



RACER *Club*

2020-21 MEMBERSHIP GUIDE

The opportunities for growth and development through participation in intercollegiate athletics are endless. Teammates make good colleagues, captains develop into strong supervisors, leaders make great wives, husbands, mothers and fathers. Ultimately, Murray State Athletics is charged with the development of young people, 'The Racer Way'. Through commitment to core values and provisions for a first-class student-athlete experience, we effort to provide opportunities for growth and development while striving for competitive excellence. We serve a population of 358 student-athletes; 34% of which are first-generation college students. When our student-athletes succeed, we truly are ushering transformational and generational change within families.

This publication is intended to educate, both current and future supporters of Murray State Athletics, regarding the ever-growing needs, and methods to meet those needs, within our department. Throughout the pages of this publication you will have an opportunity to learn where and how support funds are allocated, how we compare to our OVC peers and the various methods available for future enhanced support. Murray State Athletics is a special place that aspires to outperform resources at every opportunity. We know enhanced support will add valuable resources to our programs as we strive to take the next step and aspire forward.

We have developed a priority points system to serve the entire giving network that supports Murray State Athletics. The priority points system is necessary as we strive to honor your historic commitments and contributions in both an objective and fair manner. Within this document you will find a detailed explanation of the elements included in the priority

points system and an enclosed letter containing your point total and ranking. It is important that we develop a system that promotes integrity, honors historic and future giving fairly and ultimately provides an objective method for determining priority throughout the system. Our team has spent a great deal of time developing what we believe is one of the most inclusive priority points systems in the country. We want you to have the utmost confidence in this system and our team is prepared to speak with you about any questions you may have.

I once heard a speaker describe OPPORTUNITY as a DEFINING MOMENT THAT CHANGES TRAJECTORY. Together, we are providing opportunities for young people who wouldn't necessarily have access to them without participation in intercollegiate athletics. As the landscape of intercollegiate athletics changes nationally, locally, we are still called to serve in a manner that facilitates successful development of our youth as students, persons and players. We truly are developing leaders of character, competence and consequence for athletics and life. Please join us in our journey to impact young people in a manner that changes the course of their lives and families forever.

Go Racers!

Kevin Saal
Director of Athletics



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CALENDAR KEY DATES AND DEADLINES

JANUARY

Ohio Valley Conference
Men's and Women's
Basketball Play Starts

31

Deadline To Purchase Men's and
Women's Ohio Valley Conference
Basketball Tournament Tickets

FEBRUARY

Football National Signing Day

Football Season Ticket
Renewals Start

Priority Point Deadline:
Basketball Postseason Tickets

MARCH

First Week

Ohio Valley Conference
Men's and Women's
Basketball Tournament

NCAA Men's and Women's
Basketball Tournament

APRIL

Football Spring Game

MAY

Men's and Women's Basketball
Season Ticket Renewals Start

JUNE

Football Season Ticket
Renewals Due

Football Season Ticket Holder
Parking Assigned

JULY

Men's and Women's Basketball
Season Ticket Renewals End

AUGUST

Football Season Tickets and
Parking Passes Mailed

SEPTEMBER

12

Family Weekend
Racer Football vs.
Tarleton State

OCTOBER

3

Racer Football vs. Tennessee State

17

Racer Football vs. UT Martin

31

Homecoming
Racer Football vs. Eastern Illinois

Men's and Women's Basketball
Season Ticket Holder
Parking Assigned

Racer Mania and Racer Club
Gift Pickup

Men's and Women's Basketball
Season Tickets Mailed

NOVEMBER

14

Racer Football vs. Jacksonville State
(Senior Day)

Men's and Women's
Basketball Home Opener

DECEMBER

Year-End Donation
Deadline

RACER CLUB MISSION STATEMENT

The Racer Club, first and foremost promotes and generates private resources to aid student-athlete support and enhance their overall experience at Murray State University. Funds provided through Racer Club initiatives allow Murray State student-athletes and coaches the ability to compete with current and aspirational peers. In addition to providing annual financial resources, the Racer Club raises support for capital projects and many other enhancements in support of Murray State Athletics.

Thank You

for your recent support!

