



CREIGHTON

TM

2025-26 MEN'S BASKETBALL GUIDE



MISSION:
*Creighton University
Athletics is committed
to providing a distinctive
student-athlete experience
that develops leaders
of character through
academic achievement,
competitive excellence, &
community engagement.*

DEAR BLUEJAY NATION,

I want to thank you for your support of Creighton athletics and our men's basketball program. You have been very instrumental in our success. We appreciate your passion, engagement, and commitment. And I trust that your experience at our men's basketball games is one filled with exciting moments, meaningful and respectful interactions with fellow fans and supporters, and of course, many Bluejay victories!

The 2024-25 men's basketball season was yet another season where we were not only one of the best teams in the BIG EAST conference, but all of college basketball. The team finished with a 25-11 overall record, a 15-5 (2nd) Big East regular-season record, and advanced to the second round of the NCAA tournament. Our 15 conference wins matched its most as a member of any league, as it picked up 15 conference wins in 2002-03 as a member of the Missouri Valley Conference.

This is the fifth straight season our team has been selected to compete in the NCAA Tournament. This season's results represent sustained excellence, achieved by very few programs. Creighton is one of six schools to make the NCAA Tournament in both men's and women's basketball each of the last four seasons. We are also one of four men's basketball programs nationally to win at least one NCAA Tournament game each of the past five seasons, a group that includes Baylor, Creighton, Gonzaga, and Houston. We continue to be in elite company, and we couldn't have achieved any of this without your support.

Our average home attendance of 17,366 for the past season ranked sixth nationally. We have the best fans in the nation, and we can't thank you enough for consistently showing up to CHI Health Center Omaha, loud and proud! You are contributing to one of the best home-court advantages in college basketball and your commitment allows us to devote the resources necessary to compete for and win championships.

As you know, season tickets have been repriced for the upcoming season. This repricing will create an equitable seating model for season ticket holders as well as increase athletic department revenue to support increased operational and administrative costs. I appreciate your understanding. We want to continue our upward trajectory and achieve sustainable success and increasing ticket sales as well as corporate sponsorships, private donations, and other athletic generated revenues are critical to achieving this goal. Thank you for being right alongside us as we navigate this competitive and constantly changing environment.

You are indeed an important pillar that is pivotal to the success of Creighton men's basketball. Our student-athletes, coaches and entire athletic department thank you for your continued partnership and support. We are very excited for the 2025-26 season and can't wait to see you at CHI Health Center Omaha.

GO JAYS!

MARCUS BLOSSOM

McCormick Endowed Athletic Director



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CHAMPIONS

CIRCLE

Champions Circle is the leadership annual giving society supporting the Creighton men's basketball team, which represents a dedicated program to promote philanthropic giving. Members of the Champions Circle have made significant financial contributions to help us raise the standard and reach new heights. Your investment will help us continue our program's winning traditions while addressing our financial priorities – travel, facilities, personnel, student-athlete development, and revenue sharing.



TRAVEL

In-season travel, recruiting, and international trips comprise the MOST SIGNIFICANT EXPENSE associated with our program. Due to Creighton's geographical location of being the westernmost school in the BIG EAST, we spend more time and resources than our peers. Our intra-conference team travel is 62% more than the BIG EAST average.



FACILITIES

One of the ongoing needs for our basketball program, especially competing at the highest level of intercollegiate athletics, is support for the construction and enhancement of first-class athletic facilities. In recruiting future Bluejays, it is essential that our facilities EXCEED the expectations of prospective student-athletes when compared to our BIG EAST peers and regional rivals.



PERSONNEL

Our student-athletes, coaches, and staff understand that it takes more than great facilities to become an outstanding competitor. It takes a WINNING CULTURE built with high character individuals and the endurance to sustain it. Our scholarship and endowment fund will build endurance into the basketball program, creating a financial source of support, allowing us to recruit, retain, and develop talented student-athletes, coaches, and staff.



STUDENT-ATHLETE DEVELOPMENT

Balancing the obligations of academics at a prestigious institution and competing at the highest level of intercollegiate athletics can be a challenge for our men's basketball student-athletes. Our program is committed to supporting a well-balanced experience and lifestyle for our student-athletes. We aim to provide a holistic development experience, cemented in Creighton's Jesuit Ignatian tradition, to produce men who are engaged on campus and in the Omaha community with compassion, confidence, and character.



REVENUE SHARING

Creighton Athletics has opted-in and will be participating in the new NCAA model permitting in-house NIL payments directly to student-athletes. Revenues distributed to student-athletes will be derived from Champions Circle donations, media rights, ticket sales, sponsorship and royalty revenues, and NCAA and BIG EAST Conference distributions.



