The Monarchs are on the Rise to Prominence! What a year for all 500 student-athletes who proudly wear an Old Dominion uniform. Our 18 intercollegiate athletic programs achieved much success on the field of competition. Men’s basketball captured the inaugural Vegas 16 title, women’s lacrosse won the Atlantic Sun Championship and secured the program’s first-ever NCAA Tournament bid, and to cap it all off, football earned its first bowl victory in program history as they hoisted the 2016 Popeyes Bahamas Bowl trophy to close out the year.

Along with achieving success in athletic competition, our student-athletes also set high marks in the classroom. Last fall, we had 12 teams with GPA’s of 3.0 or higher. Among our 500 student-athletes, 4% earned a 4.0 semester GPA, 33% earned Dean’s List Honors with a 3.4 GPA or higher, and nearly 58% earned a 3.0 GPA or higher. The cumulative average for all ODU student-athletes was better than a 3.0!

Their success is made possible thanks to the generosity of our ODAF members. In 2016, the commitment of ODAF supporters went above and beyond. We increased our 110% Club by 168 members, which means that 36% of our ODAF members gave 110%. Imagine the impact if every member joined the 110% Club. For the 4th consecutive year, we received support from 100% of our full time ODU Athletic Department staff and coaches which accounted for the equivalent of one full athletic scholarship.

As we head into 2017, start thinking now about where you would like your seats to be for the upcoming football and basketball seasons. This year marks a reseating year for football at S.B. Ballard Stadium and men’s and women’s basketball at the Ted. Appointment times to select your seats will be solely based off of your ODAF Priority Point ranking. As you look to improve your ranking, remember the most heavily weighted factor in the priority point system is your current year ODAF contribution. Not only will you want to increase your rank for this year’s reseating, but also for the Rebirth of Foreman Field.

Our Rise to Prominence is dependent on the support of our donors, alumni, fans and community members. As we begin 2017, I encourage you to continue your support of ODU Athletics and the ODAF and ask that you invite others to join you in your support. A donation to the ODAF is an investment into the lives of our 500 student-athletes and our 18 intercollegiate athletic programs. On behalf of our student-athletes and staff, I thank you in advance for your support. Because of you, we create winners in the classroom, in athletic competition, and in life. Thank you for your generous support of ODU Athletics.

GO MONARCHS!!!

Dr. Camden Wood Selig
Director of Athletics
YOUR IMPACT

**CYNDIE TUTCHTON**
Women's Lacrosse, Junior

"Because of you, I found I could step out of my comfort zone, 10 hours away from home."

**WILL MORGAN**
Baseball, Sophomore

"Because of you, I am getting an outstanding engineering degree while playing in a top tier baseball program."

**RAY LAWRY**
Football, Junior

"Because of you, I was able to receive a scholarship and play in front of the best fans in college football."

**MAGGIE SIMMERMACHER**
Women's Golf, Junior

"I wouldn’t be studying abroad while playing golf if it wasn’t for the incredible opportunities ODAF members give to student-athletes. Their unconditional support is the key for all my achievements. Because of you, I can just say thank you and enjoy my ride as a Monarch!"

18 Student-Athletes Received a 4.0 GPA

58% of Student-Athletes Achieved a 3.0 GPA

33%
Student-Athletes on the DEAN'S LIST

THEIR SUCCESS

**2016 LACROSSE**
Atlantic Sun CHAMPIONS

**2016 FOOTBALL**
Popeyes Bahamas Bowl Game CHAMPIONS

**2016 MEN’S BASKETBALL**
VEGAS 16 Tournament CHAMPIONS

**2016 10-3 Record**

**BECAUSE OF YOU**
IMPORTANT DATES & EVENTS

APRIL
- APRIL 3 - Football parking request period begins
  - Men’s Soccer Golf Tournament
  - Women’s Basketball Golf Tournament
  - Big Blue BBQ

AUGUST
- AUG. 1 - 2017 ODAF membership paid in full
- AUG. 1 - Basketball season ticket renewal deadline
- AUG. 28 - Basketball seat selection times begin
  - Football season tickets and parking mailed
  - Men’s Basketball Golf Tournament

