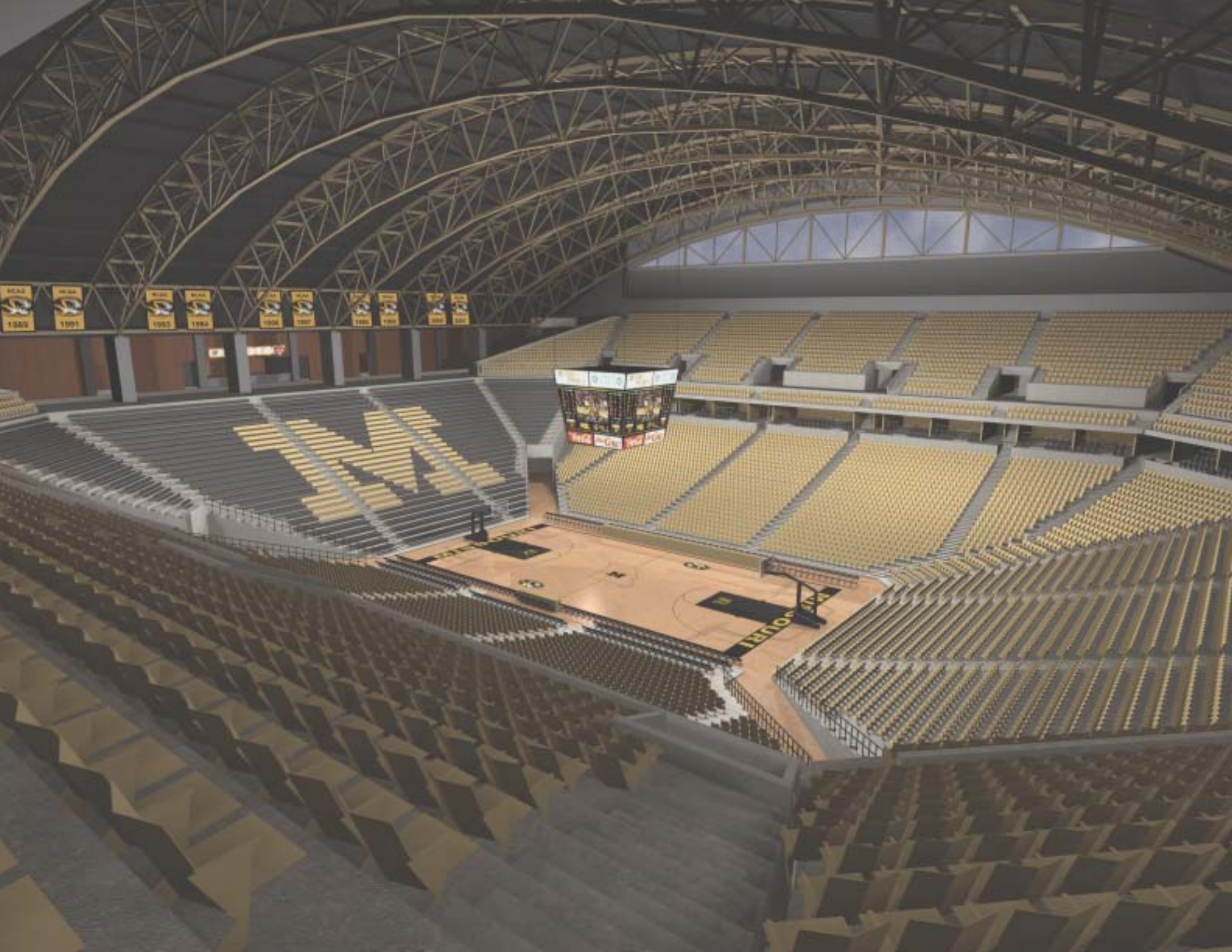




*A New Era in Mizzou Basketball*





## Welcome from the Director of Athletics



Dear Tiger Fans,

Thank you for your loyal support of the University of Missouri Department of Athletics and the Tiger Scholarship Fund. Your generosity provides the resources to build championship programs and develop our student-athletes into championship-caliber people on and off the playing fields. The rewards of my job are filled with intangibles: The smile of a student-athlete graduating after achieving academic success; the pride in a young person's voice when they accept a scholarship offer; and the distinct feeling of game-day at Mizzou.

