













BULLDOG CLUB SCHOLARSHIP FUND AND SEATING POLICY

THE BULLDOG CLUB 2010 SCHOLARSHIP FUND DRIVE

January 1

Annual scholarship giving year begins

April 1

Deadline for annual scholarship pledges to determine priority for **football seating and parking** assignments. Bulldog Club membership re-ranking (pledges and contributions received after this date will not affect **football** priority seating and parking assignments)

May 14

Priority order deadline for football season tickets and parking

July 1

Bulldog Club membership re-ranking for priority men's basketball seating and parking assignments (pledges and contributions received after this date will not affect **basketball** priority seating and parking assignments)

September 15

Priority order deadline for men's basketball season tickets and parking

September

Select-a-seat confirmations mailed to top 2,000 Bulldog Club members for men's basketball season tickets

October

Men's basketball select-a-seat days for top 2,000 Bulldog Club members

November 15

Bulldog Club membership re-ranking for post-season football and basketball tickets (contributions received after this date will not affect football or basketball post-season priority seating)

December 31

Annual scholarship giving year ends

Please note that any changes or additions to this year's policy manual are highlighted in yellow.

All policies subject to change.

BULLDOG CLUB BOARD OF DIRECTORS AND OFFICERS

OFFICERS

Johnny Chapman, Brandon, MS | *President*

Beth Clay, Meridian, MS | *First Vice-President*

Bud Thompson, Meridian, MS | *Past President*

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MISSISSIPPI STATE ATHLETICS AND THE COMMUNITY

Intercollegiate Athletics is a key component of the greater Mississippi State University community. MSU's reputation of excellence for learning, research, and service to the citizens of the region is well known. It is vital that MSU Athletics maintain a key role in future excellence. Continuing to successfully integrate academics and athletics will enable us to attain that goal. Mutually compatible programs increase the national prominence of the total university and, in turn, that excellence benefits the state of Mississippi as well as students, alumni, faculty and staff at Mississippi State University. Your loyal support will help provide our studentathletes with the opportunity to obtain a quality education at one of America's outstanding land grant institutions and to compete at the highest level of NCAA Division I athletics. Only through your support will Bulldog Athletics be able to maintain an environment that encourages its studentathletes and coaches to excel.

The Bulldog Club also conducts an annual volunteer fund drive. This campaign will focus on recruiting new members as well as retaining current members. Volunteers will be contacting current and prospective members to encourage pledges and increases in Bulldog Club giving.

BULLDOG CLUB FUND DRIVE

The Bulldog Club has set a goal of 10,000 active members by 2013. In order for this to happen, there must be a 1,000 member increase in each year until then. The Bulldog Club conducts a volunteer fund drive that involves current members and gives them a chance to earn additional priority points by getting new members and helping with renewals. Volunteer involvement is critical to the success of the Bulldog Club.

Bulldog Club Fund Drive workers who make calls for new donors in the first quarter of the year are given point credit to their personal lifetime giving in the amount of 15% of the new gifts they generate. Workers are also credited with 2 additional priority points for every 10 new members they get to join. There are membership cards on the back cover of this manual that can be used to sign up new members. If you sign up new members with these cards, please return them to the Bulldog Club, ATTN: Bart Gregory.

In the second quarter, workers obtain lists of other members in their area who have not renewed their pledge and earn 5% credit to their personal lifetime giving portion of their account for renewals.

Prizes are awarded to volunteers in several different categories, including total dollars raised, total new members, most renewals, etc. Prizes may include tickets, parking passes, autographed memorabilia or trips with the Bulldogs.

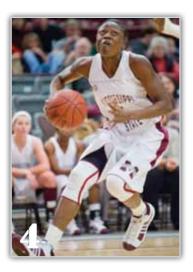
Any member interested in becoming a Fund Drive volunteer should contact Bart Gregory in the Bulldog Club office at











THE BULLDOG CLUB'S SCHOLARSHIP SEATING PROGRAM

To help meet the increasing scholarship costs of its student-athletes, the Mississippi State University Department of Athletics and The Bulldog Club have created The Scholarship Seating Program. Every seat in Davis Wade Stadium's priority seating areas is assigned a specific contribution per seat value (see stadium seating chart pg. 6).