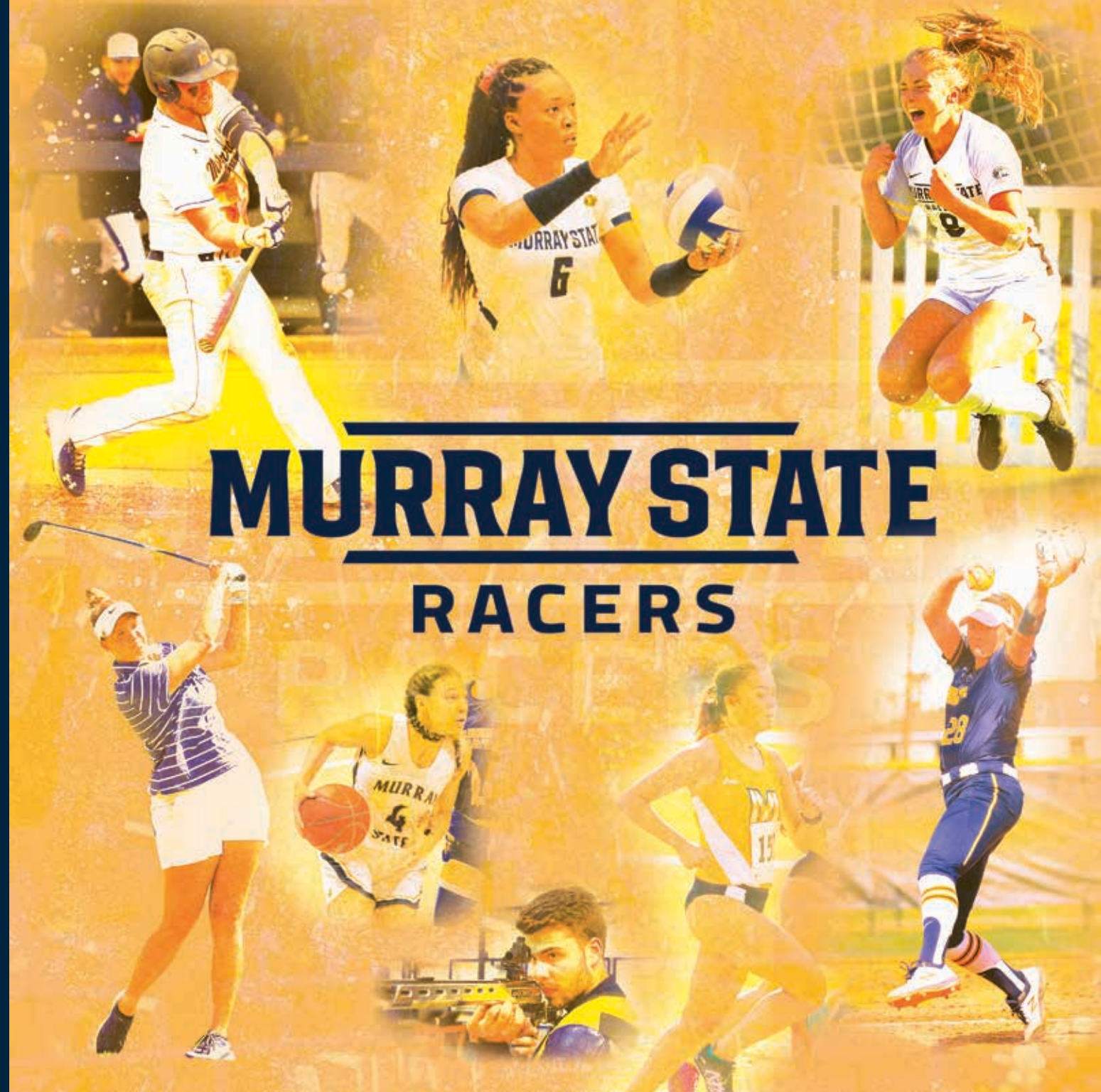
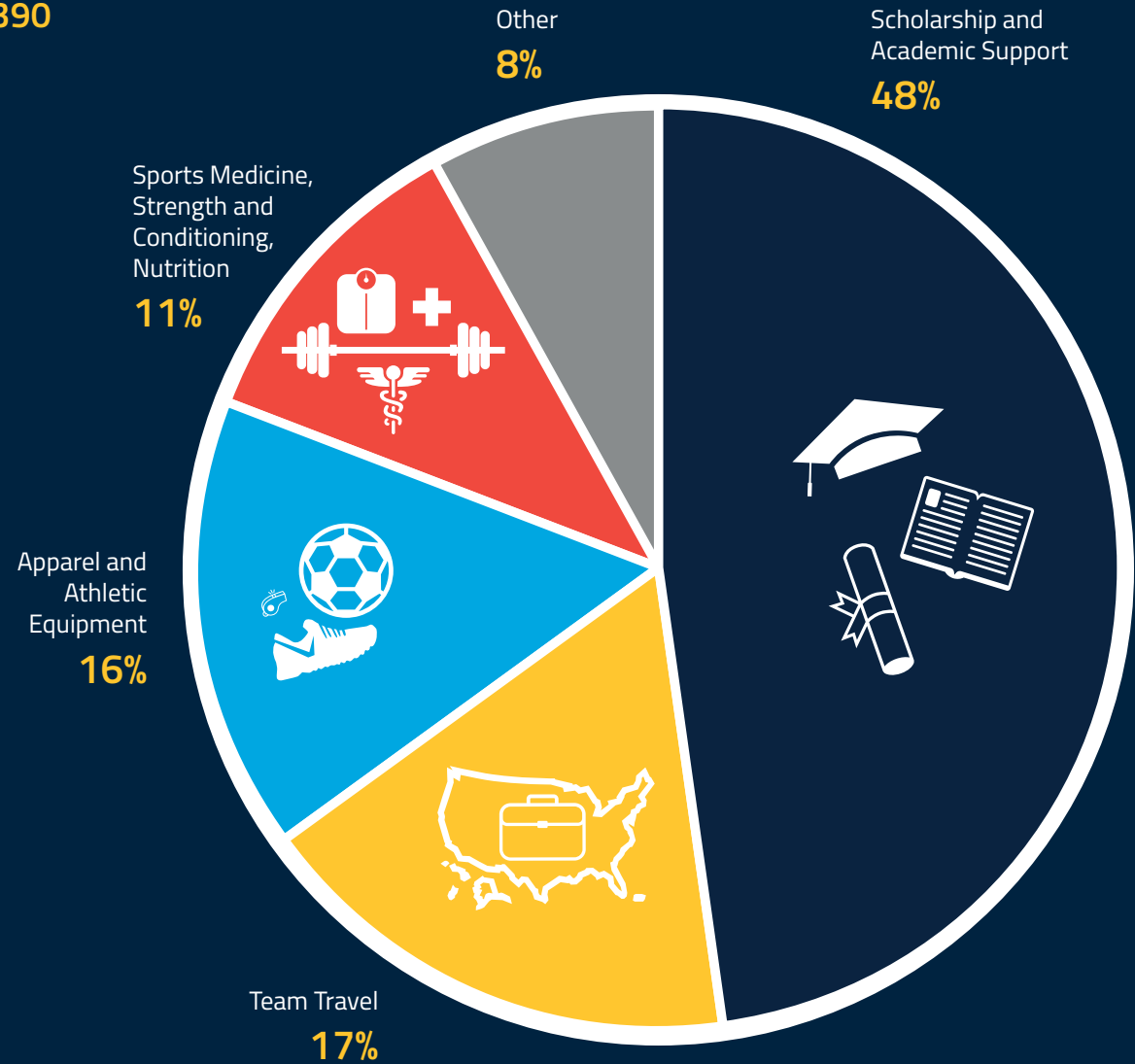
Through the generous support of our Racer Club members, we were able to achieve great success as a department academically, socially and athletically. In the past two seasons our athletic department has won eight conference championships, including a third straight in men's basketball, posted victories in the NCAA tournament for rifle and men's basketball, had a number of student-athletes receive national awards, and most importantly saw over 100 student-athletes get their diploma. Your continued passion and generosity for Murray State Athletics makes it all possible!



