



LIGHT THE TOWER

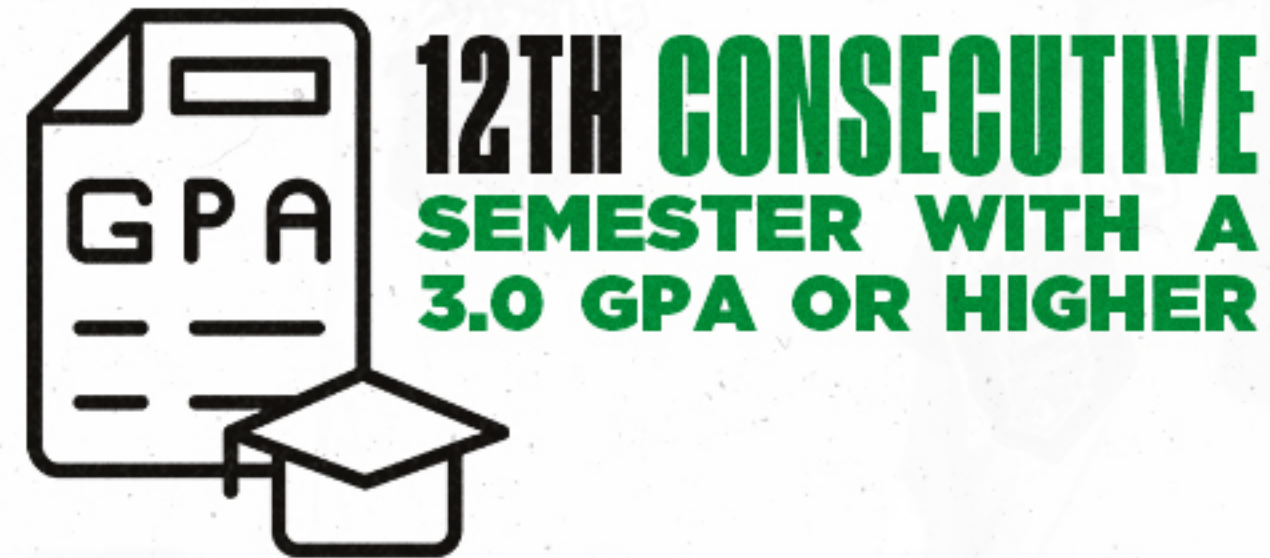
CHAMPIONSHIP EXCELLENCE

3RD SEASON IN
A **AMERICAN**

SECOND-HIGHEST
WINNING PERCENTAGE
IN THE AMERICAN ACROSS ALL TEAM
SPORTS IN THE LAST TWO SEASONS

SECOND-HIGHEST
WINNING PERCENTAGE
IN THE AMERICAN ACROSS
ALL TEAM SPORTS IN 2024-25

8-1 RECORD FOR
UNT FOOTBALL TEAM
MATCHING BEST START
IN PROGRAM HISTORY



MEN'S & WOMEN'S BASKETBALL

35-2 AT THE
SUPER PIT
OVER THE LAST TWO SEASONS

73.5%
WINNING PERCENTAGE
AT HOME ACROSS ALL SPORTS
SINCE START OF 2024-25 SEASONS

FOOTBALL, MEN'S & WOMEN'S TRACK AND FIELD,
WOMEN'S BASKETBALL, & SOFTBALL
SET PROGRAM RECORDS
FOR SPRING SEMESTER
GPA'S IN THE SPRING OF 2025