To maintain your football season ticket location, you must contribute the dollar amount assigned to your seat location multiplied by the number of priority season tickets you wish to purchase (the cost of season tickets is in addition to your scholarship contribution). The maximum number of priority tickets available to you is subject to the in-priority ticket limits of your Bulldog Club giving level (pg. 5) and available seats will be assigned in rank order.

The monies that you contribute to secure your seats will be the base amount of your annual Bulldog Club giving. Additional contributions beyond the base amount will enhance your rank. Each donor must be an active member of the Bulldog Club to buy season tickets in Bulldog Club priority-seating areas and season parking passes.

As seats become available in the Bulldog Club priority seating areas, they will be assigned, in rank order, to Bulldog Club members who request seating changes or upgrades, or to fill new members' ticket requests. The Bulldog Club reserves the right to make minor adjustments in seating arrangements to accommodate demand.

Active members ranked in the top 2,000 donors of the Bulldog Club who order men's basketball season tickets by the priority deadline, will have the opportunity to come to Humphrey Coliseum in mid-September and personally select their seats for the basketball season. Each donor will be given a specific date and time in which he/she, or his/her representative, can come and select their seats or make other arrangements to select seats. All dates and times will be scheduled according to the member's rank (based on July 1 priority points).

Additional donations may be required for certain sections in the coliseum and are subject to change each year. Any additional donations required will be assessed during seat selection and must be paid in full prior to December 31.

Active members who wish to purchase available reserved seat chair back seats at Dudy Noble Field may purchase those seats by making a contribution of the dollar amount assigned to each section of the stadium.

THIS APPLIES TO NEW SEAT HOLDERS ONLY.

Any person who currently owns a reserved seat in the baseball stadium will retain the rights to their current seats. When a seat is not renewed, it becomes the property of the Bulldog Club and may be reassigned, in rank order, to members who are on the Baseball Seat Waiting List, provided the appropriate per-seat contribution is made. To be added to the Baseball Seat Waiting List, please contact the Bulldog Club Office. The seating obligation for baseball seats will be in addition to any other seats a donor purchases for other sports. As with football, the gift for baseball seats will be factored into a donor's giving both as a current annual gift as well as lifetime giving and will affect seating locations for men's basketball as well as parking assignments.

All Bulldog Club seats will be assigned in strict accordance to the Bulldog Club Priority Point System. Please review the Bulldog Club giving levels and the in-priority ticket limits of your giving level (pg. 5). To allow Bulldog Club members the opportunity to improve their seating, Humphrey Coliseum will be reseated according to the priority point system (see pg. 4).

The Bulldog Club's Priority Point System determines a member's rank. The system takes into account four different factors:
1) current Bulldog Club annual giving, 2) number of **consecutive** years of contributing 3) cumulative contributions to the Bulldog Club over a member's lifetime and 4) Season Tickets purchased for football, men's and women's basketball and baseball during the current year.

Bulldog Club members who request to sit together must coordinate their group needs so that all ticket applications are *submitted together* as a group by the priority deadline. The ticket location will be based on the least ranked member of the group. The Bulldog Club is not responsible for accommodating seating requests that are not submitted together.

One does not need to be a donor to purchase season or individual game tickets for football, although, we hope every season ticket holder will join the Bulldog Club at a minimum of \$100.

Being a donor does not guarantee the right to purchase season basketball tickets. Your request will be filled based on Bulldog Club priority. We may not be able to fill all orders. Filling all orders is subject to ticket availability.

Post-season ticketing (bowl tickets, SEC, NCAA or NIT Tournaments) will be assigned in strict accordance with the Bulldog Club priority points system.

BASKETBALL SELECT-A-SEAT

Active Bulldog Club members ranked in the top 2,000 who order basketball season tickets by the priority deadline will be invited to Humphrey Coliseum in September to personally select their seats for the basketball season. The dates, times, and other specifics will be mailed to Bulldog Club members who order basketball season tickets by the priority order deadline. All qualifying Bulldog Club members ranked in the top 2,000 will be given a specific time in which they (or their representative) can come and select their seats. All donors' appointments will be scheduled in rank order. Additional donations may be required for certain sections in the coliseum and are subject to change each year.