MAY
- MAY 1 - Football ticket and ODAF membership renewal deadline*
- MAY 22 - Football reseating appointment times sent out by mail and email
  - Wrestling Golf Tournament

JUNE
- JUNE 5 - Football seat selection times begin
- JUNE 5 - Basketball season ticket renewals mailed
  - Football Golf Tournament

SEPTEMBER
- SEPTEMBER 5 - Baseball season ticket renewals mailed

DECEMBER
- DEC. 31 - Last Day to make ODAF donations in 2017 tax year

*Must have ½ of 2017 ODAF pledge paid or payment plan set up for remainder of year. In order to maintain football seat location from previous season, must maintain or increase ODAF Membership level from previous year.

2016 YEAR IN REVIEW
BY THE NUMBERS

- 888 110% MEMBERS
- 2,444 ODAF MEMBERS
- $7,926,832 TOTAL DOLLARS RAISED
- $4,552,051 ODAF Annual Fund
- $1,550,775 Capital
- $1,400,687 Premium Seating
- $433,319 Endowment

HOW ODU STACKS UP
Annual Fund

- WKU: $1,400,000
- Marshall: $1,800,000
- JMU: $2,100,000
- NAVY: $4,100,000
- ODU: $4,552,000
- ECU: $7,700,000
- VA TECH: $9,800,000
- UVA: $17,000,000

110% MEMBERS
- 2,444 ODAF MEMBERS

54 Consecutive Football Sellouts

100% Athletic Department Staff Giving
- 4 Consecutive Years

$1,652,500 In Planned Giving

BECAUSE OF YOU
### DONOR LEVELS and BENEFITS

#### Support of an ODU Student-Athlete
- **BLUE LION**
- **WHITE KNIGHT**
- **BLUE KNIGHT**
- **BLUE BARON**
- **BLUE MONARCH**
- **SILVER MONARCH**
- **DIAMOND MONARCH**
- **GOLDEN MONARCH**
- **PLATINUM MONARCH**
- **ROYAL MONARCH**
- **CHAMPIONSHIP MONARCH**

#### Tax Deduction
- **BLUE LION**
- **WHITE KNIGHT**
- **BLUE KNIGHT**
- **BLUE BARON**
- **BLUE MONARCH**
- **SILVER MONARCH**
- **DIAMOND MONARCH**
- **GOLDEN MONARCH**
- **PLATINUM MONARCH**
- **ROYAL MONARCH**
- **CHAMPIONSHIP MONARCH**

#### Basketball FIRST Priority Seats
- **Garage**
- **Garage Tailgate**
- **Tailgate**
- **Tailgate**
- **Tailgate**
- **Tailgate**
- **Tailgate**
- **Tailgate**
- **Tailgate**

#### Football Priority Seats
- **Garage**
- **Garage Tailgate**
- **Tailgate**
- **Tailgate**
- **Tailgate**
- **Tailgate**
- **Tailgate**
- **Tailgate**
- **Tailgate**

#### Football Parking *
- **GARAGE**
- **RED GARAGE**
- **YELLOW GARAGE**
- **YELLOW GARAGE**
- **YELLOW GARAGE**
- **RED GARAGE**
- **RED GARAGE**
- **RED GARAGE**
- **RED GARAGE**

#### Big Blue Room Basketball Parking Passes *
- **GARAGE**
- **GARAGE**
- **GARAGE**
- **GARAGE**
- **GARAGE**
- **GARAGE**
- **GARAGE**
- **GARAGE**
- **GARAGE**

#### Basketball Parking *
- **Garage C**
- **Garage C**
- **Garage C**
- **Garage C**
- **VIP Garage D**
- **VIP Garage D**
- **VIP Garage D**
- **VIP Garage D**
- **VIP Garage D**