This past year, Mizzou student-athletes succeeded in breaking records on and off the field. For the first time ever, Missouri recorded a 72% graduation rate for student-athletes, topping all other schools in the Big 12 Conference. More than 280 student-athletes made the Dean's List and 52 of them recorded a 4.0 grade point average. While our student-athletes scaled academic heights like never before, they also competed at a higher level and achieved national success. This past year, 17 Tiger Teams competed in post-season NCAA competition, including an appearance in the 2nd round by the men's basketball team.

Some of the competitive achievements can be directly attributed to the Sports Park at Mizzou. The new facilities built during the past few years have made Mizzou an even more appealing choice for the best and brightest student-athletes in Missouri and throughout the nation. Two new additions have been made to the landscape of the Sports Park in the past year—the Green Tennis Center and the Pedestrian Overpass between the Tom Taylor Complex and Memorial Stadium.

The Missouri Basketball Arena, the centerpiece of the Sports Park, will soon begin to rise just south of the Hearn Center and Faurot Field. It will be the finest on-campus collegiate basketball facility in the country, an arena that all Tigers will be proud to call "home." We believe its presence will allow us to continue recruiting outstanding student-athletes to the University of Missouri.

We hope you look forward to its opening in October 2004 and will consider becoming a season ticket holder in this beautiful facility. Details about how you can obtain season tickets and other benefits are outlined in the following pages. Thank you again for your support of the University of Missouri and Intercollegiate Athletics. Go Tigers!

Sincerely,

A handwritten signature in black ink, appearing to read "Michael F. Alden". The signature is fluid and cursive, written on a light-colored background.

Michael F. Alden  
Director of Athletics





## Champions for Life Capital Campaign

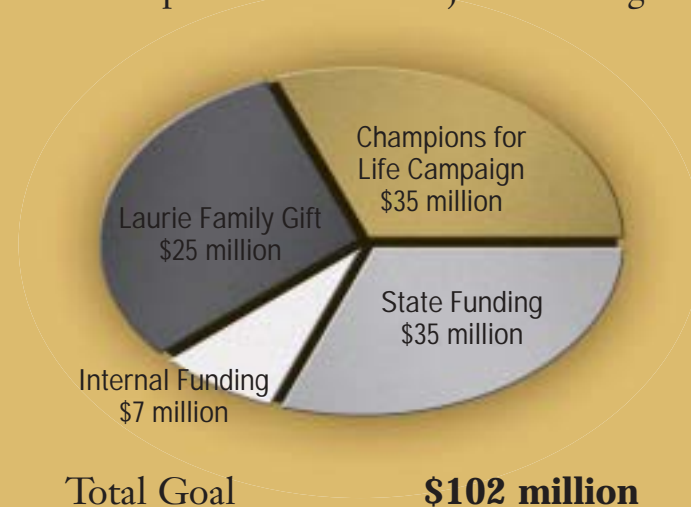
The primary goal of the Champions for Life Capital Campaign is to provide championship-level resources to attract the best student-athletes in the nation. Reaching our campaign goal will allow the University of Missouri to create and maintain top-notch facilities and provide scholarship opportunities for Mizzou student-athletes. This current campaign will also allow Mizzou to maintain its status as one of the elite universities in the nation and help our student-athletes continue to earn degrees while competing at the highest level of collegiate athletics.

This brochure will outline for you the commitment of the Department of Athletics to achieve excellence both on and off the field for our sports teams and student-athletes. As you will see, the Missouri Basketball Arena is an integral component of the Champions for Life Capital Campaign. Other projects include increasing the athletic scholarship endowment by more than 30%, expanding the Tom Taylor building, renovating the Hearnes Center and partnering with the university to construct a new Aquatics Center and Student Recreation facility.

At the center of these efforts are people like you who believe in the fundamental goal of Champions for Life—developing our student-athletes into championship people for the rest of their lives. Champions for Life will lead to a unique era of Missouri Tiger Athletics. Contributors of at least \$25,000 to the campaign will have the first opportunity to select their priority seating location in the Missouri Basketball Arena.