Required Bulldog Club contributions for establishing priority to purchase season tickets

BULLDOG CLUB GIVING LEVELS AND PRIORITY TICKET/PARKING LIMITS

GIVING LEVEL	MINIMUM GIFT (Based on Availability)	MAXIMUM PRIORITY SEASON TICKETS/PARKING*
BULLDOG	\$100	4 Football Season Tickets 2 Basketball Season Tickets
TEAMMATE	\$600	6 Football Season Tickets 2 Basketball Season Tickets
STATE CLUB	\$1,600	8 Football Season Tickets 4 Basketball Season Tickets
COACHES CIRCLE	\$3,000	10 Football Season Tickets 4 Basketball Season Tickets
MAROON/WHITE	\$5,000	10 Football Season Tickets 6 Basketball Season Tickets
SCHOLARSHIP LEVEL	\$12,000 & Above	10 Football Season Tickets 8 Basketball Season Tickets

ENDOWED SCHOLARSHIP - Contact Bulldog Club

Each Bulldog Club member may claim an 80% tax deduction on your donation for priority seating. Any other tax questions should be directed to your tax advisor. Members are also eligible for additional benefits as listed on the chart on page

Tickets and parking costs are in addition to Bulldog Club contributions.

Ticket Limits extend to the 100 and 200 levels and sections C, D and E on the west side. Members may purchase any number of seats in additional areas provided the appropriate donation is made.





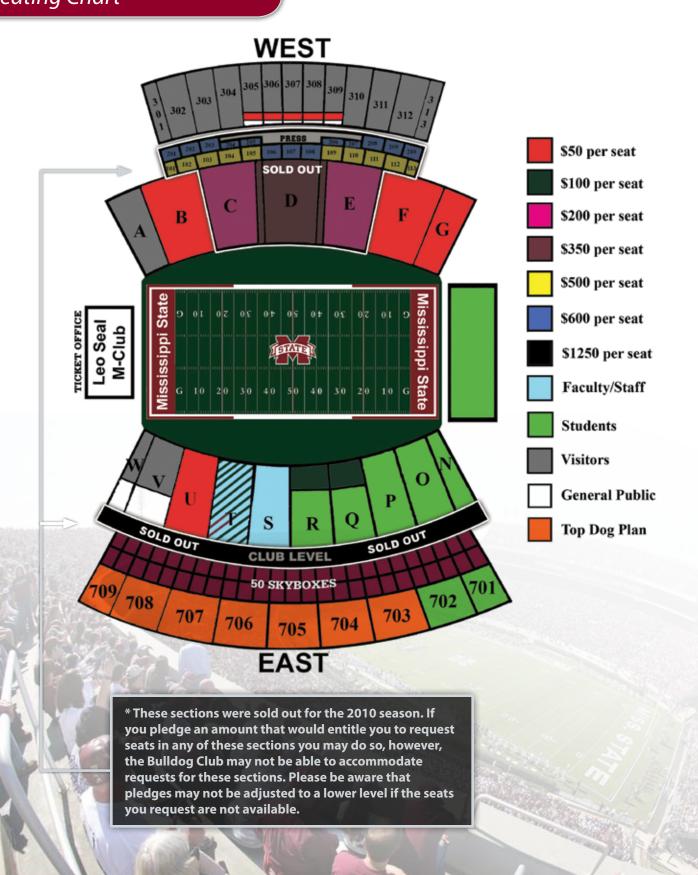






^{*} Members may order a maximum of 1 priority parking pass for each set of 4 season tickets.

Davis Wade Stadium *Seating Chart*



This seating chart applies to the 2010 season. Subject to change for future seasons. Seating charts can be viewed online at mstateathletics.com.

PARKING

Bulldog Club members who purchase football and basketball season tickets will have their parking assigned in strict accordance with the Bulldog Club Priority Point System.

Each Bulldog Club member will be allowed to purchase no more than one priority parking pass for each set of four (4) season tickets in each sport. If you purchase 1 through 4 season tickets, you may purchase 1 priority parking pass as a Bulldog Club member regardless of your current donation. Purchasing 5 to 8 season tickets enables you to purchase 2 priority parking passes provided you are at least in the Teammate division and if you order more than 8 season tickets, then you are eligible to purchase 3 priority parking passes if you are Coaches Circle or above. Additional parking passes may be purchased outside of a member's priority based on availability. All parking car parking passes are presumed to be purchased for regular passenger vehicles. If you are planning on attending a game in a multi-passenger vehicle larger than a standard passenger vehicle, please contact the Bulldog Club Office to make arrangements.

