Tiger Nation,

The University of Memphis is home to nearly 400 student-athletes on 19 teams. These bright, talented young men and women come from all over the world to proudly wear the Blue and Gray, represent the University of Memphis and embrace the opportunity to compete for national championships while earning a degree in the field of their choice. My staff and I work tirelessly each day to help ensure our student-athletes have a world-class intercollegiate athletics experience.

With your support, we can continue to build one of the nation's premier athletics departments and provide our student-athletes with the resources they need to be successful in the classroom, on the playing surface, and in the community. Together, we will build a "culture of champions." I am asking you to invest in these young men and women. I want you to consider increasing your commitment to Tigers Athletics and thus become a part of our True Blue Society today.

The members of the True Blue Society help inspire our student-athletes to strive for excellence and prepare them for success beyond graduation. Additionally, their generosity lays the foundation for a championship intercollegiate athletics program, which garners national media attention, instills community pride and elevates the profile of the University. The importance of the True Blue Society cannot be overstated!

These are exciting times for the University of Memphis and the athletic department. I eagerly welcome your support and passion and I challenge all of us, together, to make this a defining moment for the future of Tigers Athletics.

Go Tigers Go!

Sincerely,

Tom Bowen
Director of Athletics
WHAT IS THE TRUE BLUE SOCIETY?

The True Blue Society is an exclusive program that provides the ultimate Tiger donor experience. Becoming a member grants you unique benefits including recognition at athletic events, exclusive naming opportunities, traveling with the team and attending special events with coaches and student-athletes. These benefits are not available through any other giving program.

WHAT THE TRUE BLUE SOCIETY IS NOT

Membership in the True Blue Society will not count toward your annual Tiger Scholarship Fund donation for priority seating and/or parking. Regular-season priority seating and parking levels are accessed through your annual donation to the Tiger Scholarship Fund. Current donations counted toward any priority seating or parking will not be included in your True Blue Society membership.
LEADER — $25,000
$5,000 committed annually over five years for a total of $25,000

RECOGNITION & EXPOSURE
- Scoreboard recognition at football and men’s basketball games
- Online recognition
- Listed in football and men’s basketball programs
- Naming opportunities
- Halftime recognition ceremony (football and men’s basketball)

ANNUAL STEWARDSHIP FOR FIVE YEARS
- True Blue Society lapel pin
- True Blue Society window decal
- Exclusive True Blue Society Nike polo
- Annual event with coaches and staff
- Lifetime priority points
- Postseason/NCAA Tournament priority

MVP — $50,000
$10,000 committed annually over five years for a total of $50,000

RECOGNITION & EXPOSURE
- Scoreboard recognition at football and men’s basketball games
- Online recognition
- Listed in football and men’s basketball programs
- Naming opportunities
- Halftime recognition ceremony (football and men’s basketball)

ANNUAL STEWARDSHIP FOR FIVE YEARS
- True Blue Society lapel pin
- True Blue Society window decal
- Exclusive True Blue Society Nike polo
- Annual event with coaches and staff
- Lifetime priority points
- Postseason/NCAA Tournament priority
- Sideline access pass for one football game
- Annual student-athlete luncheon
- Travel with team (football or men’s basketball)
  - Roundtrip charter flight
  - One hotel room for two
  - Two game tickets
  - One trip per five years
ALL-AMERICAN — $100,000
$20,000 committed annually over five years for a total of $100,000

RECOGNITION & EXPOSURE
- Scoreboard recognition at football and men’s basketball games
- Online recognition
- Listed in football and men’s basketball programs
- Naming opportunities
- Halftime recognition ceremony (football and men’s basketball)

ANNUAL STEWARDSHIP FOR FIVE YEARS
- True Blue Society lapel pin
- True Blue Society window decal
- Exclusive True Blue Society Nike polo
- Annual event with coaches and staff
- Lifetime priority points
- Postseason/NCAA Tournament priority
- Sideline access pass for football season
- Annual student-athlete luncheon
- Travel with team (football or men’s basketball)
  - Roundtrip charter flight
  - One hotel room for two
  - Two game tickets
  - Two trips per five years

CHAMPION — $250,000
$50,000 committed annually over five years for a total of $250,000

RECOGNITION & EXPOSURE
- Scoreboard recognition at football and men’s basketball games
- Online recognition
- Listed in football and men’s basketball programs
- Naming opportunities
- Halftime recognition ceremony (football and men’s basketball)

ANNUAL STEWARDSHIP FOR FIVE YEARS
- True Blue Society lapel pin
- True Blue Society window decal
- Exclusive True Blue Society Nike polo
- Annual event with coaches and staff
- Lifetime priority points
- Postseason/NCAA Tournament priority
- Sideline access pass for football season
- Annual student-athlete luncheon
- Travel with team (football or men’s basketball)
  - Roundtrip charter flight
  - One hotel room for two
  - Two game tickets
  - Five trips per five years
- Nike sideline gear
- Lunch with Director of Athletics and/or Head Coach
- Postseason/NCAA Tournament team hotel access (football and men’s basketball)
AMBASSADOR — $500,000

Please contact the Athletics Development Office for details regarding the Ambassador program.