Missouri Basketball Arena Construction	\$75M
Tom Taylor Renovation	\$8M
Hearnes Center Renovation	\$5M
Green Tennis Center Construction	\$2M
Aquatics Center Construction	\$2M
Scholarship Endowment Enhancement	\$10M
<b>Total:</b>	<b>\$102M</b>

## Champions for Life Project Funding



Thank you for your support. For more information, call the TSF office at (573) 882-0704.

# Missouri Basketball Arena Facts



## PROJECT OVERVIEW

- Construction Site—South of Hearn Center and Memorial Stadium
- Size of Arena—325,000 Square Feet
- Total Project Cost—\$75 Million
- Student Seating—Dedicated section behind the west basket
- Accessible Accommodations—Will meet or exceed all ADA requirements for seating and access
- Office Space—Men’s and Women’s Basketball, Athletics Administration, and Building Operations
- Player Development Facilities for Men’s and Women’s Basketball—Locker rooms, weight room, equipment room, practice gym and video classrooms
- Hall of Fame Lobby Area—Will showcase MU’s Athletic Hall of Fame and other Tiger Basketball traditions
- Concert and Outside Event Support Facilities—Lighting and state of the art sound system
- Spectator Amenities and Support Facilities—Hospitality room, enhanced restroom and concessions areas, ticket office

## FACILITY COMPARISON

	HEARNES CENTER	MISSOURI BASKETBALL ARENA
Seating Capacity	13,611	15,000
Percent lower bowl seats	37%	60%
Average annual donation for lower bowl seats	\$1,388	\$816
Number of lower bowl seats between the baselines	2,066	4,331
Number of priority seats with an annual donation of \$250 per seat or less	959	4,205
Number of non-priority seats	2,700	2,813
Private Suites	0	25
Club Seats	0	1,000
Floor Seats	32	52
Loge Seats	0	80





## Missouri Basketball Arena Seating Plan

### TIGER SCHOLARSHIP FUND (TSF) PRIORITY POINT SYSTEM:

The TSF point system is used to determine priority when allocating all season ticket upgrades, priority parking, ticket allocations for away football games, MU vs. Illinois football and basketball games, Big 12 basketball tournament, postseason competitions, and other special events.

- 1 point for every \$100 donated to Mizzou Athletics (based on lifetime contributions)
- 2 points for every consecutive year you have purchased season tickets for football or men's basketball
- 3 points for every consecutive year you have been a member of the Tiger Scholarship Fund

The TSF Priority Point System will be used to assign seats in the Missouri Basketball Arena in two groups. First, anyone making a Leadership Gift (\$25,000 or higher) to the Champions for Life Capital Campaign will be assigned according to their TSF basketball priority point total in the Leadership Group. Second, all other donors and season ticket holders will be assigned according to their TSF basketball priority point total. (note: a person's rank is determined by their total basketball priority points. Ex: the person with the most TSF basketball points in the priority point system is donor rank #1)

### PER SEAT CAPITAL CAMPAIGN GIFT:

The Tiger Scholarship Fund will require season ticket holders in areas 1-7 in the Missouri Basketball Arena to make a one-time Per Seat Capital Campaign Gift. This gift will assist the Department of Athletics fund renovations to the Sports Park at MU and can be paid out over a three-year period. The amount of the Per Seat Capital Campaign Gift is in addition to the annual TSF Gift required for each section. Anyone contributing a Leadership Gift (\$25,000 or higher) will not be required to make an additional per seat gift.

Thank you for your support. For more information, call the TSF office at (573) 882-0704.

# Terms

## How do I get Seats?/Glossary of Terms

- Step 1** Fill out the "Letter of Intent" on page 17 and mail it into the TSF office.
- Step 2** Familiarize yourself with the Missouri Basketball Arena seating chart and corresponding donation levels in preparation for Select-A-Seat Event.
- Step 3** The TSF office will notify you of having received your application.
- Step 4** January 31, 2004 the TSF office will run basketball priority point totals in the Campaign Leadership Group and the Tiger Scholarship Fund Group to determine rank order for the Select-A-Seat Event.
- Step 5** March, 2004 the TSF office will mail you an appointment time for you to attend the Select-A-Seat Event.
- Step 6** Once you have received your appointment time, RSVP to the TSF office letting them know you plan on attending the Select-A-Seat Event to make your decision personally. (note: if you are unable to attend, the TSF office will be happy to make your selection for you in rank order based on criteria that you set for seat selection)
- Step 7** Choose your seats for the 2004-05 Tiger Basketball season at the Select-A-Seat Event.
- Step 8** Fall 2004 make payment for your season basketball tickets.
- Step 9** The Athletic Ticket Office will mail your basketball season tickets.
- Step 10** Tip-Off!