All donors purchasing football season tickets will be asked to list their top five parking lot preferences on the back of their applications and every effort will be made to match your parking assignment with your request. If none of your requests are available, the Bulldog Club will assign you as close as possible to your requested lots. Each request is addressed in strict priority order and will be filled in the closest available lot to the one you request and no donor is guaranteed a space in a specific lot.

If you wish to purchase a reserved handicapped lot permit, you must also have a state-issued handicapped parking placard and you must indicate your preference of handicapped lots with your order.

Donors at the SCHOLARSHIP LEVEL (\$12,000 and above) who qualify for and order three football parking passes can have all three passes assigned together as well as their basketball parking passes assigned together. Donors at the MAROON/WHITE (\$5,000) and COACHES CIRCLE (\$3,000) giving levels can have up to two football parking passes assigned together. Donors at the STATE CLUB (\$1,600) and TEAMMATE (\$600) giving levels who qualify to order two football passes can have them assigned together if they choose.

Bulldog Club members who request to park together must coordinate their group needs so that all applications are submitted together as a group by the priority order deadline. The parking location will be based on the lowest-ranked member in the group.

There are a limited number of reserved RV parking spaces available for football, basketball and baseball seasons. All reserved hook up spaces require a minimum Bulldog Club contribution at the STATE CLUB (\$1,600) level or higher, in addition to the parking fee. Other reserved RV spots (non-hook up) require that the season ticket holder be an active Bulldog Club member and pay the parking fee.

There will be a separate pass for each season (football, basketball and basketball) and RV's are not permitted to remain on campus after events are over.

Donors who have "5th Wheel" RV's must have a second pass for their tow vehicle.

Donors with a hook-up spot who wish to use the spot for men's basketball must have their RV in the lot no later than 2 hours prior to tip-off time and if they wish to bring a second vehicle to their RV, must have a separate parking pass for that vehicle.

ENDOWED SCHOLAR DONORS

Donors to the Bulldog Club's Endowed Scholar Program will continue to receive football tickets in their current locations. However, there are limits to the number of tickets they will receive. The limits are based on the total amount of the Endowed Scholarship.

	Football	Basketbal
\$20,000 - \$49,999	4	4
\$50,000 - \$99,999	6	6
\$100,000 - \$249,999	10	8
\$250,000 and above	12	12

All Endowed Scholarship donors can purchase up to four (4) additional football season tickets (with their allotted priority tickets) at the per seat contribution in their selected section. Endowed Scholarship donors who qualify for less than eight (8) basketball tickets may purchase additional tickets (but no more than 8 total) provided they make an annual contribution qualifying them for the number they are requesting. New Endowed Scholarships must be funded at a minimum level of \$100,000, to be paid in full over a period of no more than 5 years. While in the process of paying an Endowment, a donor is entitled to the benefits that accompany the amount of their payment.





BULLDOG CLUB GIVING

Bulldog Club contributions may be made immediately or by pledge to be paid at the donor's discretion during the membership year (January 1-December 31). Pledges will receive annual giving credit if received by April 1 of the current giving year.

If a donor does not fulfill his/her Bulldog Club pledge, he/ she will not receive any credit for subsequent pledges until the original pledge is paid in full. If it remains unpaid, the donor will be considered "inactive" and will not have priority on available season or post season tickets. Furthermore, the donor will not be allowed to donate to a future membership year or order priority tickets until the previous pledge is paid. Once the pledge is fulfilled, the donor may then contribute to the current fund drive. Subsequent contributions MAY NOT be in the form of a pledge; rather, they must be paid in full up front. Should these conditions be met, a donor may resume the normal pledge process the following year.

Pledge payments and donations may only be made by the donor/spouse whose name(s) appear on the account. Gifts to the Bulldog Club are non-refundable.

Ticket payments and donations cannot be combined in one check.

One does not need to be a donor to purchase season or individual tickets for football. There currently are non-donor seating areas in Davis Wade Stadium. Additionally, the Maroon Plan and the Family Plan do not require a contribution.

