for the entire season. Single game prices can be found on page 20.

PREMIUM SEATING FIRST AID STATION WESTSIDE

EASTSIDE

FOOTBALL GAMEDAY PARKING



Your Annual Giving Level, which determines your access to premium parking, includes gifts to the following:

- Student-Athlete Excellence Fund
- Sport Specific Funds
- Premium Seating & Hospitality
- Capital Campaigns
- Gift-in-Kind
- Endowments

PREMIUM PARKING

Please request your desired parking on your 2017 Huskie Athletic Fund pledge form. All parking requests will be reviewed after the April 30th deadline.

ALL PARKING IS BASED ON AVAILABILITY

Season ticket holders who donate to the Huskie Athletic Fund are eligible to request premium parking.

DONOR LEVELS ARE PER SPOT

In order to request two spots, your donation must be double the minimum for the requested zone. *Two spot maximum per account.*

ZONE A RESERVED PARKING

In order to maintain the same Zone A reserved parking spot(s) as 2016, your 2017 annual gift must either stay the same or increase.

THERE IS A \$25 PARKING FEE PER SPOT

The season long fee is separate from the donation requirement. *Please see 2017 ticket form.*

QUESTIONS ABOUT PARKING?

Call the Huskie Athletic Fund staff at (815) 753-1923.

If you are a new Huskie Athletic Fund Member or Season Ticket Member and would like to purchase parking, please call the HAF office at (815) 753-1923 to purchase.

^{**} To reserve a Terrace Club Suite, please <mark>call the Huskie Athletic Fund a</mark>t (815) 753-1923.

^{***} You must purchase season ticket separatel

2017-18 BASKETBALL

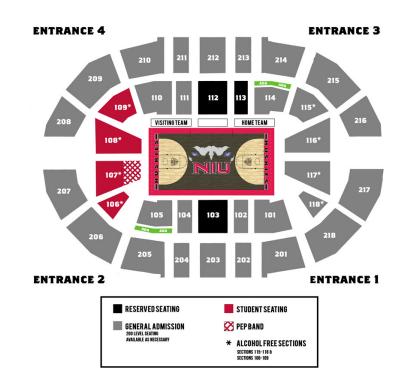
SEASON TICKET PRICING

Basketball season ticket sales are available in various locations in the Convocation Center and may include a seat-related contribution to the Huskie Athletic Fund. Basketball seat contributions count toward your annual giving level. Please visit huskieathleticfund.com for the most up to date seat-related contribution amounts.

MEN'S BASKETBALL



WOMEN'S BASKETBALL



2017 VOLLEYBALL

SEASON TICKET PRICING





Season Ticket Packages

- General Public Season Ticket = \$30
- Huskie Family Pack = \$90
- W. Basketball | Volleyball Combo = \$65

To speak with a Ticket Sales Representative please call (815) 753-PACK.



FOOTBALL PREMIUM EXPERIENCE



HOSPITALITY TENT

Annual Giving Level:

Pregame Hospitality Tent

- Heated Tent
- Food Buffet
- Hosted Bar (Beer & Wine)
- Premium Cash Bar



5TH QUARTER

Annual Giving Level: Postgame Reception

- Head Coach Recap
- AD Remarks
- Food Buffet
- Hosted Bar (Beer & Wine)
- Located in the Barsema Alumni & Visitor Center



COACHES CLUB

\$700 Per Season Pass

- Endzone Club Access
- - Food Buffet & Cash Bar



Football Premium Club Room

- Private Restrooms
- Climate-Controlled
- Flat Screen TV's



TERRACE CLUB

Private Suites (Single Game) \$1,500 Seats 10 | \$3,000 Seats 2 See page 16 for season pricing

- Heated Tents
- Food Buffet & Cash Bar
- Climate Control Access
- Private Restroom
- Includes E. Lawn Tailgating

ENDZONE CLUB

Outdoor Field Level Club \$115 Per Season Pass

- Heated Tents
- Popcorn & Assorted Snacks
- Field-Level Access
- Includes (1) East Side G.A. Season Ticket



COURTSIDE SEATING

MEN'S BASKETBALL

PREMIUM

Get close to the action! \$750 Per Seat Donation

Whether you're entertaining clients and employees, or simply enjoying a night out with friends, Huskies Courtside Seating offers first class comfort, amenities and overall entertainment experience.

Includes Nelson Club Hospitality

(You must purchase Season Ticket separately)



NELSON CLUB

EXPERIENCE

- Pregame "Chalk Talk" by coaching staff
- Flat Screen TV's
- Private Restrooms
- Food Buffet & Premium Cash Bar

Nelson Club Seating

\$500 - Includes Hospitality & Seat

(You must purchase Season Ticket separately)



THE 6TH MAN GRILL

Annual Giving Level: Varsity - \$300

Premium Concession Area

- Pregame "Speaker Spotlight" Featuring NIU Athletic's Staff
- Donors receive complimentary popcorn. hot chocolate and coffee
- Coat Rack
- Located in the South Lobby

FOR MORE INFORMATION ON PREMIUM SEATING, PLEASE CALL THE HUSKIE ATHLETIC FUND AT (815) 753-1923. FOR MORE INFORMATION ON PREMIUM SEATING, PLEASE CALL THE HUSKIE ATHLETIC FUND AT (815) 753-1923.



IMPORTANT DATES AND DEADLINES

APRIL 22

PLEDGE COMMITMENT DEADLINE

- Deadline to renew all existing football season tickets.
- Deadline to request new and upgraded premium seats.
- Football premium parking request and pledge deadline.

JUNE 30

PAYMENT DEADLINE FOR ALL FOOTBALL BENEFITS

- Full payment for football tickets.
- Parking
- Event Benefits

SEPT. 29

MEN'S BASKETBALL PREMIUM SEAT DEADLINE

• Contribution deadline for basketball premium seating and hospitality.

