

## FOOTBALL TICKET PRICES ANNOUNCED FOR 2010

### AREAS REQUIRING AN ANNUAL FUND CONTRIBUTION REDUCED FROM 83% TO 36%

Pricing for 2010 football season tickets has been announced and includes a simplified pricing structure reducing the number of price points from 17 to 7 with 64-percent of seats priced at less than \$200 for the season.

“In reducing the number of price points in Sun Devil Stadium, our goal is to offer a variety of ticket options for every budget.” said Lisa Love, Vice President for University Athletics. “We have been the Valley’s Hometown Team since 1897 and all of our success is due to the support of this community. Therefore, we want to make every effort to make Sun Devil Stadium accessible, especially in these difficult economic times.”

Highlights of the new pricing structure include:

- Simpler pricing model
- No price increases over 2009
- Great seats to fit every budget
- 47% fewer seats require a Sun Devil Club Annual Fund Contribution

Sun Devil Athletics is committed to excellence in service as we strive to increase our base of loyal Sun Devil fans. Beginning in 2009, we improved the game day experience to be more fan and family friendly with longer tailgating hours and the introduction of the Devil’s Lair tailgate party in the air-conditioned comfort of Wells Fargo Arena. Making season tickets more affordable through this simplified pricing model is the next step in making the Valley’s original hometown team more accessible to the community.

Along with the simplified pricing, several new options for purchasing tickets have been introduced, making it easier for fans to cheer on the Sun Devils in 2010. In addition to calling or stopping by the Sun Devil Ticket Office, Sun Devil Athletics is introducing two new ways to purchase:

- Online (beginning in February)
- Sun Devil Sales Center: offering the opportunity to check availability, choose your seats and complete your season ticket purchase

Several improvements have also been made to the parking options for 2010. ASU will now offer three parking lots that do not require a Sun Devil Club Annual Fund contribution. Also, the minimum Annual Fund contribution required in the North reserved, Lot 3 Reserved, Sparky’s Lawn and Whiteman Tennis reserved has been reduced to be accessible to more Sun Devil Club members. Season ticket holders will now have the option to purchase one parking pass for every two season tickets instead of the previous limit of one pass for every four tickets. All season parking passes will be \$105. Parking will be assigned first by Priority Points then on a first-come, first-served basis in the season ticket holder lots and based on Priority Points in Sun Devil Club lots.

#### Season Ticket Holder Benefits

- Guaranteed seat for every home game
- Discount over single-game pricing
- Opportunity to purchase additional single-game tickets before the public and at a discount
- Option to purchase season parking based on a Priority Points then first-come, first-served basis in Lot 2, Packard Drive Structure or the Disabled Lot
- Priority on Bowl game and away game tickets

#### Sun Devil Club Member Benefits\*

- All benefits listed above PLUS
- Option to purchase season parking based on giving level and priority points in Sun Devil Club lots
- Priority Points to upgrade your seats each season
- Subscription to Maroon & Gold Illustrated
- Help to provide educational support for more than 450 student-athletes through your contribution

\*These additional benefits are available to all season ticket holders that contribute to the Sun Devil Club Annual Fund through their season ticket Annual Fund Contribution, or by donating a minimum of \$100 above your season ticket purchase.

Renewals for existing season ticket holders will be mailed on March 1st. Current season ticket holders already enrolled in a payment plan will be contacted by Sun Devil Athletics regarding any reduction in their balance.

The Sun Devils will host a 6-game home schedule in 2010 that includes conference foes Oregon, Washington State and UCLA. The 2010 Sun Devil Football season kicks off Saturday, September 4th.