METHODS OF GIVING

As a Bulldog supporter you have many gift options to help achieve your goal of assisting Mississippi State's student-athletes, including:

CASH is the easiest gift to value for tax purposes (i.e., checks, cash, credit cards).

APPRECIATED ASSETS include stocks, bonds, mutual funds and real property.

MATCHING GIFTS are offered by many corporations for their employees' support of education. Contact your human resources office, as policies affecting qualifying gifts vary from company to company. Please be aware that companies establish matching gift guidelines and reserve the right to modify, revise and even discontinue the program. The gift policy of a company may change each year. To be eligible, a matching gift form must accompany each payment and your check must be made out to MSU FOUNDATION.

GIFTS-IN-KIND are gifts that directly offset Athletic Department expenses and are accepted on a limited basis. All gifts-in-kind must be pre-approved.

DEFERRED GIFTS (gift annuities, charitable remainder trusts, will bequests and trust provisions and charitable lead trusts) enable loyal Bulldogs to make a larger investment in the future of Mississippi State student-athletes. Some of these gifts can provide you with current income. Often deferred gifts qualify you for an income tax deduction and preferential capital gains tax treatment. In an effort to recognize those members who make an irrevocable deferred gift that will benefit the Bulldog Club in the future, priority points will be added to a member's cumulative contributions area based on several factors. Please contact the Bulldog Club for more information.

REAL PROPERTY Gifts of Real Property may be made to the Bulldog Club through the MSU Development Foundation. Gifts of Real Property will count toward priority points once the proceeds from the gift are received by the Bulldog Club. For more information on the MSU Development Foundation's policies and procedures for accepting real property, please contact the Bulldog Club Office.

INSURANCE Insurance gifts may be made to The Bulldog Club. However, insurance gifts do not count toward either current or lifetime contributions and will not be used to calculate priority point totals and do not qualify for priority seating benefits.

What is the Priority Point System?

The Bulldog Club Priority Point System utilizes four different factors:

- CURRENT ANNUAL GIVING
- NUMBER OF CONSECUTIVE YEARS OF CONTRIBUTING
- CUMULATIVE CONTRIBUTIONS
- SEASON TICKET PURCHASES DURING PREVIOUS YEAR

Current annual giving is the most important factor in the Priority Point System. It is weighted more because the current year's scholarship costs are paid with these annual funds, which are crucial to the success of the Bulldog Club's main purpose - to fund scholarships for student-athletes. The number of consecutive years of contributing and total cumulative contributions relate to loyalty to the Bulldog Club and Mississippi State Athletics. Additional gifts to the Mississippi State University Foundation are encouraged, but will not be calculated into the priority point totals.

CURRENT ANNUAL GIVING receives 12 points per \$1,000 (.012 per dollar). Only dollars contributed in the current year count in this category. When any portion of a current year pledge is paid, a donor accrues lifetime points for the amount of that donation.

CONSECUTIVE YEARS OF GIVING receives one (1) point for every year of consecutive giving. For each additional consecutive decade of active membership in The Bulldog Club 0.5 extra points are awarded. This factor treats all donors the same, regardless of giving level. For example: a donor who has been active for 20 consecutive years would receive 10 points for years 1-10 and 15 points for the second decade (1.5 points for years 11- 20).

The key word is consecutive. If a donor first contributed in 1990, did not make a Bulldog Club contribution from 1991 to 1995 and contributed again in 1996, the consecutive years of giving would begin in 1996.

The *CUMULATIVE CONTRIBUTION* factor receives eight points per \$1,000 (.008 per dollar) given over a donor's lifetime to the Bulldog Club. All contributions factor, even if the consecutive years string was broken at some point.

ADDITIONAL ANNUAL POINTS CREDIT will be added for:

- 1. Buying season tickets for football, men's basketball, women's basketball or baseball. One point per season ticket (maximum of 10 points per sport, per year) will be credited.
- 2. Serving as a Bulldog Club Fund Drive volunteer. Bulldog Club volunteer fund drive workers will be eligible to earn bonus points for their performance as a volunteer. For more information on becoming a Bulldog Club Volunteer, please contact the Bulldog Club.
- 3. Active M-Club Alumni members will receive 1 additional priority point each year.