73%_{OF}
UNT STUDENT-ATHLETES
EARNED A 3.0 OR BETTER
IN THE SPRING OF 2025

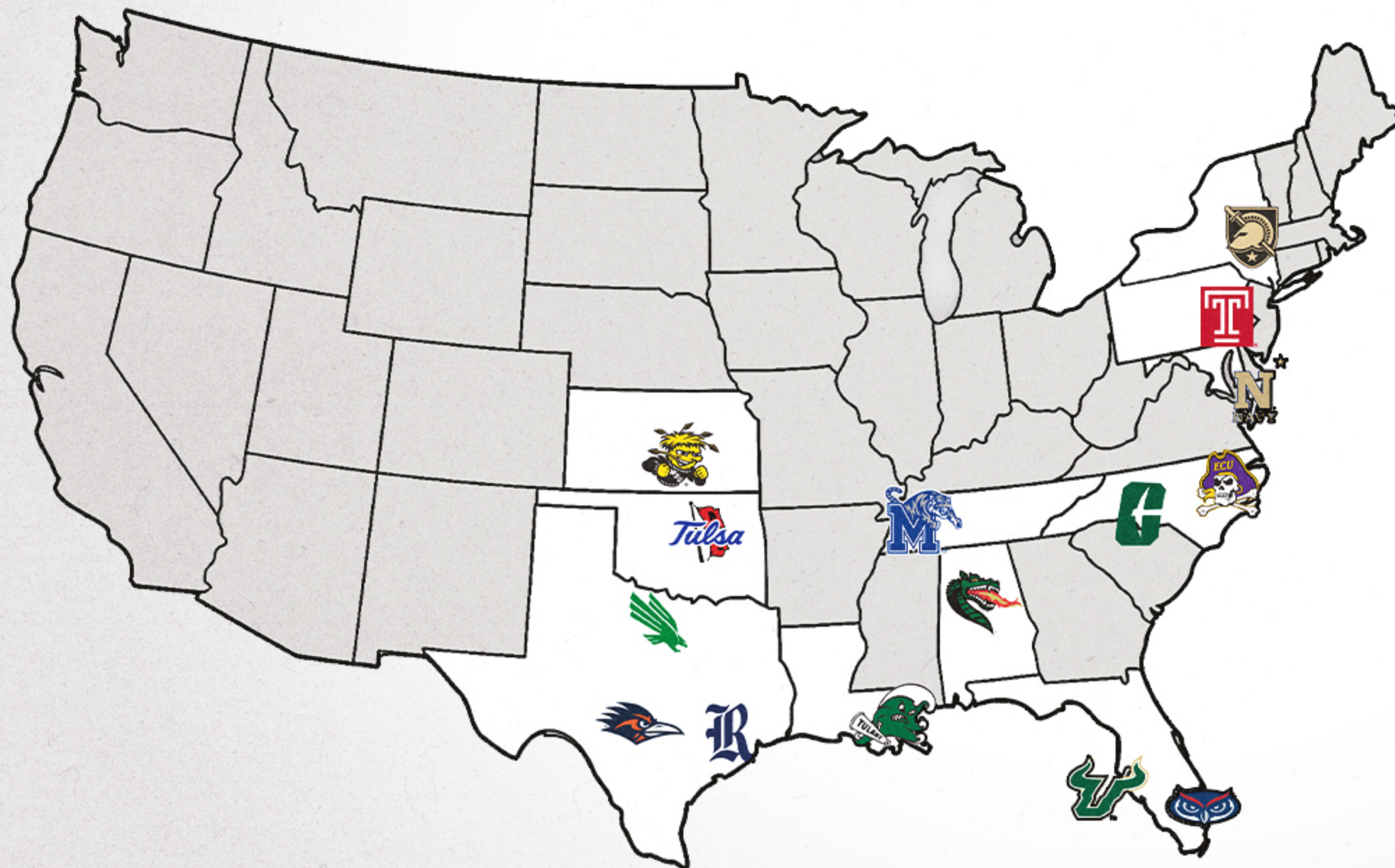
American Conference Budget

UNT ranks
7th out of 13
American institutions

American High: **\$103.6 M**

American Average: **\$59.2 M**

UNT: **\$53.4 M**



Temple



Memphis



South Florida



Tulane



East Carolina



Tulsa



North Texas



Rice



Charlotte



Florida Atlantic



UAB



UT San Antonio



Wichita State