#### Basketball SECOND Priority Seats
- **Garage C**
- **Garage C**
- **Garage C**
- **VIP Garage D**
- **VIP Garage D**
- **VIP Garage D**
- **VIP Garage D**
- **VIP Garage D**
- **VIP Garage D**

### PRIORITY POINT SYSTEM

#### Priority Point Formula
- Season Tickets Purchased (Current Year) x 2
- 2017 ODAF unrestricted donation x .15
- 2017 ODAF restricted donation* x .08
- Includes enhancement fund gifts
- Consecutive years of ODAF Membership x 2
- Consecutive years as a season ticket holder** x 2
- Includes voucher book purchases
- Lifetime ODAF giving x .02

#### Bonus Points
- Power of the Pride Referral Program + 25 per referral
- 110% Club (Current Year) + 10

#### Priority Point Example

Big Blue has been a member of the ODAF for three consecutive years. Big Blue’s first two gifts were in the amount of $500 unrestricted, but he decided to join the 110% Club this year and gave $550 unrestricted. Big Blue has also purchased two football and two men’s basketball season tickets for three consecutive years. Big Blue earned bonus points by signing up his two friends, Drew and Darius through the Power of the Pride referral program, who joined the ODAF at $100 each.

#### Power of the Pride Referral Program
- + 25 per referral
- 110% Club (Current Year) + 10

#### Total Priority Points: 182.5

### Where do you rank?

<table>
<thead>
<tr>
<th>RANK</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>72,807</td>
</tr>
<tr>
<td>50</td>
<td>5,604</td>
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<tr>
<td>100</td>
<td>3,073</td>
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<tr>
<td>250</td>
<td>1,276</td>
</tr>
<tr>
<td>500</td>
<td>696</td>
</tr>
<tr>
<td>1,000</td>
<td>332</td>
</tr>
<tr>
<td>1,500</td>
<td>181</td>
</tr>
<tr>
<td>2,000</td>
<td>89</td>
</tr>
</tbody>
</table>

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* = SEASON TICKET HOLDERS ONLY
** = ONE TIME GIFT
^ = 2ND FOOTBALL PARKING PASS WILL BE ALLOCATED BASED ON AVAILABILITY AND WILL HAVE AN ADDITIONAL COST OF $50. DONORS MUST HAVE MORE THAN FOUR (4) SEASON TICKETS.

To better accommodate our ODAF members, the ODAF is instituting a first and second priority for basketball season tickets. For more information on the new priority limits, please see the ODU Seating Brochure.
JOIN THE
110% CLUB

In an effort to meet the rising cost of college athletics, the ODAF is challenging all of its members to step up and give 110% - a ten percent increase over your previous year's gift. Members who increase their 2017 contribution by ten percent will receive a unique 110% Club gift and 10 bonus Priority Points.

Young Alumni Program

The Young Alumni Program builds on our membership goals while reaching out to ODU graduates from the class of 2014 forward. Alumni who qualify receive discounted membership access as displayed in the chart below. Additional benefits include:

- Access to priority football and basketball season tickets
- SOS Discount on men’s & women’s basketball season tickets (maximum of 2 tickets)
- Basketball parking pass (with purchase of season ticket)
- Football tailgate parking pass in the Monarch Village lot (with purchase of season ticket)
- Access to Big Blue Room for men’s & women’s basketball (with purchase of season ticket)
- Priority Point credit

How to Leave a Legacy

Life Income Gifts
Charitable Gift Annuity – Through a simple contract, you agree to make a donation of cash, stocks or other assets to ODU Athletics. In return, you receive a fixed amount each quarter for the rest of your lifetime.

Charitable Remainder Trust – With a charitable remainder trust, you or other named individuals can receive income each year for life or a period not exceeding 20 years from assets you give to the trust you create. After the life of the named individual(s) the balance is distributed to ODU Athletics for the purposes that you’ve designated.

Charitable Lead Trust – A lead trust makes an annual payment to ODU Athletics for a number of years, with the remaining assets going to your heirs.

