



FAMU Athletics Presents “Investing in Champions” Campaign

TALLAHASSEE, Fla. (April 1) – Florida A&M University Athletics began a new era of giving on Friday with the launch of the “Investing in Champions” campaign.

The first of these campaigns is centered on new football season ticket package offerings, complete with parking, classic event tickets, basketball tickets and a host of other benefits and amenities, allowing Rattler Athletics supporters the one-stop-shop convenience they requested in the Football Fan Experience Survey last fall.

“The most successful businesses listen to their customers and adjust accordingly to meet their needs by offering the services and products they expect,” FAMU Director of Athletics Milton Overton said. “The Rattler Athletics enterprise is no different, so we’ve stepped up to our customer’s challenge and know the Rattler Nation of 55,000 will respond likewise by helping us to achieve our Investing in Champions Annual Giving Campaign Goal of \$1.5M. If just over 2-percent of our Rattler Alumni participate, we will achieve our goal before Homecoming vs. Hampton University on October 22, 2016.”

There are six investor levels fans can participate in. Packages include the Orange Builder, Green Builder, Champion Builder, Silver Builder, Gold Champion and Platinum Champion.

Mr. Lloyd “Big Daddy” Cobb, a former member of the Rattler football program and longtime Booster, was the first Gold Champion subscriber. Cobb, a member of the FAMU National Rattler “F” Club executive board and alumnus from the Class of 1976, wanted to double his donation amount because of his love for the university. “I appreciate being able to support my alma mater in this fashion,” said Cobb. “The ‘Investing in Champions’ campaign provides a much better value to the fans and a unique way to give back to the program.”

All “Investing in Champions” ticket packages can be customized to meet customer needs by utilizing the flex ticket credit option that allows fans to apply a credit for tickets purchased in their package towards the ticket type they want. Each individual will be sent a letter detailing the level of your direct donation resulting from the package you purchased. This donation will be credited in the FAMU Foundation, allowing the value to be credited to you on your tax return.

The Department of Athletics Mission Statement is “Building Champions in the classroom, on the field and in life with academic honesty and integrity.” The FAMU Athletics Strategic plan was developed to accomplish the mission which is simply to fill the cracks in six critical foundation support pillars (Academics, Compliance, Strength Training, Medical Training, Facilities and Financial Stability).

Fans can participate by going on www.FAMUBuildingChampions.com to purchase packages online. Fans can also call the ticket office by phone (1-800-843-0788). To mail in your order, simply click the link to download the “Investing in Champions” brochure from the website.



History of FAMU Athletics Giving

Gold Champion

Mr. Lloyd “Big Daddy” Cobb

Mr. Lloyd “Big Daddy” Cobb, a former member of the Rattler football program and longtime Booster, was the first Gold Champion. Cobb, a member of the FAMU National Rattler “F” Club executive board and Class of 1976 alumni, wanted to double his donation amount because of his love of the university. Also, he appreciates how the department of athletics is working to provide a better value to the fans through the “Investing In Champions” campaign.

Silver Champion

Martha and Carlton Stewart

The Stewarts were the first to invest at the silver level. Martha, the first African-American female promoted to the rank of full professor at the University of Central Florida, said that “Investing in Champions” campaign present a unique opportunity to give back to the university that has given her so much. As the first child in her family to complete college, Martha wears the colors of the university proudly and participates in annual giving campaigns. Also, Marta, a Class of 1967 alumna, is a life member of the National Alumni Association.

Green Builder Champion

Kenya Sykes

Kenya Sykes was a member of the Class of 1995 and is still in love with the University. After first stepping foot on the FAMU campus 25 years ago, Sykes loves the vision of “Building Champions!” That vision was activation of the great execution displayed in the launch of the “Investing In Champions” campaign.

Champion Builders

Vaughn Wilson

Vaughn Wilson was one of the first Champion Builders from the FAMU Athletics Staff. Wilson, Director of Rattler Productions, invested early on in the campaign. A former FAMU athlete and 2015 FAMU Hall of Fame Inductee, Wilson has given back to the university in several ways over the years, but this vision will allow for him to do it at one spot at one time.

Fans can participate by going to www.FAMUBuildingChampions.com to purchase packages on-line. Fans can also call the ticket office by phone (800-843-0788). If you would like to mail in your order simply click the link to download the “Investing In Champions” brochure from the Website, complete the order form, include payment and mail it in. There are a variety of payment options like automatic payroll deduction for State of Florida employees, monthly payment plans, credit cards, checks and cash. Secure your packages today and help FAMU Athletics “Build Champions.”

The Department of Athletics Mission Statement is “Building Champions in the classroom, on the field and in life with academic honesty and integrity.” The FAMU Athletics Strategic plan was developed to accomplish the mission which is simply to fill the cracks in six critical foundation support pillars (Academics, Compliance, Strength Training, Medical Training, Facilities and Financial Stability). Your contribution towards the “Investing in Champions” annual giving and season ticket campaign allows FAMU Athletics to begin to fill the cracks in the financial foundation pillar, thus moving FAMU Athletics forward to long-term financial health and stability. Once FAMU Athletics’ foundation is firm our department will be positioned to compete for championships in every sport year in and year out (Striking/Striking and Striking Again). We can and will accomplish our goals together as one Rattler Nation!

--Below Investing in Champions Brochure--