**ANNUAL TSF PER SEAT GIFT:** The Tiger Scholarship Fund currently uses a giving system that requires fans to make an annual contribution for the benefit of purchasing tickets to Mizzou sporting events such as football and men's basketball. The minimum gift level required is based on the number of tickets someone would like to purchase in a particular section. (Ex. If a person wants to buy four tickets in a section that requires a \$1,000 per seat annual gift, then their total minimum annual contribution would be \$4,000, plus the price of the tickets.)

**PRIORITY POINTS:** The TSF awards donors with points that are accrued in their account each year. Donors receive one point for every \$100 donated to the TSF, two points for each consecutive year someone purchases season tickets in football or men's basketball, and three points for every consecutive year they have been a member of the TSF.

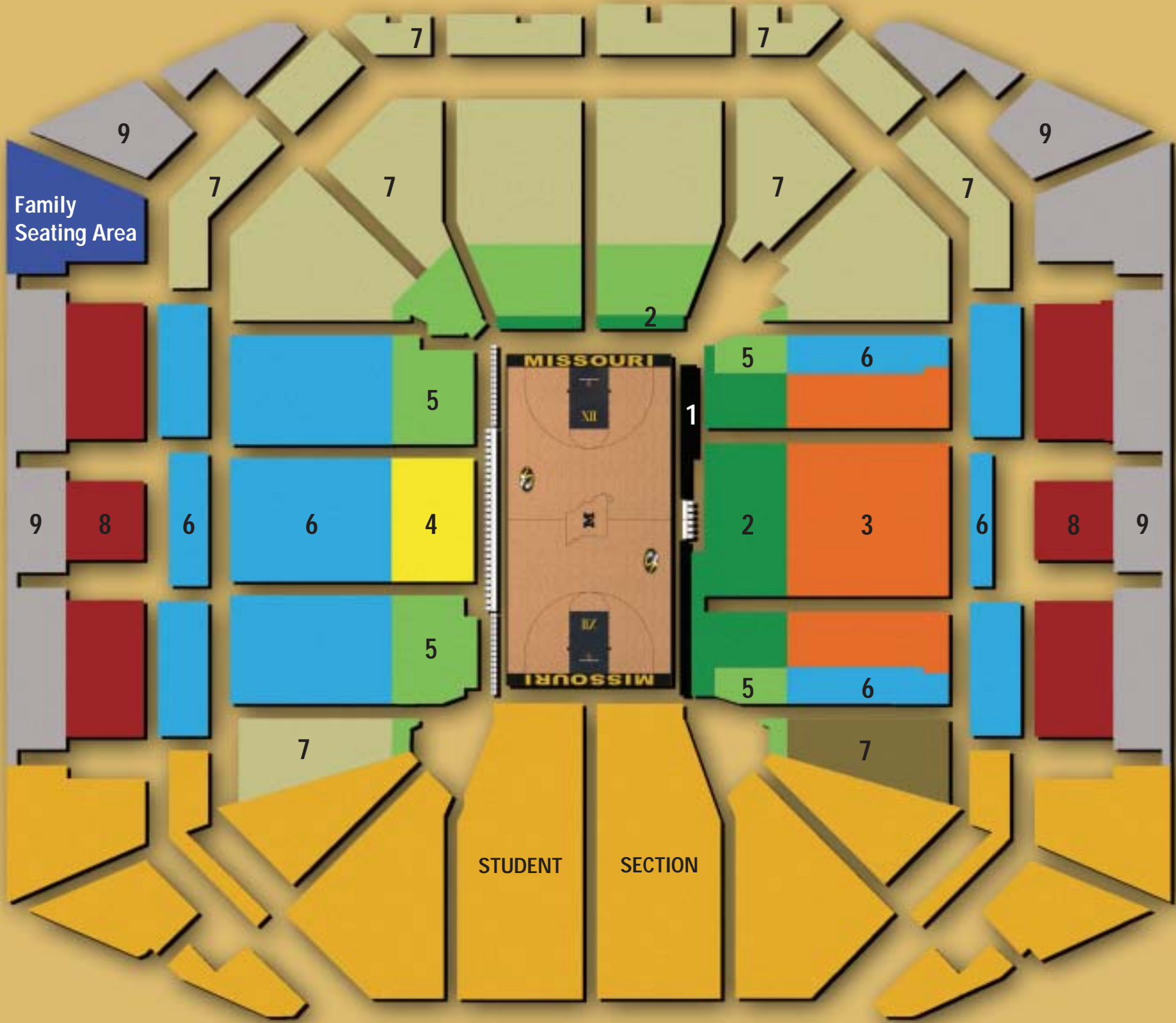
**RANK:** Based on the number of basketball priority points accrued by each TSF donor, the contributor with the most points in the priority point system is donor rank #1 compared to all other donors.