Other Gift Options
Stock – Eliminate tax on long-term capital gains.
Gift of Real Estate – A gift of real estate provides a lasting benefit to ODU Athletics while generating a charitable tax deduction.
Gift of Retirement Assets – This arrangement allows you to name ODU Athletics as the beneficiary of your retirement accounts, and can be easily done simply by adding ODAF as the beneficiary on the beneficiary form.
Gift of Life Insurance Policy – Life insurance policies can be transferred to ODU Athletics by naming ODAF as the beneficiary or owner and beneficiary.

MONARCH LEGACY SOCIETY

Oftentimes, a person’s legacy in life is defined by the mark that they leave on this world. The Monarch Legacy Society was established to recognize the lasting impact of those donors who make or have made a planned gift for the benefit of Old Dominion Athletics.

As a fan or friend of Old Dominion Athletics, the Monarch Legacy Society provides you the unique opportunity to make the ultimate gift – one that benefits Old Dominion far beyond your lifetime. Your commitment to Old Dominion Athletics will shape the future of its programs for generations to come.

Donors who establish a planned gift ($25,000 minimum) with the Monarch Legacy Society will receive 250 one-time bonus priority points.
**FOOTBALL SEASON TICKETS**

**FOREMAN FIELD AT S.B. BALLARD STADIUM**

**Premium Sideline Seats**
Midfield seating that includes hospitality access to the Lexus Field Pass Terrace. The Lexus Field Pass terrace is located in the endzone of the Football Game Day Complex and has access to a full service bar throughout the game.

*Due to limited availability we cannot guarantee every $1,000 donor will have the opportunity to purchase premium sideline seats. Please see the ODU Reseating Brochure for more information.

**Loge Seating**
Located on the second floor of the Football Game Day Complex, loge seats are available in two and four-seat packages. Loge ticket holders receive exclusive access to the terrace level and scholarship lounge, which include a full service bar and upscale concessions. Standing Room Only Tickets are available.

**Luxury Suites**
The Football Game Day Complex features 27 spacious suites including patio, loft, and standard styles. Suites include tiered stadium seating, upholstered furniture, televisions, and food and beverage service.

For more information on premium seating, please contact Darius James (757) 683-6250

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**NEW Priority Ticket Allotment**

<table>
<thead>
<tr>
<th>Donor Level</th>
<th>Tickets</th>
<th>Premium Sideline*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue Lion ($100)</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>White Knight ($300)</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Blue Knight ($500)</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Blue Baron ($1,000)</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>Blue Monarch ($2,000)</td>
<td>10</td>
<td>4</td>
</tr>
<tr>
<td>Silver Monarch ($3,500)</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td>Diamond Monarch ($5,000)</td>
<td>14</td>
<td>8</td>
</tr>
<tr>
<td>Golden Monarch ($7,500)</td>
<td>16</td>
<td>8</td>
</tr>
<tr>
<td>Platinum Monarch ($12,000)</td>
<td>20</td>
<td>8</td>
</tr>
<tr>
<td>Royal Monarch ($15,000)</td>
<td>24</td>
<td>8</td>
</tr>
<tr>
<td>Championship Monarch ($25,000)</td>
<td>26</td>
<td>8</td>
</tr>
<tr>
<td>Scholarship Society ($32,727)</td>
<td>26</td>
<td>8</td>
</tr>
</tbody>
</table>

Please remember that 2017 is a reseating year for football. ODAF Members will receive seat selection times based on their ODAF* Priority Point Rank and will have the opportunity to select the location of their priority season tickets. Donors are more than welcome to purchase more tickets than their priority allotment, but the location of these non-priority tickets will be determined by the ODU Ticket Office after the reseating process. For more information please see the ODU Reseating Brochure included with your GamePlan.

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**BASKETBALL SEASON TICKETS**

**TED CONSTANT CONVOCATION CENTER**

**Courtside Seating**
Luxury seats located on the court with access to a VIP Courtside Lounge which features a full service bar and gourmet catering.

**4400 Club Seating**
Located on the third level of the Ted Constant Convocation Center Club seat holders receive exclusive access to the 4400 Club which includes upscale concessions and bar service throughout the game. The opportunity to purchase requires a minimum ODAF donation of $1,000.

