IMPORTANT 2020 DATES

4.01 UNIVERSITY DAY OF GIVING BEGINS
   4:25 PM

5.02 VICTOR E. BASH
   NIU CONVOCATION CENTER

6.12 VOLLEYBALL SEASON TICKET RENEWAL DEADLINE

6.30 HAF BENEFIT DEADLINE

8.28 MEN’S & WOMEN’S BASKETBALL SEASON TICKET RENEWAL DEADLINE

11.02 HUSKIES INVEST: A WEEK OF GIVING BEGINS

12.31 CALENDAR YEAR-END GIVING DEADLINE

CONTENTS

3 WHAT IT MEANS
4 WHAT IS YOUR WHY
5 ACADEMICS & COMMUNITY
6 COST OF EXCELLENCE
7 PRIORITIES & GOALS
8 ENHANCEMENT FUNDS
9 CAPITAL PROJECTS & OTHER AREAS OF SUPPORT
10 HOW TO GIVE
11 MEMBER BENEFITS
12 FOOTBALL TICKETS & PARKING
13 FOOTBALL PREMIUMS
14 VOLLEYBALL & BASKETBALL TICKETS
15 BASKETBALL PREMIUMS
HEAD COACH THOMAS HAMMOCK

“Playing like a Huskie means you’re determined. To play like a Huskie means you’re committed to the process. Being tough, being disciplined, not complaining, not flinching. If you do things the right way, you’re going to have a chance to be successful.”

GIVE LIKE A HUSKIE

“We want to take it to the next level. And to take it there, we need next level support. Anybody can get involved. It all counts and it all adds up. We want to represent what it means to be a Huskie. We’re fearless. Help unleash our Huskies.”

COMPLIANCE NOTE

What it means to be a Huskie is following NCAA, Mid-American Conference and institutional rules and regulations. Huskies do things the right way!
WHAT IS YOUR WHY?

WHY I CHOSE TO BE A HUSKIE

One of the main reasons I chose to come to NIU is because of their amazing facilities and their amazing coaching staff. I have been able to achieve so many of my own personal goals as well as team goals since being here. One of the biggest things we have been able to accomplish is winning our first ever MAC Championship last year and none of this would be possible without your donations. So thank you for your support and everything you do for the athletic department.

- MIA LORD  NIU GYMNASTICS

WHY I SUPPORT HUSKIE ATHLETICS

It’s very gratifying for me to be able to support NIU student-athletes. They work so incredibly hard striving and learning to be great students, great competitors, and even great people. Financial support, yours and mine, can make a huge impact on their lives. Let’s not fall behind, in fact, let’s lead the way in supporting our beloved Huskies. And remember, it can be very gratifying knowing that you’re helping others. This is especially true when you can watch and even follow the progress of the very people who you’re helping.

- KEN GREISMAN  NIU ALUMNUS/HAF DONOR

WHY I SUPPORT HUSKIE ATHLETICS

We need to do everything we can to make sure that every Division I team looks around and says, ‘Wow, why can’t we have a program like NIU has?’

- JAY ANDERSON  PRESIDENT OF NORTHWESTERN MEDICINE KISHWAUKEE HOSPITAL

COMPLIANCE NOTE
The Huskie Way understands that compliance is a shared responsibility. We need your help to ensure that we are supporting our coaches, staff, and student-athletes by adhering to all rules and regulations.
Volunteering is important to NIU Athletics. It allows our student-athletes to give back and connect with the surrounding community. The dedication to community service extends throughout all 17 teams and 400 student-athletes. The student-athletes with the top service hours for 2018-19 are Chennel Palmer (Track and Field), Ericka Hibser (Cross Country), Remy Armarteifio (Track and Field), and Vivian Overbeck (Cross Country).