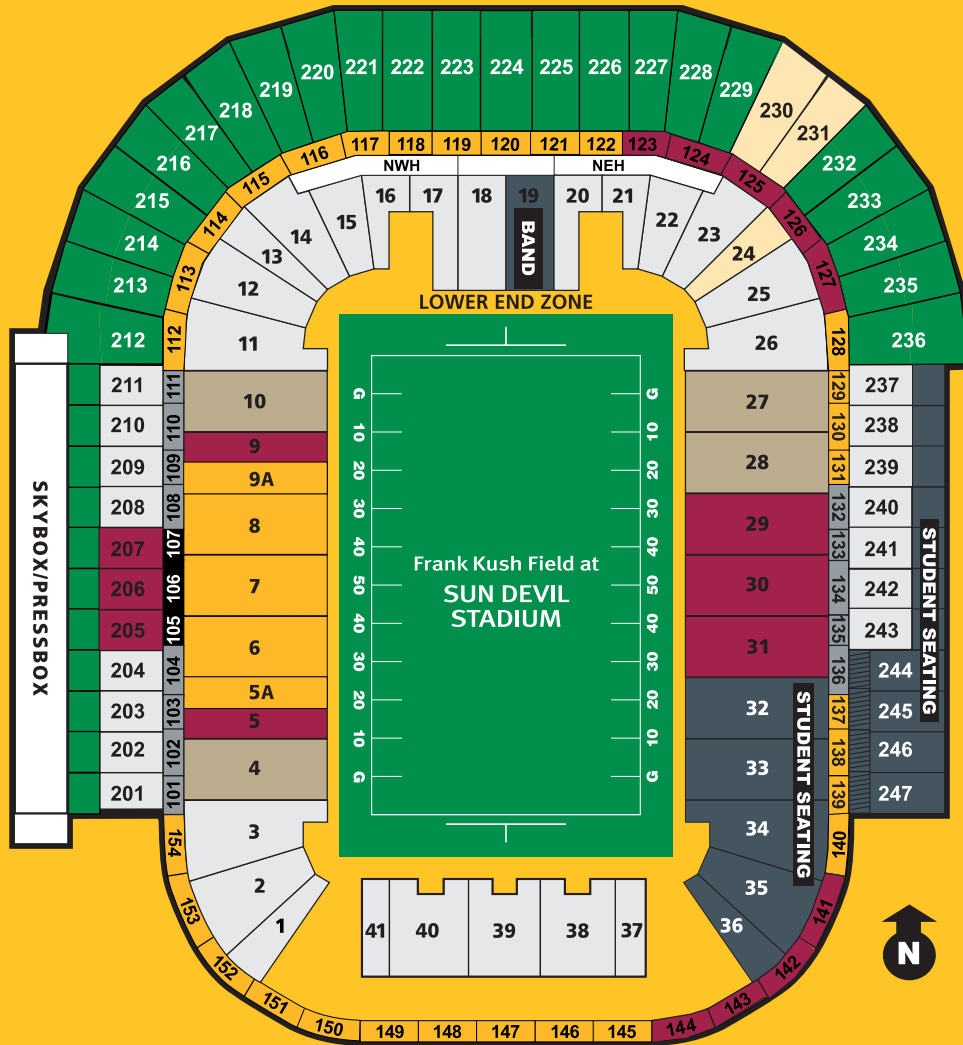
**If you have any questions regarding your renewal or if you would like to enroll in the payment plan, please contact a Development Officer:**

Dave Kinard 480.727.6434  
Kristin Hartman 480.965.5449  
Kevin Haslam 480.965.3934  
Kevin Miniefield 480.727.6644

A quick look at the revised renewal timeline is provided below:

<b>February 17th, 2010</b>	Final day to enroll in 5 month payment plan
<b>March 1st, 2010</b>	Renewals mailed
<b>March 24th, 2010</b>	Deadline to enroll in 4 month pay plan
<b>April 26th, 2010</b>	Renewal deadline
	- Account Paid in Full OR
	- Enrolled in a pay plan for the total amount due OR
	- Annual Fund Donation amount is paid in full OR
	- Enrolled in a pay plan for the donation portion

# SUN DEVIL STADIUM 2010 FOOTBALL SEASON TICKET MAP



**CARSON STUDENT  
ATHLETE CENTER**

**SPARKY'S  
STADIUM SHOP**

### Season Ticket Seating

\$99
\$199

### Donor Seating\*

\$399*
\$499*
\$799*
\$1249*
\$1749*

Student
Band
Visitor
Visitor Band

\*A portion of the ticket price may be tax deductible



## 2010 SUN DEVIL FOOTBALL SCHEDULE\*

Sept. 4 TBA  
*Faculty/Staff Appreciation Night*  
Sept. 11 Northern Arizona  
*City of Tempe Night*  
Sept. 18 at Wisconsin  
Sept. 25 Oregon  
*Family Weekend/Hall of Fame Game*

Oct. 2 at Oregon State  
Oct. 9 at Washington  
Oct. 23 at California  
Oct. 30 Washington State  
*Homecoming*

Nov. 6 at USC  
Nov. 13 Stanford  
*Champions Weekend*  
Nov. 26 UCLA  
*Senior Day*

Dec. 2 at Arizona  
\*Dates and times subject to change