THE BULLDOG CLUB, INC. SCHOLARSHIP SEATING PROGRAM FREQUENTLY ASKED QUESTIONS

What is the purpose of The Bulldog Club Scholarship Seating Program?

The Bulldog Club must meet the increasing scholarship costs and related educational expenses of more than 300 student-athletes. Providing the resources for our student-athletes' progress toward a degree and their personal development is our top priority.

Is the per-seat contribution for football season tickets in addition to my annual Bulldog Club gift?

No. The number of football tickets you buy and their location will determine your base giving level. For example: if you select four seats in section D, your minimum Bulldog Club contribution will be $$1,400 (4 \times $350)$. If you select eight seats in the Option Seat Section 107, your minimum Bulldog Club contribution will be $$4,800 (8 \times $600)$.

What if I make a donation for seats in a specific section and they are not available and I am seated in a section that requires a lower donation?

We encourage all members to make their gifts according to their desired ticket locations, however, the Bulldog Club does not refund donations. Your current pledge and/or gift is factored into your priority point total which determines the order in which your seats are assigned, therefore it cannot be changed after seat assignments. All pledges must be completely fulfilled by December 31, of each year.

Do you have to be a Bulldog Club member to purchase tickets? While we encourage all alumni, fans and friends to join the Bulldog Club, currently there are football tickets available to the general public in non-priority areas. Basketball season tickets are subject to availability each year.

What if I want to change my football seating location?

Donors must request seating changes on their ticket application, which is due by the June 1 deadline for football and August 25 for basketball. All seating changes will be considered in priority rank order.



Are there accommodations for those with disabilities?

There are designated parking lots, as well as available seats in both Davis Wade Stadium and The Humphrey Coliseum for persons with disabilities. These do not require a gift to the Bulldog Club, but as for all ticketed athletic events, anyone attending must have a valid ticket in order to enter a facility.

Will I get to retain my Legacy Seats in the Coliseum?

Bulldog Club members who had held season tickets in the lower level of the Humphrey Coliseum for 15 or more consecutive years were offered an opportunity to sit in the Legacy Section for a period of 5 years provided they maintain an active Bulldog Club membership. The 2010-2011 season will be year 5 of that commitment.

Are skybox payments calculated into priority point totals? Skybox payments are calculated into a donor's lifetime giving totals however, they do not count as a current annual gift. Each football skybox owner of record will be eligible to purchase four (4) men's basketball season tickets at their priority rank. Each baseball skybox owner holder of record will be eligible for two (2) men's basketball season tickets at their priority rank. Under no circumstances will more than one member be eligible to purchase men's basketball season tickets because they are sharing the cost of a football or baseball skybox. No member may purchase more than 8 basketball season tickets at their priority.

Can I transfer my membership to my spouse and/or children?

The Bulldog Club will allow a one time transfer for each active account. Once an account has become inactive it may not be transferred. When the person to whom the lifetime giving totals and priority points have been transferred is no longer an active member, that account becomes permanently inactive.

Does paying my pledge earlier in the year help me accumulate more points?

Yes. Bulldog Club policy allows you to make a pledge that can be paid at any point in the calendar year. However, when any portion of your pledge is paid, you accumulate lifetime giving points for the amount of your payment. These points will affect your rank. For example, if you pledge \$1000 you receive current year points for \$1000 regardless of when you pay off your pledge ($$1000 \times .012 = 12$). However, if you pay your pledge off in quarterly installments, you receive an additional 2 points with each payment ($$250 \times .008 = 2$).



TATE BULLDOG CLUB

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ISSISSIPPI STATE BULLDOG CLUB

P.O. Box BT • Mississippi State, MS 39762 • 662-325-3074 (Tax ID# 51-0163622)

BULLDOG

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ISSIPPI STATE BULLDOG CLUB

P.O. Box BT • Mississippi State, MS 39762 • 662-325-3074 (Tax ID# 51-0163622)

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Please Make All Checks Payable to The Bulldog Club		

All pledges must be received by **APRIL 1** in order to qualify for priority season tickets for football.

Amount of this Pledge Company Matching Gift **\$** Company Name_

TOTAL PLEDGE



The Bulldog Club, Incorporated

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