DEC. 31

YEAR-END GIVING DEADLINE

• December 31st is the giving deadline to receive 2017 tax-benefits.



Huskie Athletic Fund donors are "representatives of NIU's athletic interests" (commonly known as boosters); therefore, are bound by NCAA rules.

GENERAL NCAA RULES TO REMEMBER

- Do not provide anything for a prospect or current student-athlete without specific permission from the Huskie Athletic Compliance Office.
- Only NIU's coaches and staff members may be involved in the recruiting process. Boosters may not perform any recruiting functions.
- Only after a student attends classes at NIU or begins official team practices does he or she become a student-athlete. Prior to either of these, an individual is considered a prospective studentathlete, even if they have signed a National Letter of Intent or financial aid agreement with NIU.
- If a student-athlete accepts benefits due to their status as a student-athlete or because of their athletics ability, his or her eligibility is at risk.
- NCAA rules apply to student-athletes at all times of the year, including summer and during the off-season.

ASK BEFORE YOU ACT

Contact the Huskie Athletic Compliance Office at (815) 753-8447 or via email to niurules@niu.edu or Twitter @NIURules.

For more information about NCAA rules that apply to you as a booster, visit NIUhuskies.com and select "COMPLIANCE" under the Athletics tab.

A "prospect" is any student, regardless of athletic ability or participation, who has started classes for the ninth grade. An extra benefit is any special arrangement provided to student-athletes or prospects that is not otherwise available to all NIU students or the general public.



ONE VISION. ONE MISSION. ONE GOAL.

Victor E. Ball April 29, 2017 Jenneth and Ellen Chessick

VICTOR E. BALL

The Second Annual Victor E. Ball, NIU Athletics' premier fundraising event, will be held on Saturday, April 29, 2017 at the Kenneth and Ellen Chessick Practice Center. This special evening features special guests, outstanding entertainment, silent and live auctions, and a chance to hear the stories of NIU student-athletes whose successes in competition, in the classroom and in the community have lifted NIU Athletics to new heights.

Funds raised will benefit NIU Athletics' efforts to provide full cost of attendance scholarships to over 400 student-athletes in 17 sports programs.



Register at NIUHuskies.com/VictorEBall2017



PROGRAM

Join emcee Adam Grabowski, 2015 National Comic of the Year, and celebrity auctioneers Michael Turner and Jordan Lynch for a grand evening with NIU dignitaries, coaches, student-athletes, donors and friends of NIU Athletics.

VENUE

The 2017 Victor E. Ball will be held inside of the magnificent Kenneth and Ellen Chessick Practice Center on the campus of Northern Illinois University in DeKalb. During the day, the Chessick Practice Center is used as a practice facility by the four-time MAC champion NIU Football program and multiple other Huskie sports teams. For the evening, the Chessick Practice Center will be transformed into an elegant venue worthy of NIU Athletics' premier fundraising event.

SUPPORT OPPORTUNITIES

There are a variety of ways at multiple levels to support NIU studentathletes through the Victor E. Ball beginning at \$450 all the way to the \$40,000 Platinum level. For more information call the Huskie Athletic Fund Office at (815) 753-1923.

THE BRIGHAM SOCIETY

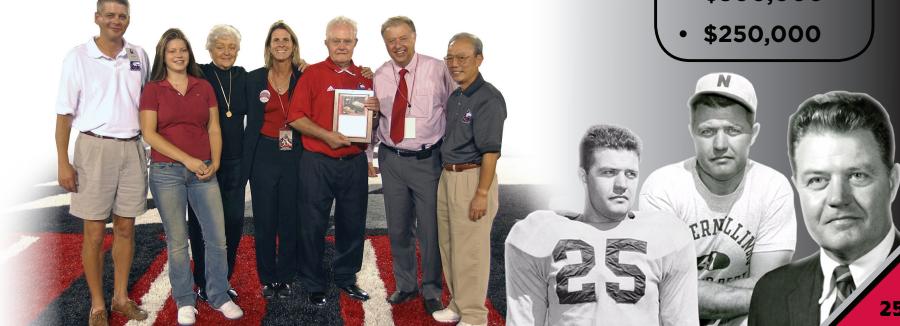
LIFETIME GIVING TO NIU ATHLETICS

Named in honor of Huskie legend, Robert J. Brigham, the man who carried the Cardinal and Black colors for 50 years as a student-athlete, assistant coach, head coach, director of athletics, and special assistant to the president before his retirement in June, 2001.

The Brigham Society has been created to recognize donors to NIU Athletics for their generous lifetime giving. As the core supporters of NIU Athletics, members of the Brigham Society are part of the inner circle and receive the most exclusive benefits.

Lifetime Giving Levels

- \$5 million
- \$2.5 million
- \$1 million
- \$500,000



CONVOCATION CENTER LIVE! Event and Suite Opportunities

Birthday Parties!

Host a birthday party at a NIU Basketball game. **Birthday parties include:**

- Reserved space
- Tickets to the game
- Video board recognition
- Beverages and snacks Autographed basketball

Total cost for a minimum of 15 people is \$375.00. If there are more than 15 attendees, it is \$15 per person.

Concerts!

For all suite rental questions and reservations please contact:

Heather Priest (815) 752-6818 hpriest2@niu.edu

Suites For Basketball Ga

Men's Basketball

- \$200
- 20 Tickets
- Access to catering menu & suite-level restrooms

Women's Basketball

- \$160
- 20 Tickets
- Access to catering menu & suite-level restrooms



THE HUSKIE ATHLETIC FUND



www.huskieathleticfund.com



For more information, please contact: (815) 753-1923 | huskieathleticfund@niu.edu