STUDENT-ATHLETE COST OF EXPERIENCE

Overall Athletic Department Budget
Per Student Athlete (358)

\$38,390

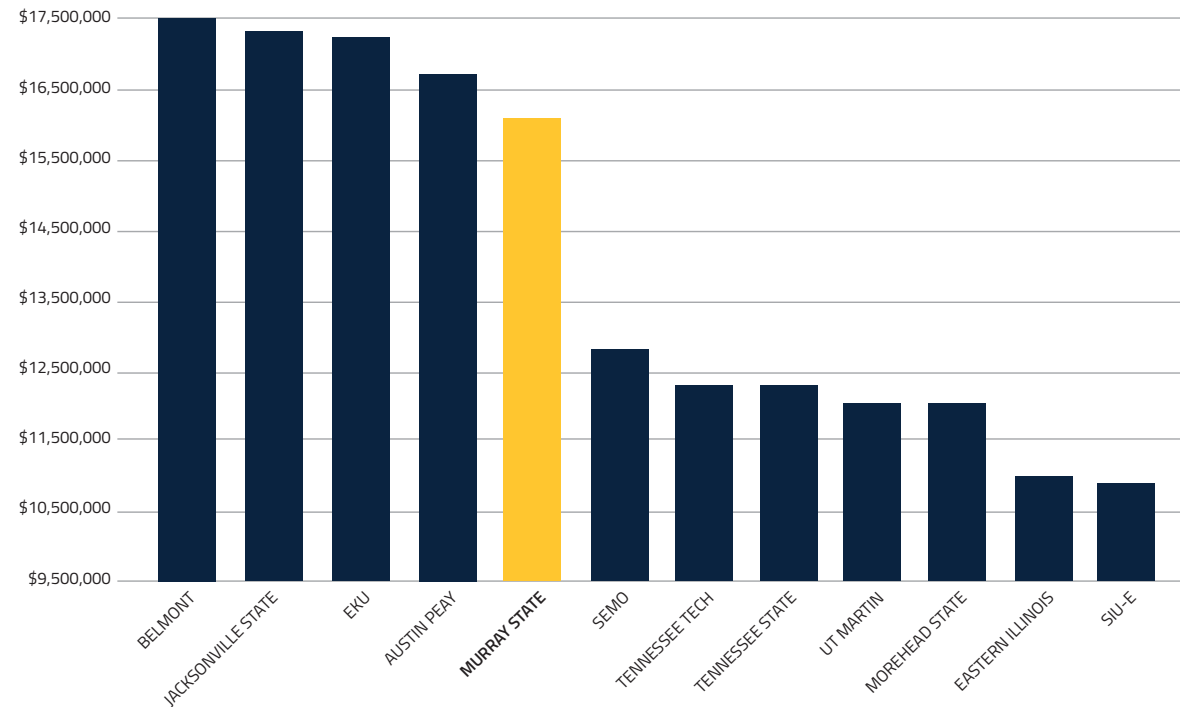


MURRAY STATE RACERS

PEER COMPARISON

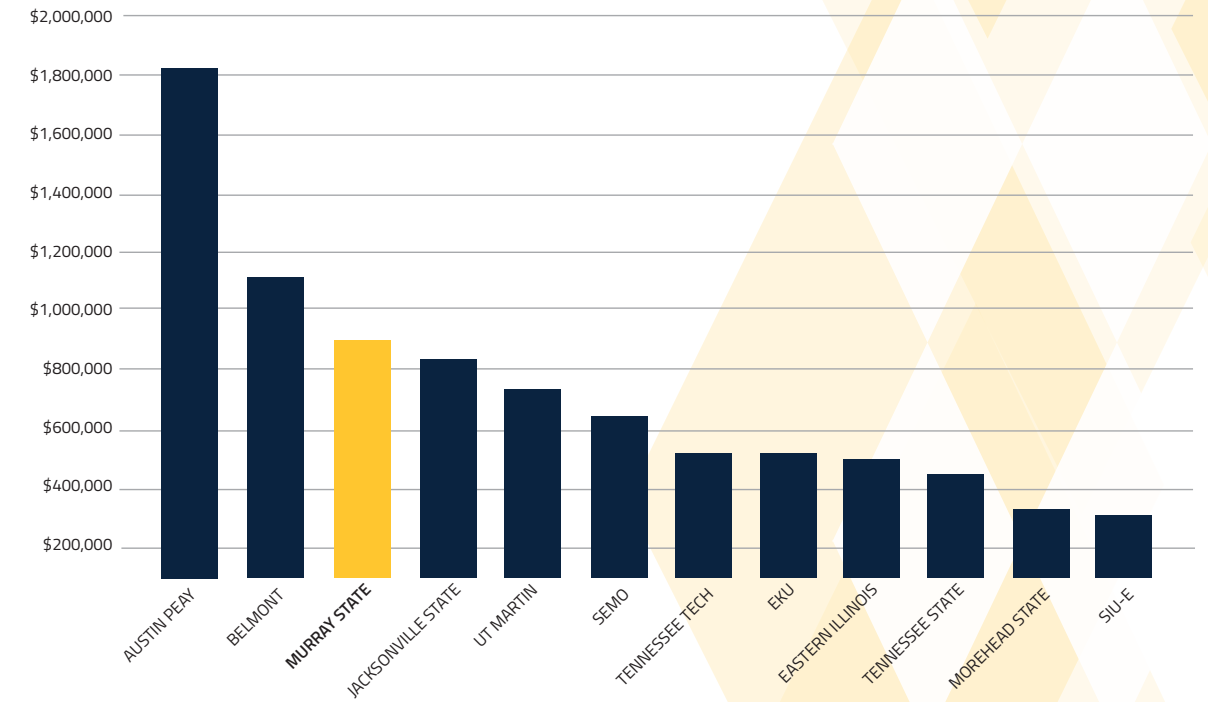
Adequate resources are crucial in our pursuit of competing and winning OVC Championships on an annual basis. The information below shows how we compare to our conference peers.

ANNUAL OPERATING BUDGET (FY18)



Belmont	\$17,500,000	Murray State	\$16,107,710	UT-Martin	\$12,001,406
Jacksonville State	\$17,380,000	SEMO	\$12,631,942	Morehead State	\$11,999,419
EKU	\$17,329,418	Tennessee Tech	\$12,292,230	Eastern Illinois	\$10,981,723
Austin Peay	\$16,711,785	Tennessee State	\$12,291,115	SIU-E	\$10,800,000

ANNUAL FUNDRAISING TOTALS (FY18)



Austin Peay	\$1,808,316	UT-Martin	\$754,689	Eastern Illinois	\$506,478
Belmont	\$1,116,023	SEMO	\$642,407	Tennessee State	\$446,276
Murray State	\$887,365	Tennessee Tech	\$525,030	Morehead State	\$361,571
Jacksonville State	\$813,660	EKU	\$520,705	SIU-E	\$295,695

DONOR SUPPORT AREAS

Scholarships

Student-athlete scholarships remain one of the largest annual expenses for Murray State Athletics. Each year the athletic department spends \$5.5 million to provide educational opportunities and assistance to 350+ student-athletes. Each scholarship includes tuition, housing, books, food, etc.

Unrestricted Giving

Unrestricted gifts give the athletics department the ability to use donated funds where they are most needed; gifts often go toward nutrition, equipment, travel, student-athlete development, sport medicine and other operational expenses which enhance the overall student-athlete experience.

Facilities

First class practice, competition, academic and nutrition facilities are crucial to the overall performance of our student-athletes, and play a major role in recruiting the next generation of Racers. These facilities are where student-athletes spend a majority of their time outside of the classroom and often become a home away from home as they train, practice, compete, recover and refuel. Facility enhancements also benefit Racer fans' game day experience.