**Luxury Suites**
The Ted Constant Convocation Center features 16 luxury suites. Each suite offers open-air seating, an indoor lounge, television, sink and refrigerator. Catering service is also available at an additional charge. Suite ownership includes all ODU Men’s and Women’s Basketball games and provides the opportunity to purchase tickets for all events held in the Ted.

For more information on premium seating, please contact Darius James (757) 683-6250

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**NEW Priority Ticket Allotment**

<table>
<thead>
<tr>
<th>Donor Level</th>
<th>FIRST Priority*</th>
<th>SECOND Priority*</th>
</tr>
</thead>
<tbody>
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Please remember that 2017 is a reseating year for Basketball. ODAF Members will receive seat selection times based on their ODAF Priority Point Rank and will have the opportunity to select the location of their priority season tickets. To better accommodate our ODAF members, the ODAF is instituting a first and second priority ticket allotment. For more information on the new priority limits, please see the ODU Reseating Brochure included with your GamePlan.
To assist our fans in obtaining their desired parking location, the ODAF will be providing daily updates regarding projected gift amounts for each parking lot throughout the renewal process. Fans will be able to check the updates by visiting OldDominionAF.com.

The parking request period will run from April 3rd to May 1st. Following the closing of the request period, the ODAF will make a final update to the projected donation amounts for our fans to view. At this point in time, those who find themselves below the projected donation level will have the opportunity to make an additional donation starting May 8th and ending May 12th. For more information, please visit OldDominionAF.com.

Q: How and when is tailgate parking allocated every season?
A: Parking is allocated based on your 2017 ODAF membership level and then by priority points within each level. The parking request period will open on April 3rd and close on May 1st.

Q: If I meet the projected donation level, am I guaranteed a space in my requested lot?
A: For 2017, the ODAF will provide the most up-to-date projected donation amount for each lot based on gifts received throughout the renewal process, but there is no guarantee that the projected gift amount will equate to a spot in that parking lot.

Q: If I park with a group, how are we allocated?
A: In an effort to be fair to our membership, parking will be allocated based on the donor with the lowest membership level.

Q: If I do not want to tailgate, but would like to receive a garage pass, can I do so?
A: Yes, members at the $2,000 level and above can forgo their tailgate benefit and request a Red Garage pass. Members below the $2,000 donation level can request a Yellow Garage pass.

Q: If I have more than 4 tickets, can I purchase an additional parking pass?
A: Yes, please reference the ODAF Benefits Chart to determine if you are eligible to purchase. An additional parking pass is $50.

Q: Do I have to have my pledge paid in full to receive my parking pass for the 2017 season?
A: ODU Football parking is allocated based on your 2017 ODAF Membership level. To receive your parking pass, you must have either paid your pledge in full or set up a payment plan prior to August 1.

PARKING & TAILGATING
PROJECTED DONATION/PARKING EXPLANATION

2017 ODAF FOOTBALL PARKING
2017 ODU Football parking request forms will be made available on April 3rd. To receive a parking space for 2017, you must submit a parking request form by May 1, 2017.

Football Parking FAQ’s

Q: How and when is tailgate parking allocated every season?
A: Parking is allocated based on your 2017 ODAF membership level and then by priority points within each level. The parking request period will open on April 3rd and close on May 1st.

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A: For 2017, the ODAF will provide the most up-to-date projected donation amount for each lot based on gifts received throughout the renewal process, but there is no guarantee that the projected gift amount will equate to a spot in that parking lot.

Q: If I park with a group, how are we allocated?
A: In an effort to be fair to our membership, parking will be allocated based on the donor with the lowest membership level.

Q: If I do not want to tailgate, but just would like to receive a garage pass, can I do so?
A: Yes, members at the $2,000 level and above can forgo their tailgate benefit and request a Red Garage pass. Members below the $2,000 donation level can request a Yellow Garage pass.