**CHAMPIONS FOR LIFE LEADERSHIP GIFT:** Any gift pledge to the Champions For Life Capital Campaign of \$25,000 or more that can be paid out over a five-year period. Contributors will have the opportunity to select seats in the Leadership Group Category.

**PER SEAT CAPITAL CAMPAIGN GIFT:** A minimum per seat campaign pledge that will be required to purchase seats in the Missouri Basketball Arena. The one-time donation may be paid out in a three-year pledge and will apply to areas 1-7 on the seating chart.

**SELECT-A-SEAT EVENT:** The time in which season ticket holders will hand pick their seats in the Missouri Basketball Arena using the digital animation from Event Seats.





Family Seating Area

MISSOURI

MISSOURI

STUDENT SECTION

7

7

9

9

7

7

7

7

2

5

5

6

9

8

6

6

4

1

2

3

6

8

9

5

5

6

7

7

## Seating/Giving Levels/Select-A-Seat



	Champions for Life Campaign gift per seat	Annual TSF gift per seat
 Area 1 Floor Seats	Leadership Gift	\$5,000
 Area 2 Club Seats	Leadership Gift	\$2,500
 Area 3 Club Seats	\$1,000	\$2,000
 Area 4	\$1,000	\$2,000
 Area 5	\$750	\$1,500
 Area 6	\$500	\$750
 Area 7	\$125	\$250
 Faculty/Staff Seating Area	No donation required	\$250
 Area 8	No donation required	\$125
 Area 9	No donation required	No donation required
 Family Seating Area	No donation required	No donation required

\*Accessible seats available in all areas.

### SELECT-A-SEAT

Every person who would like to purchase season tickets in the Missouri Basketball Arena will have the opportunity to personally select their seats at a "Select-A-Seat" event in Spring 2004.

The University of Missouri Athletic Department has partnered with Fearless Eye/Event Seats in conjunction with architects cdfm<sup>2</sup> and HOK to develop software that simulates seating views in the Missouri Basketball Arena. Though the arena will not be completely finished, you will be able to view a digital rendering of the court and your surroundings from various areas in the arena using this software. Mizzou will be the first collegiate team to use this technology.

Once you have notified us that you are interested in obtaining seats in the Missouri Basketball Arena, we will mail you an appointment time for you to attend the Select-A-Seat Event and choose your seats in the Missouri Basketball Arena based on your TSF donor rank.



# Personal

## Club Seating



The Club Seating Area will feature over 1,000 seats, including 52 floor seats opposite the team benches in the Missouri Basketball Arena. Each seat will be a wider, padded version of what is available throughout the rest of the general seating areas. This section will have access to the private club area located on the premium concourse level, using a private entrance and enjoying the comfort of adjacent parking. Anyone interested in obtaining Club or Floor Seats should contact the TSF office at (573) 882-0704.



Thank you for your support. For more information, call the TSF office at (573) 882-0704.