CHAMPIONS CIRCLE

Your investment in our men's basketball program will take our program's success to the next level and bring you into our circle. In appreciation for your impact on our men's basketball student-athletes, investors will receive exclusive engagement opportunities with our coaches, administration, and student-athletes. Please contact the Athletic Development Office for more information.

\$10,000+ ANNUALLY

- Exclusive invitation to select Champions Circle Events
- Access to courtside club during home men's basketball games at CHI Health Center Omaha
- Ticket Access for non-season ticket holders and out-of-state members
- Priority to purchase Men's Basketball BIG EAST Tournament and NCAA Tournament tickets
- Champions Circle gift item

\$25,000+ ANNUALLY

- All benefits previously listed, plus:
- Invitation to Champions Circle travel experience for an away game

\$50,000+ ANNUALLY

- All benefits previously listed, plus:
- Personal invitation to travel with the team for select away games

\$100,000+ ANNUALLY

- All benefits previously listed, plus:
- Access to unique access to men's basketball program

All gifts are processed by the Creighton University Development Office 501(c)(3). Gifts made toward Champions Circle are tax-deductible to the fullest extent allowable by law. Please consult with a tax professional for more information on the tax-deductibility of your contribution.





SEASON TICKETS

PRICING

COURTSIDE ROW 1**JAYBACKER: \$5,000**

Ticket: \$1,200

Total Cost Per Seat: \$6,200

COURTSIDE SIDELINE ROWS 2-4 | BASELINE ROW 2**JAYBACKER: \$2,750**

Ticket: \$1,200

Total Cost Per Seat: \$3,950

COURTSIDE CORNERS**JAYBACKER: \$2,500**

Ticket: \$1,200

Total Cost Per Seat: \$6,200

LOWER SIDELINE CLUB CENTER**JAYBACKER: \$1,300**

Ticket: \$900

Total Cost Per Seat: \$2,200

LOWER SIDELINE CLUB**JAYBACKER: \$1,250**

Ticket: \$900

Total Cost Per Seat: \$2,150

