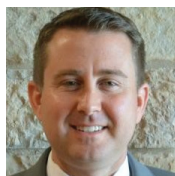


NAADD CORNER



@NAADDdevelopment



Rob Heil

Kansas State

Assistant AD for Development

From Masterplan to Reality

On September 7, 2018, Kansas State Athletics Director Gene Taylor sat in a room of more than 400 University Trustees and announced a \$210 million overall facility masterplan for the department. Exactly a year to the day on September 7, 2019, K-State Athletics announced the \$105 million Building Champions initiative in front of 50,000 K-Staters during a home football game with \$69 million already committed to the effort.

So how did we get to this point in one year? A multitude of things had to happen.

In the spring of 2017, the athletics department executed a SWOT analysis with coaches and staff. Following the announcement of the facility masterplan, we visited with key donors, showed

them what our top priorities were going to be and asked them to support this capital initiative. It quickly became evident the renovation of the south end of Bill Snyder Family Stadium would be the first project, followed by a new volleyball arena, Olympic performance training center and indoor football practice facility. The south end zone renovation will begin in the summer of 2020 and be completed for the 2021 football season. It will feature an enhanced sound system, two new video boards, new concessions area with 24 points of sale, new restrooms, enhanced Wi-Fi and a 13,000-square-foot club space featuring 300 club seats, 10 suites and 10 loge boxes that can be utilized for both football and men's and women's basketball.

We visited with our key donors to gauge their philanthropic interest and involvement during the silent phase, shortly after we announced the facility masterplan. Our staff quickly moved to identify leadership donors and arranged meetings or unique interaction opportunities with them. Our facility plans were met with positive responses, and donors were soon solicited for seven to eight-figure leadership gifts. We found several new seven-figure donors during this time who were brand new to supporting K-State athletics because the projects

impacted all sports, not just football. The timing of our silent phase was also significant because a large percentage of donors had recently paid off pledges from earlier commitments, and our fan base was excited with the hiring of Chris Klieman as our new football coach.

Fundraising for lead gifts moved quickly, and we found ourselves planning for a capital initiative announcement for early fall. In March we began brainstorming announcement ideas, web design, video content, marketing plans, social media presence and exclusive event plans. We pulled together our fan experience, communications, social media and video departments to share ideas, develop marketing elements and create the communications timeline needed to have a successful campaign launch. We held an exclusive donor event for our National Leadership Circle donors to announce the Building Champions initiative the evening before a home football game and had over 300 donors in attendance.

A month after the announcement of the Building Champions initiative we have over \$71 million committed and have identified several more lead gift donors to continue our positive momentum.

NAATSO CORNER



@NAATSONews



Ben Smith

University of Pittsburgh

Assistant AD, Ticket Operations and Sales

Our step into mobile ticketing and enhanced technology was really rooted in a foundation of trust with our partners at Heinz Field. For years, we operated as a Paciolan school that utilized Ticketmaster technology the day of the game. Game day sales went offline three hours prior to kickoff and all other sales came as walk up at the box office. Barcode data would be uploaded to Ticketmaster and scanning was conducted with Ticketmaster equipment.

During the 2017 season was when we first began to implement a mobile ticket option with our student body. For me, I have felt the most comfortable when rolling out new ticket technology primarily to our students. They are going to be the group of individuals on game day that will have the easiest time transitioning. At this point, we were still using Ticketmaster equipment so the students were the only group that our Heinz Field partners felt most comfortable rolling out mobile tickets for. Seating for the students is General Admission

and they get a wristband upon entering the stadium. The mobile ticket became meaningless once they entered the stadium but this helped us begin to build the trust necessary to make our next move.

It was in the summer of 2018 when the stars aligned, we were green lit to bring in Paciolan equipment and take on a more significant role in scanning operations at Heinz Field. We accomplished a number of things with this enhancement...

- This opened the door for us to run online sales up to kick off not just through primary but also with our secondary market inventory. It essentially created a new revenue stream that we had been missing for years.
- Rather than selling limited inventory via Ticketmaster we now had access to sell stadium-wide via Paciolan.
- We had up-to-the-minute scan data on game day, which was something we did not have access to previously. All scan data came upon request from our partners at Heinz Field and we did not have any way to troubleshoot ticket issues. We were operating on faith and hoping that ticket holders were not "gaming" the system.

- We could now roll out mobile ticketing stadium-wide and begin our transition away from paper tickets.

I would say that one of the biggest advantages to us playing in an NFL facility, from a ticketing perspective, is that Heinz Field has been a huge help in making our transition to mobile ticketing so seamless. They were fully mobile in 2018 and we went fully mobile in 2019 (dropped PDF tickets). They rolled out NFC Entry stadium-wide in 2019 and we rolled out NFC Entry to students in 2019 (we will go stadium wide in 2020).

Our transition to mobile ticketing has not happened overnight. It has been a gradual progression each year. Communication is key and a visual aide doesn't hurt either!