

SDS Reinvention Ticket/Donation proposal
West Sideline Premium Club Seating Sections 2017 Season

1) Founders' Club

- a. \$500,000 donation requirement per season (10 year payment schedule)
 - i. Annual ticketing & donation premium comped years 1-10; \$100K starting in year 11
 - 1. 15 total tickets x \$375 ticket cost = \$5,625
 - 2. 15 total tickets x \$85 food/beverage charge x 7 games = \$8,925
 - 3. 4 guest passes x \$85 food/beverage charge x 7 games = \$2,380
 - 4. 4 season parking passes x \$245 parking charge = \$980
- b. **\$17,910 fair-market-value costs associated with a Founders' Suite**

2) Legends' Suite

- a. \$200,000 donation requirement per season (10 year payment schedule)
 - i. Annual ticketing & donation premium comped years 1-10; \$60K starting in year 11
 - 1. 14 total tickets x \$375 ticket cost = \$5,250
 - 2. 14 total tickets x \$70 food/beverage charge x 7 games = \$6,860
 - 3. 4 guest passes x \$70 food/beverage charge x 7 games = \$1,960
 - 4. 4 season parking passes x \$245 parking charge = \$980
- b. **\$15,050 fair-market-value costs associated with a Legends' Suite**

3) Coach's Club

- a. \$50,000 donation requirement per season (10 year payment schedule)
 - i. Annual ticketing & donation premium comped years 1-10; \$30K starting in year 11
 - 1. 6 total tickets x \$375 ticket cost = \$2,250
 - 2. 6 total tickets x \$85 food/beverage charge x 7 games = \$3,570
 - 3. 2 season parking passes x \$245 parking charge = \$490
- b. **\$6,310 annual fair-market-value costs associated with a Coach's Club membership**

4) Legends' Club

- a. \$12,500 capital requirement per seat (payable over up to 10 years)
 - i. Annual ticketing & donation premium of \$3,500
 - 1. 1 ticket x \$375 ticket cost = \$375
 - 2. 1 ticket x \$70 food/beverage charge x 7 games = \$490
- b. \$865 annual fair-market-value costs associated with a Legends' Club membership
- c. Legend's Club annual ticket and donation premium will be split between ASU (for the ticket cost) and SDC (seat contribution). For the 2016 season, ASU will get \$375 and SDC will receive \$3,125. **The fair market value of \$490 (total above less ticket cost) will be netted out the seat contribution portion of \$3,125 for an amount of \$2,635 of net tax-deductible contribution.**