

2024

SMU[®]

IMPACT REPORT



SMU

A MESSAGE FROM RICK HART



Dear Mustang Nation,

In our very first season in the ACC, SMU has made history and our momentum is undeniable.

Our football team went 8-0 in ACC play, made the College Football Playoff and finished the season ranked No. 10 nationally. Our men's soccer team reached the Elite Eight and finished the season ranked No. 5. Our volleyball team earned a

No. 2 seed in the NCAA Tournament and was a host site for the opening two rounds for the first time in program history, ending the season ranked 15th in the country.

This historic success on the field mirrors the strength of our University as a whole. SMU surpassed its total number of applications from last year - an incredible milestone reflecting the growing recognition of SMU's excellence in academics, athletics and beyond. Together, we're building a future of bold achievements.

To our students, faculty, staff, alumni, donors, fans and the Boulevard Collective, your commitment fuels the extraordinary success of our teams. Thank you for your unwavering support of SMU and our Mustangs.

- Rick Hart, SMU Director of Athletics
#PonyUp

SMU

FALL SPORTS RECAP

- Six Ranked Teams: Football as high as No. 7, Men's Soccer No. 5, Volleyball No. 10, Equestrian No. 2, Men's Golf No. 16, Men's Swimming & Diving No. 19.
- Four postseason bids: Football earning a College Football Playoff bid, Volleyball making the NCAA 2nd Round, Men's Soccer making NCAA Elite 8 and Cross Country finishing 5th at the NCAA South Central Regional (VB hosted NCAA for the first time, MSOC hosted NCAA quarterfinal for the first time since 2001). 30-12-4 in ACC play combined (VB, MSOC, WSOC, FB).
- Football went 8-0 in the ACC, one of just two P4 programs to go unbeaten in league play. SMU is just the 6th program to go at least 8-0 in the ACC and is by far the most successful of any program ever transitioning from G5 to P4.
- Football set a Ford Stadium season attendance record of 228,563, recording five of the 12 largest crowds in stadium history. Volleyball also set a single-game attendance record of 6,773 in the win against No. 2 Nebraska and a season record of 30,976.
- 27 All-ACC Honors, including 19 in football.
- 17 ACC Weekly Honors.





SMU

FALL SPORTS RECAP

- Two Coaches of the Year: Sam Erger (AVCA VB) & Rhett Lashlee (ACC & DCTF FB); Rhett Lashlee was also a finalist for National Coach of the Year in Football.
- 18 National Player of the Year candidates.
- Combined 30-12-4 record in the ACC for SMU's fall sports.
- Nine Fall Sports All-Region honors: program-record four for VB, three for CC (most since 2018), two for MSOC.
- Two-Time Defending National Champion Equestrian is No. 7.
- Men's Basketball won the Acrisure Holiday Invitational with a 77-60 win over Washington State.
- Madison Parker won two US Open swimming titles in the 50 free and 100 free, Nyah Rose was called up to Canada's Women's Soccer National Team in December and Luke Sitz finished in the top six of three diving events at the World Junior Aquatics Championships in Brazil.
- Will Sides won the prestigious Stephens Cup individual golf title as Men's Golf finished second. SMU is one of three programs nationally with three players ranked in the top 60.
- Trevor Svajda advanced to the second round NCAA Individual Tennis Championship for the second consecutive year.