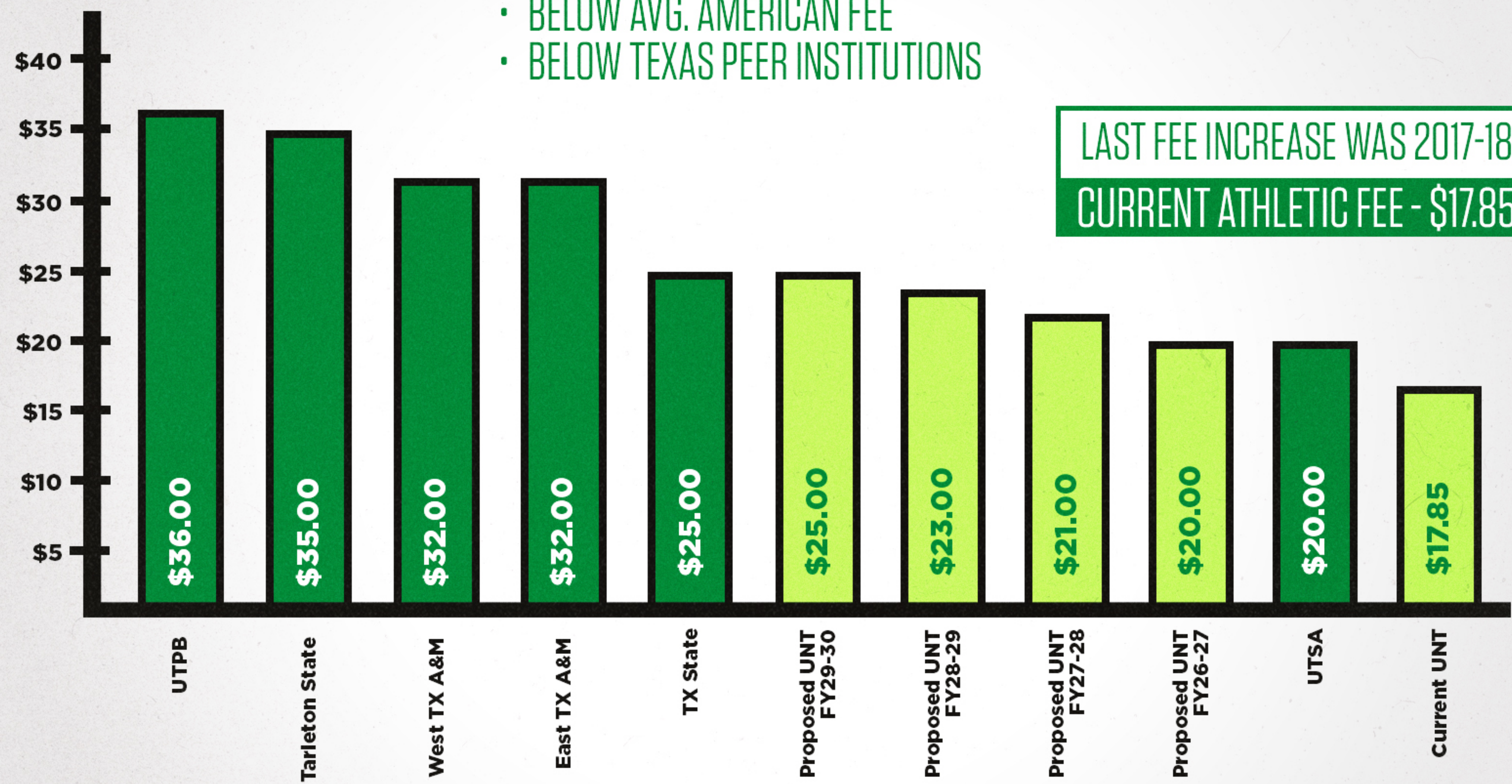


NAVY

SEMESTER CREDIT HOUR FEE

- BELOW AVG. AMERICAN FEE
- BELOW TEXAS PEER INSTITUTIONS

LAST FEE INCREASE WAS 2017-18
CURRENT ATHLETIC FEE - \$17.85



NEW PROPOSED FEE - FY27: \$20 | FY28: \$21 | FY29: \$23 | FY30: \$25

STUDENT NET INCREASE

UNDERGRADUATE STUDENT

	2026-27	2027-28	2028-29	2029-30
PER SCH INCREASE	\$2.15	\$1.00	\$2.00	\$2.00
PER SEMESTER	\$32.25	\$15.00	\$30.00	\$30.00