Restricted Funds

Donors have the opportunity to directly impact a sport or administrative area of their choosing through a restricted gift. Restricted gifts assist

a specific program with additional resources outside of the team's annual operating budget to include recruiting, team travel, specialized equipment, team building opportunities, nutrition and cutting edge technology that facilitates excellence at the highest levels.

Gift-In-Kind

Individuals and businesses may contribute goods and/or services, which will be honored in the priority point system and Racer Club benefits program. Examples of these types of gifts include food and beverages, lodging, transportation, advertising, athletic equipment and Wheels Club.

Endowments

To make a gift that will benefit the University in perpetuity, ensuring the stability and quality of our University for generations to come, you can establish an endowment fund. Endowments are permanent named funds that are held and managed by the Murray State University Foundation, Inc., and require a minimum gift of \$25,000 payable over five years. Establishing a fund for excellence can be designated to support student-athlete scholarships, sport programs and facilities throughout Racer Athletics.

We deeply value your interest in considering this investment with the University and we are committed to working with you to ensure that an endowed fund generates your intended philanthropic impact for Murray State University and our student-athletes.

Planned Giving

Gift planning offers many benefits to you and your family while also ensuring the continued success of Murray State University. The Murray State University Foundation, Inc. can assist you with establishing gifts through life insurance policies, charitable trusts, annuities and bequests. We have many resources to help you as you consider your estate planning and charitable giving opportunities.

WAYS TO GIVE

Online

Visit goracers.com and click the "Donate Now" button

Call

Call Taylor Mudd, Director of Development-Athletics at (270) 809-3517 or Susan Darnell/Amy Maness in our ticket office at (270) 809-3000.

Mail

Murray State University Ticket Office
CFSB Center
1401 State Route 121 N
Murray, KY 42071

Email

Email Taylor Mudd at tmudd3@murraystate.edu

Visit

Please stop by our ticket office at the CFSB Center or visit Taylor Mudd on the 1st floor of Stewart Stadium. Monday - Friday: 8 a.m. - 4:30 p.m.

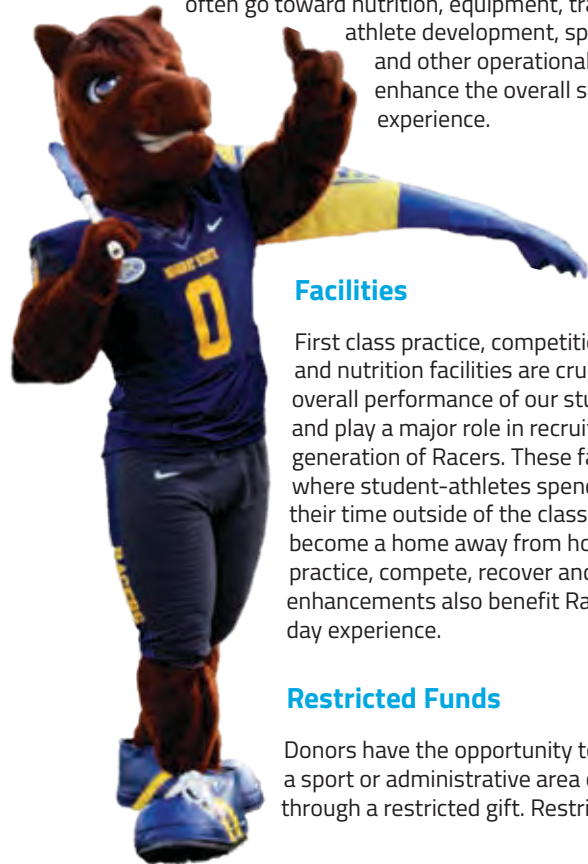
One-time payments can be made via check (payable to Murray State University) or credit card. You may also make your gift in monthly payments with a checking account or credit card account bank draft.

Matching Gifts

Make your gift go even further! Many companies participate in matching gift programs. Some companies will even match gifts made by retirees and spouses of employees. At Murray State University, matching gifts count toward donor recognition clubs! Please contact your employer's human resources department for information regarding their matching gift program request a matching gift form and send it completed and signed with your gift. The impact of your gift may be doubled or even tripled! Contact Taylor Mudd at (270) 809-3517 with questions.

Gifts of Stock or Securities, Real Estate of Personal Property

Through the Murray State University Foundation, Inc. we can also accept gifts of stock or securities, real estate or personal property, appreciated assets, life insurance/charitable trusts/annuities/bequests for the benefit of Murray State University and our student-athletes. Contact Taylor Mudd at (270) 809-3517 for additional information.



RACER PRIORITY POINTS

The goal of our Racer Club Priority Point System is to recognize the generosity, longevity and loyalty of our donors and season ticket holders, create an objective method for assigning available tickets/access at events and maximize revenue to support development and growth of our 350+ young adults as students, people and players. Additionally, our primary objective is to ensure fairness and equity in the ticket (regular season and postseason) allocation process and to reward those who have been long-time supporters of Murray State Athletics.