LOWER SIDELINE CENTER**JAYBACKER: \$1,150**

Ticket: \$900

Total Cost Per Seat: \$2,050

LOWER SIDELINE**JAYBACKER: \$1,100**

Ticket: \$900

Total Cost Per Seat: \$2,000

LOWER OUTER SIDELINE**JAYBACKER: \$600**

Ticket: \$600

Total Cost Per Seat: \$1,200

LOWER CORNERS | UPPER MEZZANINE CENTER**JAYBACKER: \$400**

Ticket: \$600

Total Cost Per Seat: \$1,000

LOWER BASELINE | UPPER MEZZANINE CORNERS**JAYBACKER: \$200**

Ticket: \$600

Total Cost Per Seat: \$800

UPPER SIDELINE

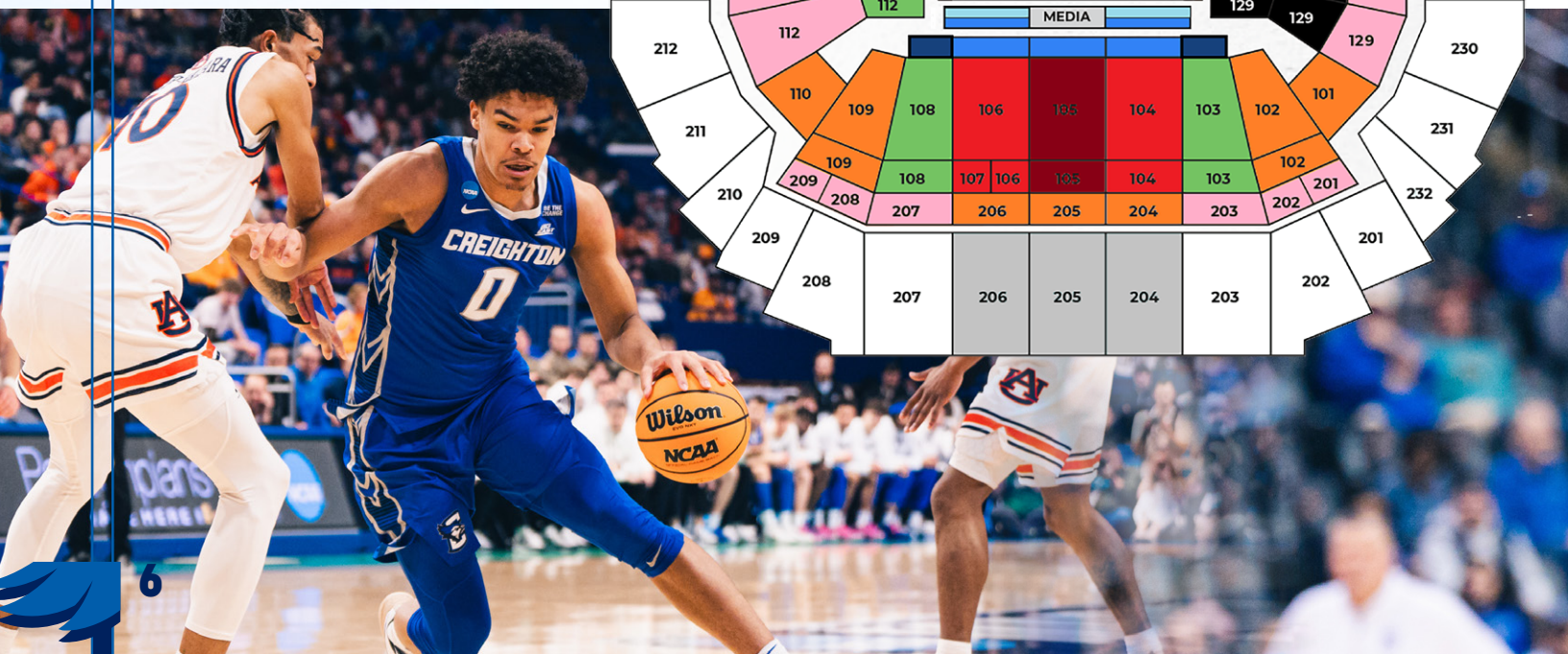
Ticket: \$315

Total Cost Per Seat: \$315

UPPER CORNERS | UPPER BASELINE

Ticket: \$290

Total Cost Per Seat: \$290





JAYBACKER

BENEFITS

Annual Jaybacker level is the sum of per seat Jaybacker requirements and any Jaybacker+ donations

	White \$100	Blue \$1,000	Bronze \$2,500	Silver \$5,000	Gold \$7,500	Platinum \$10,000	Diamond \$15,000	Champions Circle			
								\$10,000	\$25,000	\$50,000	\$100,000
PARKING ELIGIBILITY											
Total Permits		1	1	1	1	2	2	2	2	2	2
MECA Garage						X	X	X	X	X	X
Hilton Garage						X	X	X	X	X	X
Lot A					X	X	X	X	X	X	X
Lot B		X	X	X	X	X	X	X	X	X	X
HOSPITALITY ACCESS											
Courtside Club											
Lexus Club				4	4	4	6	6	6	6	6
The Creighton Room			4	4	4	4	4	4	4	4	4
Jaybacker Hospitality Area		4	4	4	4	4	4	4	4	4	4
EVENTS AND TICKET REQUESTS											
Exclusive Men's Basketball Event Invites						X	X	X	X	X	X
BIG EAST Ticket Request	2	2	2	4	4	4	4	6	6	6	6
NCAA Ticket Request <i>(1st & 2nd Round/ Sweet 16 & Elite 8/Final 4 & Championship)</i>		0/0/2	0/2/4	0/2/4	2/4/6	2/4/6	2/4/6	4/6/8	4/6/8	4/6/8	4/6/8
GIFTS											
Jaybacker Gift Tier		3	3	2	2	1	1	CC	CC	CC	CC
Lawlor's Discount <i>*one-time, in-store only</i>	X	X	X	X	X	X	X	X	X	X	X
Jaybacker Membership Packet	X	X	X	X	X	X	X	X	X	X	X





PARKING

INFORMATION

Parking is an annual benefit. Permit locations are not renewable and allocation of a permit in a specific lot does not guarantee same location for subsequent seasons.

