

## **UNC Athletics Season Ticket Allocation Guidelines**

Carolina Athletics, in partnership with The Rams Club, has updated its season ticket allocation guidelines for all sports, excluding football and men's basketball. The new system rewards loyal season ticket holders while respecting the traditional Rams Club priority point system. These guidelines will NOT replace the Equity Seating Plan for football or the Endowment/Annual Fund seating process for men's basketball. The intent is to clearly define the plan for all other sports where season tickets are offered.

These allocation guidelines will determine how the UNC Athletics Ticket Office assigns all season tickets that are purchased prior to the priority deadline for each season. Prior to the priority deadline, previous season ticket holders and Rams Club members can place an order, along with specific seating requests. Requests should be as specific as possible and may include:

- Same seats as previous season
- Sit within certain sections or rows
- Aisle seats
- Sit with friends and/or family (best to include account number and name)
- Sit under an overhang for weather related issues
- Etc.

After the priority deadline, the UNC Athletics Ticket Office will begin assigning all orders based upon the allocation guidelines below. It will fulfill each request to the best of its ability, based upon priority and availability.

Orders placed after the priority deadline will be subject to the best available seats remaining.

The tiers of priority are defined below:

### **1. Rams Club members who are returning Season Ticket Holders**

- Rams Club members will receive priority for the quantity of tickets purchased from the previous season. *Please note:* priority does not mean that season ticket holders are guaranteed their exact same seats from year-to-year. Within the group of previous season ticket holders, they will be ranked based upon the Rams Club priority point system.
- **Example:** Rameses purchased four women's basketball season tickets last year, so he will qualify to purchase up to four within the top priority group for the upcoming season.

### **2. Rams Club members who are new purchasers**

- Rams Club members who are purchasing season tickets, but did not purchase the previous season will have their season tickets assigned based upon The Rams Club priority point system; this will occur after all Rams Club members who were season ticket holders the previous season. This includes Rams Club members who want to increase the quantity of season tickets purchased.
- **Example:** Rameses purchased four women's basketball season tickets last season and wants to purchase six for the upcoming season. He will have two options to consider.

*Option One:* Four will be assigned in the top priority group and the additional two to be assigned within the second priority group. *Option Two:* The purchaser will forego their top priority for the four from last season and to get six together for the upcoming season within the second priority group.

### **3. Faculty and Staff members who are returning Season Ticket Holders**

- Faculty and Staff members will receive priority for the quantity of tickets purchased from the previous season. Please note: priority does not mean that season ticket holders are guaranteed their exact same seats from year-to-year. Within the group of previous season ticket holders, they will be ranked based upon the total of consecutive years of season tickets purchased. UNC faculty and staff members who want to increase the quantity of season tickets purchased from the previous season will have two options of which are outlined in Example 2.
- **Example 1:** Rameses purchased four women's basketball season tickets last year as a UNC Faculty member, he will qualify to purchase up to four with priority for the upcoming season, following the assignments of all Rams Club members. Any UNC Faculty or Staff member that is also a Rams Club member, will be assigned based upon their Rams Club priority.
- **Example 2:** Rameses purchased four women's basketball season tickets last year as a UNC Faculty member and wants to purchase six for the upcoming season. He will have two options to consider. *Option One:* four tickets will be assigned in the top UNC faculty and staff priority group and the additional two to be assigned separately. *Option Two:* Rameses will forego his top UNC faculty and staff priority for the four from last year to get six together for the upcoming season. In this option, the assignment of the six will come after all UNC faculty and staff renewals, but prior to any new purchasers.

### **4. Faculty and Staff who are new purchasers**

- Faculty and Staff members who are purchasing season tickets that they did not purchase last season will have their season tickets assigned based upon the date of order.
- **Example:** Rameses wants to purchase women's basketball season tickets for the upcoming season and did not purchase season tickets for the previous season. Rameses' season tickets will be assigned based upon the date on which they purchased in relation to all other new UNC faculty and staff members.

### **5. Season Ticket Purchasers**

- All other season tickets purchased will be assigned based upon the date of purchase. Priority from previous years of purchase will only be considered for Rams Club Members and UNC Faculty or Staff.

*Carolina Athletics and The Rams Club will regularly review this policy and update, as needed.*