BASED ON 15 SEMESTER CREDIT HOURS (SCH)

GRADUATE STUDENT

	2026-27	2027-28	2028-29	2029-30
PER SCH INCREASE	\$2.15	\$1.00	\$2.00	\$2.00
PER SEMESTER	\$19.35	\$9.00	\$18.00	\$18.00

BASED ON 9 SEMESTER CREDIT HOURS (SCH)

BENEFITS FOR CURRENT STUDENTS

- Enhanced funding for **Green Brigade**, **Cheer** and **Dance** programs and other student interests and initiatives.
- Additional **internship** and **employment** opportunities
- Additional **subsidized travel** opportunities **for students** (i.e., trip to San Antonio, Houston, bowl games, conference championships, etc.)
- **Enhanced** young alumni program that provides two (2) free season tickets in the years after graduation for undergraduate and graduate students
- **Expansion of** student focused events, concerts and promotions
- **Increase in** resources for **Mean Green Maniacs**
- Introduction of various student **incentive/loyalty programs**
- **Develop** student fan experience council in partnership with the **Mean Green Maniacs** (student section)
- Continuation of **student guest passes** to Mean Green home competitions

INCREASED FUNDING FOR STUDENT GROUPS AND ORGANIZATIONS



GREEN BRIGADE



CHEER



DANCE



TALONS



GREEK LIFE



OTHER STUDENT INITIATIVES

STUDENT EMPLOYMENT & MARKETING INVESTMENTS

	2021-22	2022-23	2023-24	2024-25
STUDENT EMPLOYEES	183	200	257	260
INVESTMENT	\$412K	\$592K	\$640K	\$641K
• ACADEMIC TUTORS • BROADCAST COMMUNICATIONS • BUSINESS OFFICE • COMMUNITY RELATIONS • FACILITIES & EVENTS • EQUIPMENT OPERATIONS • FOOD SERVICES • FUNDRAISING • LEADERSHIP DEVELOPMENT • MARKETING • NCAA COMPLIANCE • SPORTS MEDICINE • STRENGTH AND CONDITIONING • TEAM SUPPORT STAFF • VISUAL ARTS/CREATIVE				
	2021-22	2022-23	2023-24	2024-25
MARKETING TOTAL SPEND	\$289K	\$365K	\$418K	\$380K
STUDENT CENTERED	\$115K	\$146K	\$208K	\$209K

*2023-24 MARKED THE FIRST YEAR IN THE AMERICAN CONFERENCE

WHERE ARE OUR STUDENTS WORKING NOW?



THIS REPRESENTS JUST A FEW OF THE COMPANIES OUR FORMER STUDENT EMPLOYEES ARE WORKING FOR TODAY!



UNT Students,

Thank you for your thoughtful consideration of the proposed student athletics fee increase. As we enter our third year in the American Conference, Mean Green Athletics is riding an unprecedented wave of momentum with record-breaking performances, sold-out crowds, and national recognition that reflect the pride and passion of our entire UNT community.

A 'yes' vote to the student athletics fee referendum will help fuel our continued growth and advancement, empowering us to compete at the highest levels while elevating the UNT brand for generations to come.

We are boldly committed to enhancing the student experience for every Mean Green student, whether you're cheering in the stands at home competitions, engaging with our teams, or pursuing your degree and building lifelong memories. This student athletics fee proposal is about creating more opportunities, more excitement, and more unforgettable moments for all UNT students.

Together, let's keep the Mean Green soaring.

Go Mean Green!

JARED MOSLEY

Vice President and Director of Athletics



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