# Private

## Loge Boxes



After visiting over 30 different sports arenas, the University of Missouri chose a number of features and amenities it felt made each arena special. All the special features of each arena were combined to create the Missouri Basketball Arena. One of those features was the concept of Loge Boxes, a smaller, private area to entertain friends and family in the Missouri Basketball Arena that will have access to their own private lounge on the premium concourse level. There are a total of 15 Loge Boxes ranging from 4 to 6 seats each and priced according to size. Loge boxes will enjoy similar amenities to full suites such as a private entrance, adjacent parking and personal catering options. Anyone interested in obtaining a Loge Box should contact the TSF office at (573) 882-0704 for more information.

# Premium

## Private Suites



There are 25 Private Suites in the Missouri Basketball Arena with seating capacities ranging from 13 to 20 seats each. Suite prices vary depending on the size and number of seats. In addition to a private entrance and adjacent parking, all suites will have access to the private club lounge on the premium concourse level, and will enjoy a number of personal catering options. Anyone interested in obtaining a suite should contact the TSF office at (573) 882-0704 for more information.







## Specialty Seating

### DESIGNED TO MEET THE NEEDS OF ALL MIZZOU FANS

With the help of cdfm<sup>2</sup>, HOK and members of the Mizzou family, the department of athletics has taken specific and deliberate steps to provide accessible seating for Tiger fans. There will be accessible seats in the Missouri Basketball Arena available in all seating areas including premium seating. These numbers will meet all requirements set by the Americans with Disabilities Act.

The University of Missouri would like to encourage those in need of accessible seating to please contact the TSF office and inform us of your intentions to purchase seating in the Missouri Basketball Arena. Anyone interested should follow the procedures and guidelines outlined in this brochure to obtain seats.

For the first time ever, the Mizzou Athletics Department has reserved an area in the Missouri Basketball Arena specifically for members of the MU Faculty and Staff. These seats will be available and assigned according to TSF Basketball Priority Point Rank. Please refer to the chart on pages 6-7 or call the TSF office for more information regarding Faculty/Staff seating benefits.



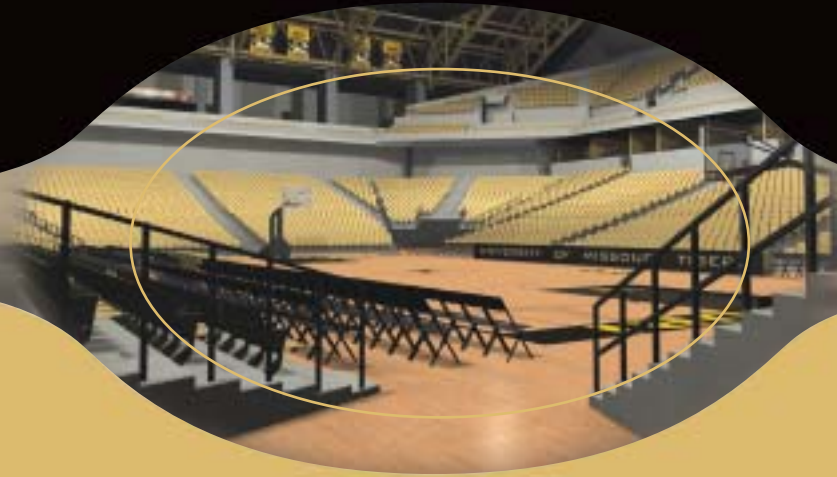
Thank you for your support. For more information, call the TSF office at (573) 882-0704.

## Time Line



- |                         |   |
|-------------------------|---|
| <b>SUMMER 2003</b>      | Receive Missouri Basketball Arena seating brochure  |
| <b>FALL 2003</b>        | Fill out "Letter of Intent" and mail it back to the TSF office<br>Familiarize yourself with the Missouri Basketball Arena seating chart and corresponding donation levels in preparation for Select-A-Seat Event. |
| <b>JANUARY 31, 2004</b> | TSF basketball priority points will be run to determine rank for Select-A-Seat Event<br>Deadline for all annual gifts and capital campaign pledges to count toward basketball priority point total                |
| <b>MARCH 2004</b>       | TSF will mail out all Select-A-Seat appointment times   |
| <b>APRIL–MAY 2004</b>   | Select-A-Seat Event; finalize minimum annual TSF donation and Per Seat Capital Campaign Gift  |
| <b>AUGUST 2004</b>      | The Athletic Ticket Office will mail out all basketball season ticket order forms   |
| <b>OCTOBER 2004</b>     | The Athletic Ticket Office will mail out all basketball season tickets  |
| <b>NOVEMBER 2004</b>    | Inaugural Game in the Missouri Basketball Arena   |