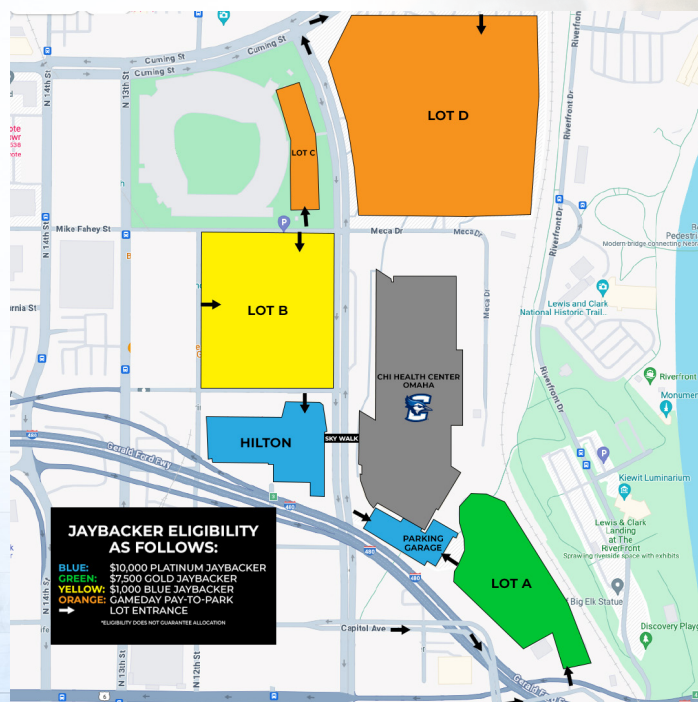
Accounts must be at the Jaybacker levels listed below to be eligible to obtain a permit in that respective lot. Eligibility does not guarantee a permit.

Lot B - \$1,000 Blue Jaybacker

Lot A - \$7,500 Gold Jaybacker

Hilton Garage - \$10,000 Platinum Jaybacker

MECA Garage - \$10,000 Platinum Jaybacker



PARKING ALLOCATION

Parking permit allocation will be based on the following:

1. Jaybacker Level
2. Priority Point total

EXAMPLE:

Billy Bluejay and CU Fan are both at the \$10,000 Platinum Jaybacker level. There is only one permit remaining in the Hilton Garage. Billy Bluejay has 500 Priority Points while CU Fan has 250 Priority Points. Billy Bluejay would receive the final parking permit in the Hilton Garage and CU Fan would be allocated a permit in the next best available parking lot, Lot A.

ACCESSIBLE PARKING

Accessible parking is available in the connecting parking garage and surrounding CHI Health Center Omaha surface lots. These spaces, including van-accessible spaces, are designated for vehicles displaying a current state-issued accessible hangtag or license plate. Drop-off and pick-up locations for guests are located along 10th Street on the west side of the facility by the arena and convention center entrances. Additionally, guests parking in Lot A on the southeast side of the arena may drop-off and pick-up guests in the curb cut-out of this parking lot. Accessible spaces are filled on a first-come, first-served basis so please plan accordingly.



PRIORITY POINTS

For the 2025-26 season, Priority Points will be utilized help determine a rank for benefits allocation. Priority Points carry no monetary value and are a secondary factor within donor benefit allocation, behind Champions Circle and Jaybacker levels.

POINT CALCULATION

Priority Point totals will be calculated utilizing the below factors:

Value	Per	Allocation	Cap
1	\$100	Previous Athletics Donation History	Until 2018
1	\$100	Jaybacker Donations	2018-Pres
2	\$100	Other Athletics Gifts (Sport-Specific, Endowment, Capital, Etc.)	2018-Pres
1	\$1,000	Non-Athletics Giving to Creighton University	All-Time
1	Ticket	Season Ticket Purchase (MBB, WBB, VB, BB, MSOC, WSOC)	2003-Pres
25		Creighton University Alum	One-Time
25		Former Creighton University Student-Athlete	One-Time
25		Athletics Planned Gift on File	One-Time

DEADLINES

Priority Points will be updated for all accounts bi-annually with cut-offs being the following dates:

June 30

December 31

Donations received by these dates will populate within the MyCreighton Account after each deadline. Donations made in between these dates will be receipted but will not appear live in point totals until after these deadlines.

EXAMPLE:

Billy Bluejay is at the \$10,000 Platinum Jaybacker level with 500 Priority Points. CU Fan has 750 Priority Points and is at the \$5,000 Silver Jaybacker level. Billy Bluejay would be eligible for benefits such as parking, postseason ticket requests before CU Fan as they are at a higher Jaybacker level.

If CU Fan were to be at the same Jaybacker level as Billy Bluejay, and have a higher priority point total, then CU Fan would be eligible for benefits ahead of Billy Bluejay.



NAME, IMAGE, AND LIKENESS

NIL



CREIGHTON NIL MARKETPLACE

[OPENDORSE.COM/CREIGHTON-BLUEJAYS](https://opendorse.com/creighton-bluejays)

It's now easier than ever for Creighton supporters to directly pitch student-athletes an NIL deal in just a few clicks. After receiving a notification of a deal on the marketplace, an athlete can choose to accept, complete and receive payment for the opportunity all on Opendorse's secure platform. Once a deal is completed, the activity is automatically disclosed for compliance purposes and tax documentation is automatically generated. Former Creighton athletes can also be accessed through the marketplace.