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Ways to Support

Unrestricted gifts to the ODAF are the most vital to ODU Athletics. A donation to the ODAF is an investment that makes an immediate impact on the lives of ODU student-athletes. Listed below are some of the many ways you can make that investment.

Cash Donations - Making a cash donation to the ODAF is as easy as writing a check or using your credit card. Checks should be made payable to the Old Dominion Athletic Foundation. For those using a credit card, monthly payment plan options are also available.

Securities - You may eliminate paying capital gains tax and receive a valuable income tax deduction with a gift of stock, bonds or mutual funds.

Corporate Matching Gifts - Many companies will match your contribution to the ODAF. Submit your company’s matching gift form with your contribution and it can significantly increase your support and associated giving level.

Gifts in Kind - A gift-in-kind donation is one of personal property or services that are charitably gifted to the ODAF.

Payroll Deduction - ODU Faculty/Staff who are interested in the convenience of payroll deduction should contact the ODAF to obtain a payroll deduction form to make their gift.

Estate & Planned Gifts - Life income gifts, life insurance, and other bequests are ways for a donor to leave their legacy while receiving substantial income, estate, and gift tax benefits now. For more information, see page 9 and consider leaving your legacy by joining the Monarch Legacy Society.

Donor Advised Funds, Private Foundations & IRA’s - A contribution in these forms are welcomed. However, please note the ODAF cannot offer any benefits for gifts coming from a donor advised fund, private foundation, or IRA per IRS regulations. Contributions from these sources may only be applied to a gift that is 100% tax deductible. Please consult your tax advisor for more information.

How to Donate

Monarch fans are welcome to make a contribution to the ODAF at any time throughout the year. However, if you are interested in securing any of the benefits listed throughout the GamePlan, please consider making your ODAF contribution by May 1, 2017.

In Person - Make your donation in person by visiting the ODAF office. We would love the opportunity to assist you in making your contribution. We enjoy getting to know our ODAF members and hearing about why they support ODU Athletics.

Online - Make your donation online by visiting olddominionaf.com and clicking “Donate” in the upper right hand corner. Online contributions can be made by using your Visa, MasterCard, or American Express.

Over the Phone - Call the ODAF office at (757) 683-6963 and an ODAF representative will be happy to assist you with your contribution.

Mail - A contribution by credit card or check made payable to the “Old Dominion Athletic Foundation” should be sent to 4417 Monarch Way, 4th Floor, Norfolk, VA 23529

ODAF Renewal or Pledge Card - Mail in the ODAF renewal form or pledge card found in this GamePlan along with your payment information.

OldDominionAF.com
To Our ODAF Members

THANK YOU ODAF
BECAUSE OF YOU
Q: What does my ODAF donation support?
A: Your annual contribution helps to provide the resources necessary for ODU student-athletes to compete for championships at the Division I level. Contributions to the ODAF can also fund scholarship endowments and capital projects, such as facility enhancements.

Q: Is my donation to the ODAF tax-deductible?
A: Yes, the ODAF is a 501 (c) (3) non-profit organization and your donation can receive a full deduction if no benefits are received. If you purchased season tickets and/or received parking in a designated area based on your level of giving, 20% of your donation is not considered tax deductible. Please consult your tax advisor for further information.

Q: Are my ticket and parking locations affected by my ODAF Membership level?
A: Yes. Seat and parking location is allocated based on your ODAF Membership and ODAF Priority Points. For more information, please reference the ticket and parking pages (page 10 through 13).

Q: My company offers a matching gift plan; can I apply this to my ODAF Membership?
A: Yes, the ODAF accepts matching gifts for membership. Please contact your company’s benefits specialist for more information.

Q: What are other ways to accumulate priority points?
A: Other ways to accumulate priority points include joining the 110% club, referring a new member through the Power of the Pride program, sport specific giving or becoming a Monarch Legacy Society member.

Q: Can my priority points be transferred to someone else?
A: All priority points related to giving and tickets can only be transferred to a spouse. No other immediate family members, friends, or other entities can receive a transfer of priority points.