Points will be awarded in the following categories:



Cumulative Giving

2 points for every \$100 of lifetime giving to Murray State Athletics (*countable once*) starting July 1, 1991

Season Ticket Purchase

1 point for every consecutive year of season ticket purchase in Football since 2001 and/or Men's Basketball since 2000

5 points for every year of PAID women's basketball stand-alone mini-plan, back to 2015-16

5 points for every year (*max 3*) of the GOLD season ticket package

Special Event Ticket Purchase

2 points per ticket purchased to select CFSB Center Special events (concerts, live entertainment, etc.) or non-Athletic Events sponsored by Murray State Athletics (Hoopalooza, 50-yard Line Dinner, Hall of Fame, Sport Banquet, etc.) (*non-retroactive*)

Annual Giving

3 points for every \$100 of Racer Club general donation given each year

2 points for every \$100 of required annual priority seating donation

1 point for every \$100 of donation trade (i.e. wheels club and miscellaneous special sponsorships), beginning 2018-19

Known Documented Deferred Giving

1 point for every \$100 of known/documented deferred giving

Sponsor Credit

Minimum amount of \$2,000, at which point sponsors would receive **1 point** for every \$1,000 (with an entry of **2 points** for the first \$2,000) beginning 2018-19

Full Payment

10 points for paying football and basketball tickets and donations in full by renewal due date

5 points for payroll deduction for faculty/staff

Consecutive Years

5 point annual bonus for consecutive years donating non-priority seat donation to athletics starting in 1991

Faculty/Staff

1 point for every year of employment with Murray State University (*starting in 2020*)

Junior Racers Kid's Club

1 point per paid membership in the Junior Racer's kids club (*non-retroactive*)

Lifetime Points (one-time awards)

35 points for Murray State University letter winner

50 points for Murray State University Hall of Fame and Hall of Distinction

25 points for Murray State Alumni (*current active alumni association member*)

NEW GIVING LEVELS AND BENEFITS

LEVELS	PONY	STALLION	THOROUGHBRED	VICTORY	CHAMPION	BRONZE RACER	SILVER RACER	GOLD RACER
GIFT	\$100	\$700	\$1,500	\$3,000	\$5,000	\$10,000	\$15,000	\$20,000
RACER CLUB EMAIL	U	U	U	U	U	U	U	U
DONOR APPRECIATION DAY	U	U	U	U	U	U	U	U
PRIORITY POINTS	U	U	U	U	U	U	U	U
INVITATION TO SPECIAL EVENTS	U	U	U	U	U	U	U	U
EXCLUSIVE GIFT*	U	U	U	U	U	U	U	U
WOMEN'S BASKETBALL SEASON TICKETS (MAX 4)		U	U	U	U	U	U	U
MEN'S BASKETBALL PREGAME HOSPITALITY		U	U	U	U	U	U	U
MEN'S BASKETBALL HALFTIME HOSPITALITY			U	U	U	U	U	U
INVITATION TO SPECIAL TEAM PRACTICES					U	U	U	U
FOOTBALL /MEN'S BASKETBALL PERSONALIZED PARKING						U	U	U
INVITATION TO EXCLUSIVE RACER ATHLETIC EVENTS						U	U	U
PREGAME ACCESS TO SELECT RACER HOME GAMES						U	U	U
INVITATION TO TRAVEL WITH RACER TEAMS TO SELECT AWAY GAMES							U	U
DINNER WITH ATHLETIC DIRECTOR AND COACH OF YOUR CHOICE								U

* Exclusive Gift varies at each level

FOOTBALL SEASON TICKET INFORMATION

Racer Reserve Chair-back Seating

Make sure to enjoy Racer Football from the best seats in Roy Stewart Stadium. Introduced for the 2019 season, these new chair-back seats were an instant hit and offered several new amenities such as:

A Premium View – An enhanced view of the game from an elevated mid-line perspective

Extra Room – Chairs have been installed every other row to provide ample leg and side-to-side room

Easy Main Concourse Access – Chairs are located just a few steps (with handrail assistance) from the main concourse level

A Personalized Seat – Along with row and seat number, your seat will be branded with your name or business

By making an additional unrestricted gift to the Racer Club you can Reserve these highly coveted seats for the upcoming season by calling the ticket office today at (270) 809-3000.



SEASON TICKETS	2020 FOOTBALL Racer Club Per Seat Requirements			
	Ticket Price	Unrestricted Contribution	*Clear The Track* Contribution	Total
Racer Reserve	\$105	\$50	\$50	\$205
Football General Admission	\$50		\$10	\$60

