

2013-14

BENEFIT

GUIDE



**2012 MEDAL COUNT
11 GOLD, 1 SILVER, 5 BRONZE**



**2011-2012 NATIONAL CHAMPIONSHIPS
2 TEAM, 4 RELAYS, 8 INDIVIDUAL CHAMPIONSHIPS**

2013-14 BLUE & GOLD BENEFITS

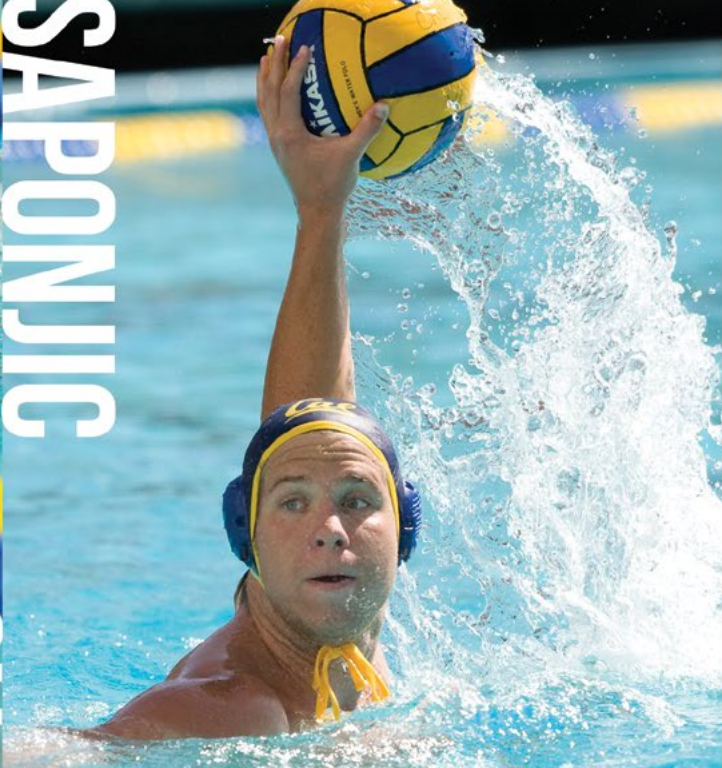
	CONTRIBUTOR (\$1-99)	CAL CLUB (\$100-\$599)	BEAR CLUB (\$600)	GOLDEN C CLUB (\$1,200)	COACHES CLUB (\$2,500)	ANDY SMITH CLUB (\$5,000)	PAPPY WALDORF CLUB (\$10,000)	PETE NEWELL CLUB (\$15,000)	ATHLETIC SCHOLARSHIP (\$35,000)	DIRECTOR'S CIRCLE (\$50,000)
Donor Benefits										
Tax Deduction	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>
Window Decal	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>
Blue & Gold e-Newsletter	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>
Cal Sports Quarterly	ONLINE	ONLINE	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>
Membership Card	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>
Cal Priority Points		<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>
^Invitations to Special Events		<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>
Olympic Sports Pass				<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>
Football & Basketball Ticket Priority		TIER 4	TIER 4	TIER 4	TIER 4	TIER 3	TIER 3	TIER 3	TIER 3	TIER 3
Pac-12 Football & Basketball Championship Priority		TIER 4	TIER 4	TIER 4	TIER 4	TIER 3	TIER 3	TIER 3	TIER 3	TIER 3
Bowl Game & March Madness Priority		TIER 4	TIER 4	TIER 4	TIER 4	TIER 3	TIER 3	TIER 3	TIER 3	TIER 3
Football On-Field Recognition										<u>Cal</u>
Additional Season Ticket Holder & Donor Benefits										
*^Football Hospitality Invitations		<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>
*Football & Basketball Ticket Priority				TIER 2	TIER 2	TIER 2	TIER 1	TIER 1	TIER 1	TIER 1
*Pac-12 Football & Basketball Championship Priority				TIER 2	TIER 2	TIER 2	TIER 1	TIER 1	TIER 1	TIER 1
*Bowl Game & March Madness Priority				TIER 2	TIER 2	TIER 2	TIER 1	TIER 1	TIER 1	TIER 1
*^Men's Basketball Haas Club Room Access				FEE/PRE	FEE/PRE	FEE	COMP	COMP	COMP	COMP
*Complimentary Football Parking				<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>
*Complimentary Basketball Parking						<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>	<u>Cal</u>

*^Space may be limited *Benefits dependant on Season Ticket status for particular sport; Football benefits awarded based on gifts as of April 30; Basketball benefits awarded based on gifts as of June 30
Endowment Seating Program (ESP) Participants: Please refer to your ESP pledge agreement for details regarding your specific benefits. Tiers indicate priority windows for ticket purchases.*



AU

SAPONJIG





TARCZYNSKI



HASSETT



Cal Bear Backers,

As Director of Athletics, I watched with tremendous pride as 46 Cal athletes and coaches represented 11 countries on the international stage with stunning poise, courage, and sportsmanship at the 2012 London Olympics. Not only did Cal bring home 17 medals, 11 of them gold, but every athlete returned home with priceless memories and friendships that will impact their lives forever. Our student-athletes make me so proud to be a Golden Bear, and they would not have been able to pursue their dreams without your support. Thank you for allowing their dreams to come true.

We rely on your philanthropic support to provide all of our student-athletes with a world-class experience across each of our 29 sport programs. Thank you for enabling them to compete on the national and international level, and thank you for driving them to excel in the classroom. Your gift makes the difference and allows our student-athletes to develop leadership skills, team spirit and academic confidence to succeed in whatever paths they pursue.

I look forward to another
'Golden' year for our student-athletes!

GO BEARS!



Sandy Barbour
Director of Athletics
University of California



KEY DATES

Fall 2012

Priority Point Refresh (gifts through June 30, 2012)

December 31, 2012

Deadline for 2012 Tax Benefits

April 30, 2013

Deadline for Football Seating Gifts for 2013 Season

June 30, 2013

Deadline for Basketball Seating Gifts for 2013-14 Season

Fall 2013

Priority Point Refresh (gifts through June 30, 2013)

CONTACT US

For questions about your giving history, to make your gift, or questions about your benefits contact

CAL ATHLETIC DEVELOPMENT

195 HAAS PAVILION #4422

BERKELEY, CA, 94720-4422

PHONE: 510-642-2427

FAX: 510-642-9410

EMAIL: calbearbackers@berkeley.edu

WEB: www.CalBears.com/donate

For questions about your season tickets, season ticket benefits, and your gameday experience call

CAL GOLD STANDARD

PHONE: (800) GO BEARS

EMAIL: goldstandard@berkeley.edu