## Most Frequently Asked Questions

**Q: Why does the Missouri Department of Athletics require fans to contribute to the Tiger Scholarship Fund in order to obtain priority for football and men's basketball seating?**

A: With the increasing level of competition around the country in all sports, many schools have found that revenues generated from ticket sales are simply not enough. Therefore, most Division 1A programs, including Missouri, have adopted a donor priority system that allows fans to make tax deductible gifts to the university; thereby increasing the overall departmental revenue and helping make their program more successful.

**Q: What is the Champions for Life Capital Campaign and how does it differ from the Tiger Scholarship Fund?**

A: The Champions for Life Capital Campaign is a fundraising effort to assist the Department of Athletics in constructing new facilities and growing its scholarship endowment. Total pledges to the campaign may be paid out over a five year period. The Tiger Scholarship Fund is an annual membership that assists the Department of Athletics in paying increasing academic costs. Monies raised through the TSF are separate of those raised through the Capital Campaign.

**Q: If I make a \$50,000 gift to the Champions for Life Capital Campaign, would this qualify me for Tiger Scholarship Fund benefits such as tickets and parking?**

A: Yes, but each seat that you would like to purchase would require an annual donation to the Tiger Scholarship Fund.

**Q: As an alumnus of the University of Missouri, I made a \$1,000 gift to the College of Business. Does this gift make me eligible to receive athletic benefits through the Tiger Scholarship Fund?**

A: No. The Department of Athletics is funded separately from the university. Therefore, only those who make gifts to athletics will receive athletic benefits.

**Q: What is the Tiger Scholarship Fund priority point system?**

A: It is a reward system that allows the Department of Athletics to assign its benefits based on a person's giving history and status as a season ticket holder. The TSF awards donors with points that are accrued in their account each year. Donors receive one point for every \$100 donated to the TSF, two points for each consecutive year someone purchases season tickets in football or men's basketball, and three points for every consecutive year they have been a member of the TSF. The TSF Priority Point system will be used to allocate seats in the Missouri Basketball Arena.

**Q: How is the priority point system used?**

A: The donor in the TSF system with the most points is donor rank #1. The TSF ranks all of our donors and assigns benefits accordingly.

**Q: How will season tickets be assigned in the Missouri Basketball Arena?**

A: The TSF Priority Point System will be used to assign seats in the Missouri Basketball Arena in two groups. Anyone making a Leadership Gift to the Champions for Life Capital Campaign will be assigned according to their basketball priority point rank in the Leadership Group. All other donors and season ticket holders will be assigned according to their TSF basketball priority point rank. (note: a person's rank is determined by their total points. Ex: the person with the most points in the priority point system is donor rank #1)

Thank you for your support. For more information, call the TSF office at (573) 882-0704.

# Questions

**Q: I currently contribute to the Tiger Scholarship Fund at the loyalty giving level for men's basketball season tickets in the Hearnes Center. Will the loyalty giving level still be offered for seating in the Missouri Basketball Arena?**

A: No. Per seat TSF gift levels and per seat campaign gifts will be used as the price-point for the Missouri Basketball Arena. Anyone who is a loyalty giving member has a current point total that will be used to assist the TSF in assigning rank order for seat selection.

**Q: How can I get a parking pass?**

A: Although TSF donors will have priority on receiving season parking permits, minimum parking donation levels have yet to be established.

**Q: What happens if I cannot attend my Select-A-Seat appointment?**

A: You may instruct the members of the TSF office to make your selection for you in your absence. We must have, in writing, the criteria which you would like for us to use in making the best decision for you. You may also make your selection after your assigned date at the next available time-slot. However, by doing this, you will possibly be selecting a less desirable seat than your rank order would provide.

**Q: Will season ticket prices increase significantly for men's basketball in the Missouri Basketball Arena?**

A: The Department of Athletics does not anticipate the need to raise basketball season ticket prices significantly. However, a slight price increase is possible, and the Department of Athletics reserves the right to do so if necessary.