All True Blue Society gifts payable over 5 years
<table>
<thead>
<tr>
<th>NEED</th>
<th>COST</th>
<th>TEAMS IMPACTED</th>
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<tbody>
<tr>
<td>Cost of Attendance</td>
<td>$1.5 million / year</td>
<td>All 19 programs</td>
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<tr>
<td>Football Team Meals</td>
<td>$500,000 / year</td>
<td>Football</td>
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<tr>
<td>Olympic Sports Nutrition Stations</td>
<td>$250,000 / year</td>
<td>Baseball, M&amp;W Basketball, M&amp;W Cross Country, M&amp;W Golf, Rifle, M&amp;W Soccer, Softball, M&amp;W Tennis, M&amp;W Track and Field, Volleyball</td>
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<tr>
<td>Excellence Funds</td>
<td>Additional $5,000 to each program's budget</td>
<td>All 19 Memphis programs</td>
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<tr>
<td></td>
<td>Total $95,000 / year</td>
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<tr>
<td>Expanded Academic Services &amp; Tutoring</td>
<td>Varies by year</td>
<td>All 19 Memphis programs</td>
</tr>
<tr>
<td></td>
<td>Typical cost is $50,000 / year</td>
<td></td>
</tr>
<tr>
<td>Expanded PAWS Programming</td>
<td>Varies by year</td>
<td>All 19 Memphis programs</td>
</tr>
<tr>
<td></td>
<td>Typical cost is $30,000 / year</td>
<td></td>
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<tr>
<td>Strength &amp; Conditioning/ Weight Room Upgrades</td>
<td>Varies by year</td>
<td>All 19 Memphis programs</td>
</tr>
<tr>
<td></td>
<td>Typical cost is $25,000 / year</td>
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</tr>
<tr>
<td>“PAWSCARS”</td>
<td>$20,000 / year</td>
<td>All 19 Memphis programs</td>
</tr>
<tr>
<td>Leadership Institute</td>
<td>$10,000 / year</td>
<td>All 19 Memphis programs</td>
</tr>
<tr>
<td>PAWS Community Service</td>
<td>$10,000 / year</td>
<td>All 19 Memphis programs</td>
</tr>
<tr>
<td>PAWS &amp; Claws</td>
<td>$5,000 / year</td>
<td>All 19 Memphis programs</td>
</tr>
<tr>
<td>STUDENT-ATHLETES IMPACTED</td>
<td>IMPACT</td>
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<td>400</td>
<td>Helps student-athletes cover the full cost-of-attendance at the University of Memphis; items such as school supplies, transportation to and from home during breaks, gas, additional meals, and many more.</td>
<td></td>
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<tr>
<td>125</td>
<td>Ensures football student-athletes receive three meals each day, five days per week, Helping provide their bodies the proper nutrition needed to become bigger, faster, and stronger as well as recover. These are team organized meals after morning and afternoon workouts, improving team chemistry.</td>
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<tr>
<td>275</td>
<td>Ensures all in-season Olympic sport athletes receive a nutrition pack five days per week after practice/workouts. Helps provide their bodies with the necessary nutrition for muscle growth and recovery as well as injury prevention given the physical demands of an intercollegiate season.</td>
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<tr>
<td>400</td>
<td>These excellence funds have a tremendous impact on our coaches and student-athletes. They provide our coaches with additional funds for recruiting, team travel, and other critical needs. The funds ensure our coaches can plan team travel that has minimal impact on student-athletes’ academic schedules. They allow our coaches to continue to recruit the most talented student-athletes from around the world. These dollars are used to travel to additional tournaments and showcases as well as bring more prospective student-athletes on official visits. Official visits cover roundtrip travel for prospective student-athletes and their families, easing their financial burden, and showcasing our beautiful campus and outstanding athletic facilities to families who might not otherwise visit Memphis.</td>
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<td>400</td>
<td>Helps provide student-athletes with the resources they need to succeed in the classroom and continue the Tiger tradition of academic excellence, building on the record number of consecutive semesters with a department-wide GPA over 3.0. Examples include computer equipment, paid tutoring and study materials.</td>
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<td>400</td>
<td>PAWS provides student-athletes with life-skills workshops covering topics such as: resume writing, nutrition/cooking, networking in a professional setting, domestic violence prevention, and financial literacy.</td>
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<tr>
<td>400</td>
<td>Strength and conditioning and weight room programming and equipment need continual upgrades to ensure our student-athletes have access to state-of-the-art equipment and techniques. These upgrades help improve athletic performance and prevent injuries. Athletic training, medical services, and rehabilitation are key areas.</td>
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<td>400</td>
<td>The Oscar-themed annual awards night is one of the highlights of each year for student-athletes. Student-athletes, coaches, and staff present awards to deserving teams and individuals in various academic and athletic categories. Main costs are catered food for 400 student-athletes and event venue.</td>
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<td>50 student-athletes selected by coaches and peers</td>
<td>This institute is designed to create leaders in the classroom, in athletic competition, and in the community. Participants interact with renowned field leaders and learn leadership skills to apply during their intercollegiate athletics experience as well as their future careers in their chosen fields.</td>
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<tr>
<td>400</td>
<td>PAWS engages student-athletes in community service projects throughout the Greater Memphis area. Tiger student-athletes perform roughly 2,100 community service hours each year. Funding will be used to provide transportation for student-athletes to and from their service activities as well as provide meals.</td>
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<tr>
<td>400</td>
<td>Annual welcome back brunch for Tiger teams and student-athletes, providing an opportunity for camaraderie and fellowship prior to the beginning of the school year.</td>
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TRUE BLU
CHANGING LIVES,
BUILDING LEADERS

TRUE BLUE SOCIETY