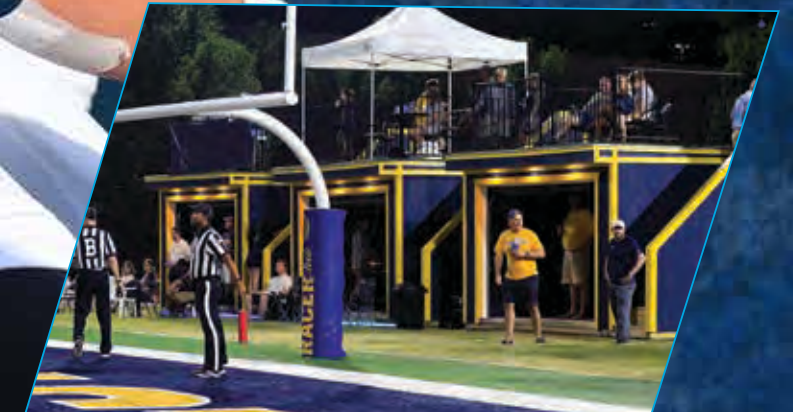
Starting in 2019, ALL KIDS – COLLEGE get FREE Admission into Racer Home Football Games
Clear The Track portion of the season ticket prices goes directly to support Racer Football

Racer Reserve Infield Boxes (RRIB)

Racer Reserve infield boxes provide a great view of the game from two vantage points; field level and a unique fenced-in upper deck area. These units will be made available four hours prior to kick-off, through one hour post-game. When not watching the game, fans can relax in the den-style area of the box complete with a Smart TV.

These boxes are perfect for those desiring a unique way to entertain clients and employees, as well as large groups such as alumni organizations, churches, groups of families or in some cases, just one large extended family.

Each box includes 25 tickets per game and special credentials which allow ticket holders exclusive field access. Every RRIB also comes with two VIP parking spaces directly adjacent to the horse gate in the main parking lot of the stadium. Fans may bring their own grill to cook or they can choose to have their box catered with a variety of delicious options from Racer Dining.





BASKETBALL SEASON TICKET INFORMATION

SEATING TYPE	Ticket Price	Unrestricted Contribution	Total
Men's Basketball Courtside	\$544 +	\$500	\$1,045
Men's Basketball Center Chairs	\$340 +	\$300	\$640
Men's Basketball Corner Chairs	\$289 +	\$150	\$439
Men's Basketball Reserved Bleachers	\$229.50 +	\$75	\$304.50
Men's Basketball Upper Reserved	\$170	None required, but appreciated	\$170

Future Premium Seating and Areas

As we continue to evaluate and grow our gameday experience, we will communicate new seating options and amenities. As a current season ticket holder and Racer Club member, you will have first access to any future premium seating updates based upon the priority point system.

BASKETBALL HOSPITALITY

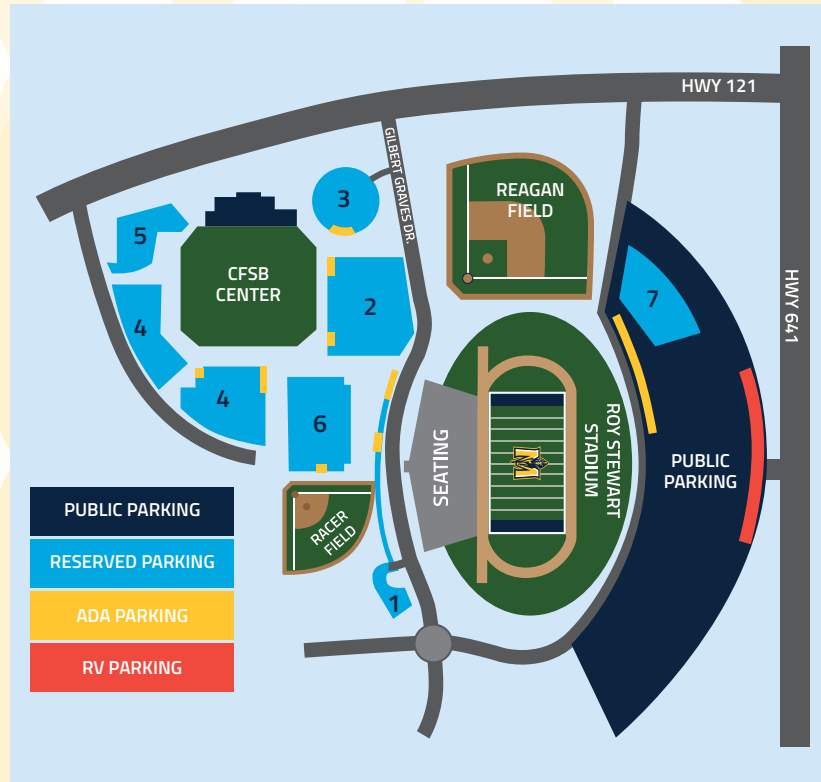
Pregame

Those at the Stallion level and higher, have the opportunity to enjoy a pregame meal with other Racer fans before each home basketball game. Meal costs this past year were \$9 per person and were brought to you by Racer Dining.

Pocket's Halftime Hospitality

All Racer Club members at the level of Thoroughbred and higher will have access to the Murray Room for complimentary snacks and beverages at half time of all Men's Basketball games.





FOOTBALL & BASKETBALL PRIORITY PARKING INFORMATION

Eligible members will receive a parking pass to the respective sport for which they hold a season ticket. Parking is prioritized and assigned per priority point system.