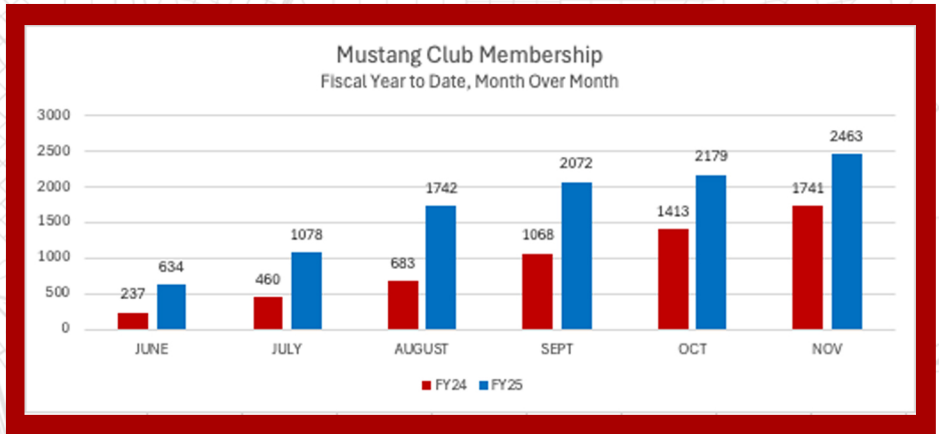


SMU

MUSTANG CLUB

MUSTANG CLUB MEMBERSHIP

MUSTANG CLUB MEMBERS consist of donors who generously support SMU Athletics by making a gift to any athletic fund. Members receive Mustang Club Benefits starting at the Red & Blue level (\$75) and receive priority points that assist with season ticket seat upgrades and postseason ticket allocation. The Mustang Club Priority Point System is based on Mustang Club Benefits Giving Level, gift amount, loyalty (number of years), and fund designation.



Last year, we reached 5,164 donors, a record number of Mustang Club Members through the Drive for Five Campaign. This year we are trending beyond 5,000 members with a 29% increase (fiscal year to date).

2,463

CURRENT MEMBERSHIP TOTAL

(June 1-November 30)



YOUNG ALUMNI MEMBERSHIPS are available to any SMU graduate who has received a Bachelor's, Master's, or Doctoral degree within the last five years for a contribution of just \$35. Members enjoy the same benefits as the Red & Blue level membership, which is typically available at the \$75 level, offering a great way for recent graduates to stay engaged and support SMU Athletics.



SMU

2024 SEASON TICKET SALES

FOOTBALL SEASON TICKETS

99%
Increase in
season ticket
sales YOY

3
Sold Out Games
(FSU, Pitt, BC)
x

MEN'S BASKETBALL SEASON TICKETS

19%
Increase in
season ticket
sales YOY

WOMEN'S BASKETBALL SEASON TICKETS

85%
Increase in
season ticket
sales YOY



SMU
ATHLETICS

SMU
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SMU

ACC COMPETITIVENESS CAMPAIGN

ACC

TM

Gifts to the ACC Competitiveness Campaign provide enhanced support for our student-athletes and coaches and ensure we can effectively recruit, retain, train, and compete for championships in the ACC.

OVER

\$125 MILLION

has been raised to date, a testament to the generosity of Mustang Nation. Support is needed now more than ever to remain competitive in the ACC. Learn more at smu.edu/acc-ready.





SMU

CAPITAL PROJECTS

Basketball Capital Improvements

SMU's arrival to the ACC marks a new chapter in its history, placing SMU Athletics back in a power conference. With the naming of Andy Enfield as the new men's basketball head coach, SMU Athletics continues to build on its legacy of achievement. Enhancing the future of the basketball program and facilities is critical to give our student-athletes the resources and support necessary for success.

\$2.09 MILLION
to the Men's Basketball Capital Improvements, exceeding our goal of \$1.75 Million to the campaign.

EXPECTED IMPACT

Optimize performance through pregame preparation and postgame recovery. Enhance teambuilding and collaboration through player-centered spaces. Attract top-tier student-athletes with upgraded facilities and staff support. Foster internal and external partnerships and innovative ways to engage SMU players and fan.

Garry Weber End Zone Complex

The Garry Weber End Zone Complex was dedicated on September 6, 2024. The facility includes the Armstrong Football Center, the Flanagan Family Training Table, and the Ware Family West Atrium and was supported by over 700 donors. The project is in its final fundraising phase seeking gifts of all sizes.





SMU

MUSTANG EXCELLENCE FUNDS

The Mustang Club's 16 Mustang Excellence Funds are used to benefit or enhance the specific program's greatest need including team travel, recruitment, operational expenses, equipment, and more.

\$947,243

IN DONATIONS SO FAR THIS FISCAL YEAR.





SMU

SACK CLUB

43 SACKS

(as of Dec. 21 against Penn State)

100K⁺

raised towards the SMU Football program this season

700K⁺

raised towards the SMU Football program in 6 seasons



Members of the Sack Club donate \$50 per sack to the SMU Football program and combine the fun of competition with philanthropy! Sack Club support will directly impact the program to provide immeasurable resources for our student-athletes on and off the field.