**Q: If I want priority seats in the Missouri Basketball Arena, will I be required to make a gift to the Champions for Life Capital Campaign?**

A: Yes, if you would like seating in areas 1-7 on the seating chart. The TSF will require you to make a per seat campaign gift to the Champions for Life Capital Campaign. This is a one-time pledge that may be paid out over a three year period and is separate from the annual per seat TSF Gift. Leadership Gift contributors are not required to make the one-time per seat gift.

**Q: If I would like to purchase priority seating for football and men's basketball, am I required to make two separate contributions to the Tiger Scholarship Fund?**

A: No. All members of the TSF are eligible to purchase seats in both football and basketball pending availability.

**Q: I have never contributed to the Tiger Scholarship Fund or held basketball season tickets. How can I purchase season tickets in the Missouri Basketball Arena?**

A: Follow the steps outlined in this brochure. Everyone that is interested in becoming a season ticket holder in the Missouri Basketball Arena will have an opportunity to do so.

**Q: How can I get seats with a group of friends?**

A: Please indicate on your "Letter of Intent" at the back of this brochure who you would like to sit with. Note that your Select-A-Seat time will be based on the individual in your group with the lowest basketball priority point total and this could result in you receiving a less favorable selection time. If you would like to discuss this further and/or receive more information, please call the Tiger Scholarship Fund at (573) 882-0704.



## Did You Remember To...

- Make your 2003 TSF donation to begin accumulating Priority Points
- Complete the letter of intent and return to TSF office by January 31, 2004

**Tiger Scholarship Fund  
Department of Athletics  
Box 677/385 Hearnes Center  
Columbia, MO 65205  
Ph: (573) 882-0704  
Fax: (573) 884-1374  
Email: tsf@missouri.edu**

- Check [www.mutigers.com](http://www.mutigers.com) for updated Missouri Basketball Arena seating information



## Letter of Intent

Full Name \_\_\_\_\_

TSF Account # \_\_\_\_\_ (if you are not a current donor, this is not applicable)

Home Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Home Phone \_\_\_\_\_

Bus. Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Bus. Phone \_\_\_\_\_

Email \_\_\_\_\_

MU Faculty/Staff (Full Time) \_\_\_\_ Yes \_\_\_\_ No

\_\_\_\_ I am interested in learning how to increase my TSF basketball priority point total to help my overall seating rank

Please Check one of the following:

\_\_\_\_ I would like to purchase \_\_\_\_\_ tickets in the Missouri Basketball Arena and would like to be assigned an appointment time during the Select-A-Seat Event to choose my seat location

\_\_\_\_ I would like to purchase \_\_\_\_\_ tickets in the Missouri Basketball Arena, but would like for the TSF office to select my seats for me based on my current rank and using the following criteria:

\_\_\_\_\_  
\_\_\_\_\_

I understand that seats assignments will be based on my TSF basketball priority point total and there is no guarantee that seats will be available when I am scheduled to make my selection. TSF staff members will do their best to notify me should this occur.

\_\_\_\_\_  
(Signature)



# Meet

The University of Missouri Department of Athletics will be coming to the following towns to host informational sessions to discuss the seating plan for the Missouri Basketball Arena as well as answer questions about how to get seats for the 2004-2005 basketball season. This will be a great no obligation opportunity for you to bring friends who have interest in Mizzou Basketball to learn more about season tickets for upcoming seasons.

COLUMBIA  
JEFFERSON CITY  
KANSAS CITY  
LAKE OF THE OZARKS  
SPRINGFIELD  
ST. LOUIS  
OTHER CITIES THROUGHOUT  
THE STATE AS NEEDED.

Please watch your mailbox and check [www.mutigers.com](http://www.mutigers.com) for the dates and times of these events coming in the Fall of 2003.



Fold along this line, tape closed



Tiger Scholarship Fund  
Department of Athletics  
Box 677/385 Hearnes Center  
Columbia, MO 65205

Affix  
stamp  
here



MISSOURI  
BASKETBALL  
ARENA

***MIZZOU***  ***ON THE MOVE***



University of Missouri Champions for Life

Tiger Scholarship Fund Office • Box 677/385 Hearnes Center • Columbia, Missouri 65205