Basketball: Members with five or more season tickets in a single account may request an additional Lot #7 parking pass.

For more information regarding parking and availability call (270) 809-3000 or visit goracers.com

POSTSEASON TICKETS

Murray State Athletics typically receives a small allotment of tickets. We strive to be a "Players First Program;" after accommodating players' and coaches' families, all remaining tickets will be distributed to Racer Club members via the new priority points system.

The Racer Club uses donor rank, as determined by the point system, when managing the assignment of OVC and NCAA postseason games/tournament tickets. Ticket locations, for those attending post-season events, will be assigned based on the priority point rankings.

COMPLIANCE INFORMATION

Are you a "Representative of Murray State University's Athletics Interests"?

As a member of the Racer Club, you are a "representative of Murray State University's athletics interests," which is more commonly known as a "booster." Once your booster status is established, you are considered a booster FOREVER. Murray State Athletic Department staff and coaches are committed to upholding the standards and rules given to us by the NCAA and OVC. Therefore, it is important that Murray State boosters work with the Athletics Compliance Office to ensure that the eligibility of both current student-athletes and prospective student-athletes, does not come into jeopardy.

What are the general rules surrounding recruiting and boosters?

Boosters should not be involved in the recruitment of prospective student-athletes. A prospective student-athlete is anyone who has started classes for the seventh grade for men's basketball and softball, eighth grade for women's basketball, and the ninth grade for all other sports, regardless of whether they participate in high school sports. Boosters should not attempt to contact a prospect or influence their decision to attend Murray State. This includes messaging prospects on social media, both publicly and privately.

What is an "extra benefit" and why do I need to know this term?

An extra benefit is anything that is provided to a student-athlete or a student-athlete's family and friends by an institutional staff member or a booster that is not available to the general student body or general public. Providing anything considered an extra benefit to one of our student-athletes or their family and friends jeopardizes their eligibility to compete for Murray State.

The following are some examples of items considered to be "extra benefits:"

- Providing cash or loans in any amount or signing/co-signing for a loan
- Giving gifts of any kind, including birthday/holiday gifts and "Get Well Soon" cards
- Offering free or reduced-cost rent or housing, and other services such as meals, haircuts, automotive repairs, etc.
- Giving tickets to athletic or community events, even if you received the tickets for free
- Employing relatives or friends of a prospective student-athlete as an inducement to attend Murray State

The following are some examples of items considered to be "permissible" given that you work through the compliance office and other proper channels:

- Boosters inviting current student-athletes or teams to their home for an occasional meal, given that the booster received prior approval from the Athletics Compliance Office and head coach of that sport.
- Boosters may employ a student-athlete provided they make the proper arrangements through the Athletics Compliance Office.

For additional questions, please contact the Athletics Compliance Office

Matt Kelly, Senior Associate AD
(270) 809-4424, mkelly@murraystate.edu

Erin Provaznik, Assistant AD for Compliance
(270) 809-6016, eprovaznik@murraystate.edu

GENERAL FAQS

How is my gift to the Racer Club used?

A gift to the Racer Club is used for student-athlete scholarships, general operating budget and facility enhancements. Your gift plays a critical role in funding our student-athlete experience and competitive success of Murray State Athletics programs and student-athletes.

How is my annual gift to the Racer Club different from a sport specific fund?

Annual gifts to the Racer Club directly supports all of our student-athletes through scholarship support and annual operating needs. Due to the rising cost of scholarships and upkeep of facilities, it's important to continue investing in the Racer Club. By making a restricted gift, donors are directly supporting the sport of their choosing with needs outside of their individual operating budget.

Do I need to make two separate gifts to receive benefits: one for football and one for men's basketball?

No. If you make an unrestricted contribution for football seating, your gift will also apply to men's basketball benefits.

Is my contribution to the Racer Club tax deductible?

Yes and no. As of Jan. 1, 2018, any contribution in which a benefit is required (in this case parking and tickets) is no longer tax deductible. Prior to this law change these gifts were 80% tax deductible. However, many donations to the Racer Club can be considered 100% tax deductible because no benefits are received. If you are interested in making a gift that is 100% deductible, please contact Taylor Mudd by calling (270) 809-3517.

Are there other giving opportunities within the Racer Club?

Yes! There are many significant ways to get involved and start supporting our Racers. Contact Taylor Mudd today to learn more on sport-specific gifts, capital projects, endowments and planned giving. See donor support areas for more information.

I still have questions!

Please reach out to Taylor Mudd, Director of Development - Athletics, for any additional information at (270) 809-3517 or by email at tmudd3@murraystate.edu.

STAFF



Susan Darnell
Assistant AD - Ticket Operations
(270) 809-3000
sdarnell@murraystate.edu



Taylor Mudd
Director of Development - Athletics
(270) 809-3517
tmudd3@murraystate.edu

Murray State University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award associate, baccalaureate, master's, specialist and doctorate degrees. In addition, many of our academic programs and colleges are individually accredited. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia, 30033-4097 or call 404-679-4500 with questions about the accreditation of Murray State University.



MURRAY STATE
RACERS

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