To view the Creighton NIL Marketplace, follow the QR Code:



THE CREIGHTON NIL STORE

CREIGHTON NIL STORE

[NIL.STORE/CREIGHTON](https://nil.store/creighton)

Shop officially licensed NIL apparel and support your favorite Bluejay student-athlete. From team-specific to unique student-athlete items and personalized gear, every purchase puts money directly into their pocket!

Shop. Support. Cheer.

To shop the Creighton NIL Store, follow the QR Code:





CORPORATE PARTNERSHIPS



468,000

Social media
followers



700,000

Unique website
visitors



20.3 MILLION

People nationally watched,
listened to, or attended a
Creighton game in 2024-25



8,500+

students attend
Creighton University

OVER
80,000
LIVING ALUMNI



OVER
276,000
FANS

ATTENDED A CREIGHTON HOME BASKETBALL
GAME, 6TH BEST ATTENDANCE IN THE NCAA.



YEAR-ROUND ACTIVATION

with the college sports season longer than any
professional team

ACCESS TO MULTI-CHANNEL MARKETING SOLUTIONS

including traditional digital & social assets

CONTINUOUSLY GROWING FAN BASE

with new students enrolling & alumni graduating
each year

REACH AN ENGAGED AUDIENCE

with sponsorship integrated into the content &
entertainment of sporting events

*If interested in associating your brand or
business with Creighton Athletics, contact
Nelson Pouliot at nelsonpouliot@creighton.edu*



GROUP TICKETS



**SIGNIFICANT
SAVINGS OFF
SINGLE-GAME
PRICES**

THREE

THREE

**CUSTOMIZED IN-GAME
GROUP MESSAGES ON
VIDEO BOARDS**

**NO PER-TICKET
FEES**

**UNIQUE FAN
EXPERIENCE
OPPORTUNITIES**



PREMIUM SEATING INTEREST

Creighton Athletics has limited availability on a season or single-game basis for premium seating. Fill out the interest form below to learn more:



For more information regarding group tickets or single game premium seating, contact Patrick Binish at 402-280-5297



WAYS TO GIVE

ONLINE

Visit gocreighton.com/sports/ath-development and select "Donate Now" to contribute towards Sport-Specific funds or towards annual Jaybacker through your MyCreighton account.

Visa, Mastercard, American Express, Discover accepted

CHECK

Checks and money orders should be made payable to Creighton University. Please include your MyCreighton account number on the check or money order in the memo.

CHECKS CAN BE MAILED TO:

Creighton Athletic Development Office
Ryan Athletic Center
2500 California Plaza
Omaha, NE 68178

MATCHING GIFTS

Many employers match the contributions made by employees, sometimes on a one-to-one, two-to-one or even three-to-one basis. To find out if your employer matches charitable gifts, use our employer matching gift search engine found at: matchinggifts.com/creighton/

GIFTS OF SECURITIES

Donors may make charitable contributions of securities via electronic transfers and physical stock certificates.

GIFTS-IN-KIND

Gifts of goods or servicing can be a great financial assistance to CU Athletics while providing the donor with a tax deduction for the fair market value of a gift. Please contact your tax advisor and the Creighton Athletic Development Office for more information.

PLANNED GIVING

- Provision in a Will or Revocable Trust
- Income-Producing Gifts
- Charitable Lead Trust
- Testamentary Gift of Retirement Assets
- Life Insurance or Annuity Policy
- Real Estate

TAX INFORMATION

Under Creighton University's 501(c)(3) status, gifts made in support of Creighton Athletics are tax deductible to the fullest extent allowable by law. Donors are encouraged to consult with a legal or financial advisor.

The Tax Cuts and Jobs Act, effective December 31, 2017, repealed the deduction for amounts paid in exchange for college athletic event seating rights. Contributions made towards Men's Basketball Jaybacker tied to season tickets are not tax-deductible.

To learn about other 100 percent tax-deductible giving opportunities to Creighton Athletic Development including the use of foundation-based gifts, or for more information on any of the above methods, please contact the Athletic Development Office at athleticdevelopment@creighton.edu or 402-280-GIVE.





CONTACT US

Creighton University Athletics
Ryan Athletic Center
2500 California Plaza
Omaha, NE 68178

Athletic Ticket Office
402-280-JAYS
cuticketoffice@creighton.edu

Athletic Development Office
402-280-GIVE
athleticdevelopment@creighton.edu