



# USA Jaguar Athletics Priority Point System

## Understanding Your Priority Points

Priority points are awarded in three categories that combine to establish your “rank” among those who support USA Jaguar athletics through philanthropic gifts, purchasing season tickets, and other categories of affiliation with the University of South Alabama.

Priority point totals are used to determine access to, and seating locations for: Football and Men’s Basketball, NCAA Tournaments, Bowl Games, Sun Belt Conference Tournaments, NCAA events hosted by USA, tickets for away games, priority parking at home contests (where appropriate and available), and any athletic event where demand exceeds ticket availability (i.e., National Invitation Tournaments).

Priority seating in designated stadium/arena sections at home events will be based on your level of JAF annual giving. Priority points will be used to determine seat location within designated annual giving sections. Periodically, the University will evaluate whether re-seating in a venue is appropriate. In the event reseating is required in Football, Men’s Basketball or Baseball, the priority points system will determine seat locations within designated annual giving sections.

Priority points are awarded as follows:

## Athletic Giving Points

Annual gifts to the Jaguar Athletic Fund help underwrite scholarships for recruitment of student-athletes, recruitment and retention of top-quality coaches and staff, academic support, travel and other critical operating needs. Capital and endowment giving helps build the physical infrastructure needed for state-of-the-art facilities and to establish a permanent and stable financial base. Priority points are awarded in both categories, as well as for philanthropic loyalty to Jaguar athletics as demonstrated by consecutive years of giving.

Calculations are based on cash received, gifts-in-kind and outstanding pledge balances for pledges in good standing.

- **Unrestricted Annual Giving for Priority Seating:** 1 point (cumulative) for every \$100 in unrestricted cash gifts to Athletics (lifetime beginning in 1997).
- **Restricted Athletics Annual Giving:** 1 point (cumulative) for every \$100 in cash gifts designated for any USA Sport (lifetime beginning in 1997).
  - **NOTE:** *Applicable points will be awarded to donors who can provide documentation of unrestricted and restricted gifts to athletics prior to 1997.*
- **Capital and Endowment Giving:** 1 point (cumulative) for every \$100 contributed – or qualifying Gift-in-Kind – to USA athletics for capital construction or endowment (lifetime).
- **Corporate Matching Gifts:** 1 point (cumulative) for every \$100 contributed by a corporate matching gift program on behalf of an employee/donor.
  - **NOTE:** *Corporations must make an unrestricted annual gift and establish a separate account to earn priority seating and priority points.*

- **Consecutive Year Giving:** 1 point for each consecutive year of giving to USA athletics (beginning with the 2008 calendar year). For these points to be cumulative, individual benchmark gifts must be maintained and paid by December 31<sup>st</sup> each year. If no annual gift is made or if annual gift falls below the individual benchmark, previously accumulated points for consecutive year giving will be forfeited. Example below illustrates benchmark gift made in every year except in Year 3:

	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Total Annual Priority Points Earned for Consecutive Year Giving</b>	1	2	0	1	2

## Jaguar Loyalty Points

The USA Jaguar Athletics Priority Point System honors those who support USA athletics. Beginning with the 2009-2010 athletic season, priority points will be awarded by purchasing season tickets as described below:

- **Current Season Ticket Portfolio:** 1 point (cumulative) for each season ticket purchased for Football, Men's Basketball and Baseball. Example below illustrates point accumulation with purchase of 4 season tickets for each sport:

Sport	Year 1	Year 2	Year 3	Year 4	Year 5
Football	4	4	4	4	4
Men's Basketball	4	4	4	4	4
Baseball	4	4	4	4	4
<b>Total Annual Priority Points Earned for Current Season Ticket Purchases</b>	<b>12</b>	<b>24</b>	<b>36</b>	<b>48</b>	<b>60</b>

- **Season Ticket Longevity:** 1 point equal to the number of consecutive years in which at least one season ticket has been purchased for Football, Men's Basketball or Baseball. Priority points will be earned separately for each sport and combined together each year to give the total number of annual longevity points. Points will be forfeited if season tickets are not purchased in future years. Example below illustrates purchase of at least 1 season ticket for each sport except in Year 3:

Sport	Year 1	Year 2	Year 3	Year 4	Year 5
Football	1	2	3	4	5
Men's Basketball	1	2	0	1	2
Baseball	1	2	3	4	5
<b>Total Annual Priority Points Earned for Season Ticket Longevity</b>	<b>3</b>	<b>6</b>	<b>6</b>	<b>9</b>	<b>12</b>

# USA Affiliation and Leadership Points

In this category, special one-time affiliation and leadership points are awarded for the following:

- **USA Alumni:**
  - A. One (1) point for University of South Alabama alumni. Alumni status is achieved upon graduation from the University of South Alabama (undergraduate or graduate) or completion of 40 semester hours and after 2 years of non-attendance.
  - B. Five (5) points for active USA National Alumni Association Annual Membership. Points will be forfeited if membership becomes inactive.
  - C. Twenty-five (25) points for lifetime membership in the USA National Alumni Association.
  - D. Five (5) points for current and former Alumni Society and Chapter Presidents.
  - E. Three (3) points for current and former Alumni Society and Chapter Executive Board Members.
  - F. Five (5) points for former Jaguar student-athletes, cheerleaders, mascots, dance team members, pep band or marching band members.
  
- **USA Leadership:**
  - A. Athletic Leadership: Five (5) points for any current or past member serving on the Jaguar Athletic Fund Board and twenty (20) additional points for serving as President of the Board.
  - B. Alumni Leadership: Five (5) points for any current or past member of the USA National Alumni Association Board or Medical Alumni Association Board and twenty (20) additional points for serving as President on either of these boards.
  - C. USA Board of Trustees: Five (5) points for any current or past member of the USA Board of Trustees and twenty (20) additional points for serving as Chairman of the Board.

## Miscellaneous

- Married Couples:
  - A. Points for married couples are not combined.
  - B. Each member of the couple is awarded an equal number of points based on athletic giving, season ticket purchases and consecutive year giving to athletics.
  - C. Affinity points are awarded to each member of the couple based on their individual status with the University of South Alabama.
  - D. The member of the couple with the highest number of priority points will take precedence when the USA Jaguar Athletics Priority Point System is exercised.
  
- Sole Proprietorships:
  - A. Only individuals or married couples who are sole owners of a company may benefit from the company's priority points (if applicable) when the USA Jaguar Athletics Priority Point System is exercised.