SMU

BOULEVARD COLLECTIVE

Boulevard COLLECTIVE

The Boulevard Collective is the official Name, Image, and Likeness Collective of SMU Athletics. The Boulevard Collective leverages SMU and DFW's robust business community to create marketing opportunities for SMU student-athletes in the NIL era. NIL is essential in the recruitment and retainment of talented student-athletes.

Learn more at BoulevardCollective.com.



SMU

WAYS TO SUPPORT

SAVE THE DATE! SMU DAY OF GIVING IS: TUESDAY, MARCH 11, 2025

BECOME A MEMBER:

	Scholarship \$60,000*	Top 25 Society \$25,000	Triple Crown \$15,000	Thoroughbred \$10,000	Varsity \$7,500	Stallion \$5,000	Horseshoe \$2,500	Saddle \$1,500	Peruna \$1,000	Mustang \$500	Pony \$250	Colt \$150	Red & Blue \$75
IMPACT ON STUDENT-ATHLETE	Tuition and Fees for 1 Year	Books and Supplies for 5 Student-Athletes	On-Campus Housing and Dining	Training Table Per Day	Sport Science Tracking	Meal Plan	Uniform Set	Laptop for Student-Athlete	Massage Therapy Session	Football Helmet	Team Building Activity	Pair of Cleats	Nutrition Station Supplies
RECOGNITION													
Membership Packet	🐎	🐎	🐎	🐎	🐎	🐎	🐎	🐎	🐎	🐎	🐎	🐎	🐎
Priority Points for Annual Donations	🐎	🐎	🐎	🐎	🐎	🐎	🐎	🐎	🐎	🐎	🐎	🐎	🐎
Mustang Club Website Recognition	🐎	🐎	🐎	🐎	🐎	🐎	🐎	🐎	🐎	🐎			
Game Program Recognition	🐎	🐎	🐎	🐎	🐎	🐎	🐎	🐎	🐎	🐎			
Stadium Club Recognition Display	🐎	🐎	🐎										
PARKING													
Opportunity to Purchase a Season Auxiliary Boulevard Spot**	🐎	🐎	🐎	🐎	🐎	🐎	🐎	🐎	🐎				
Opportunity to Purchase a Season Main Boulevard Spot**	🐎	🐎	🐎	🐎	🐎	🐎	🐎						
Eligible FB Parking Location***	Meadows Surface Lot	Meadows / Washburne Surface Lot	Meadows / Washburne Surface Lot	Meadows / Washburne Surface Lot	Meadows / Washburne Surface Lot	Meadows / Washburne Surface Lot	Church Lot / Binkley / Moody / Hillcrest	Church Lot / Binkley / Moody / Hillcrest					
Eligible MBB Parking Location***	Moody Level 1 Valet	Moody Level 1 Valet	Moody Level 1 Valet	Upper Moody	Upper Moody	Binkley	Meadows	Meadows	Meadows				
HOSPITALITY													
Access to Armstrong Fieldhouse (pregame, football tailgate)	🐎	🐎	🐎	🐎	🐎	🐎	🐎	🐎	🐎	🐎	🐎	🐎	🐎
Invitation to Mustang Club Exclusive Events Including the Donor Loyalty Program	🐎	🐎	🐎	🐎	🐎	🐎	🐎	🐎	🐎	🐎	🐎	🐎	🐎
Opportunity to Purchase Hall of Fame Club Season Access**	🐎	🐎	🐎	🐎									
Opportunity to Purchase Miller Champions Club Season Access**	🐎	🐎	🐎										

* Must have football and men's basketball tickets for credit to apply to Premium Seat Funds.

** With football season ticket purchase only.

*** Number of spots eligible for purchase is determined by number of season tickets sold - one spot per four season tickets; Pregame vouchers available with season ticket purchase.

*** Must be a current Men's Basketball Season Ticket Holder. Miller Club/Hall of Fame access requires valid club ticket for entry. Access requires a separate \$700/ticket food & beverage fee.

Contact 214-768-2582 for more information on gifts over \$100,000.



Mikial Onu

(Mustang Club Board and SMU Football Class of 2019)

SMU Football has had an incredible impact on my life and my family. It provided me the opportunity to earn a degree from one of the nation's most prestigious business schools and build lifelong relationships with future mentors, bosses, investors, and most importantly friends. I will continue to support SMU athletics to ensure future athletes have the same, or better, experience I had.