Some of the more than 25 local organizations that NIU student-athletes supported this past year include: Kishwaukee Family YMCA, DeKalb Community School District #428, Sycamore Community School District #427, CASA DeKalb County Inc., DeKalb Corn Fest, Tails Humane Society, DeKalb Corn Classic, DeKalb Public Library, and the Sycamore Public Library.
SUPPORT SCHOLARSHIPS

Through cost of attendance, our student-athletes have additional resources (annual stipends of $2,754) above and beyond room, board, books and tuition. These resources allow them to make the adjustment to life as a college student and supplement their reasonable living expenses, as the time demands of being a student-athlete inhibit their ability to have a job.

For NIU coaches and programs, cost of attendance allows the ability to recruit and retain premier student-athletes that will continue the storied tradition of NIU Athletics.

Your support of cost of attendance will ensure we are competitive in all sports and have the ability to be successful in areas of student-athlete well-being, academics, and recruiting.

$43,583
TOTAL ANNUAL COST OF EXCELLENCE PER STUDENT-ATHLETE

Illustration above represents a full scholarship student-athlete in 2019-2020. * off-campus $10,766 ** not included in athletic scholarship
**HAF GENERAL FUND & COST OF ATTENDANCE**

Unrestricted gifts are vital to NIU Athletics. These gifts allow us the flexibility to cover a wide variety of operational needs for our Huskies. 

**NEED:** $500,000

By contributing to cost of attendance, your gift has an immediate impact on student-athlete well-being by providing additional financial resources to NIU student-athletes above room & board, books and tuition. For student-athletes, this aids them in their adjustment to being a college student given their time constraints. For coaches, this allows the ability to recruit and retain NEXT LEVEL student-athletes.

**NEED:** $650,000

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**HUSKIES INVEST**

Huskies Invest is about supporting the most fundamental and important part of our athletic department and that is the student-athletes. We spend a week shining a spotlight on our student-athletes, and ask members of the Huskie Nation to help us grow, help us advance, and help us continue the proud tradition of NIU Athletics.

**NEED:** $300,000

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**GIFT-IN-KIND**

This is a tremendous way for local and regional businesses or willing individuals to make a significant impact. Gift-in-kind is donated goods or services that would normally be purchased by NIU Athletics. Examples may include food and beverage (i.e. team meals), wheels program, housing, nutrition products, printing, and training facilities among other items.

**NEED:** $750,000

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**VICTOR E. BASH**

This special evening features special guests, outstanding entertainment, silent and live auctions, and a chance to hear the stories of NIU student-athletes whose successes have lifted NIU Athletics to new heights. The annual Victor E. Bash is NIU Athletics’ premier fundraising event.

**NEED:** $150,000
Funds created with the intention of directly assisting each of our 17 sports programs reach the next level. Gifts can be directed to any of the following sports programs or operational areas:

- **Baseball**
- **Basketball Men's**
- **Basketball Women's**
- **Cross Country**
- **Football**
- **Men's Tennis**
- **Men's Golf**
- **Volleyball**
- **Other Areas to Support**
  - **Football**
  - **Women's Soccer**
  - **Softball**
  - **Men's Basketball**
  - **Women's Gymnastics**
  - **Wrestling**
  - **Women's Tennis**
  - **Women's Golf**

**Other Areas to Support**

- Athletic Training
- Equipment
- Nutrition
- Sports Performance
- Huskie Marching Band

To support one of these programs, visit [HuskieAthleticFund.com](http://HuskieAthleticFund.com)

Up to 10% of your gift(s) will be allocated for operational needs of the Athletics Department and University. If you wish to decline HAF benefits or have questions, please contact the HAF office directly at: (815) 753-1923 | huskieathleticfund@niu.edu

**Compliance Note**

The NCAA prohibits boosters from providing student-athletes extra benefits. The NCAA also prohibits boosters from providing offers and inducements to prospective student-athletes. Please contact the Huskie Athletics Compliance Office if you have any questions regarding extra benefits or offers and inducements.
An organization of student-athlete alumni and team support staff who have earned at least one varsity letter at NIU. The club provides an enhanced opportunity for student-athlete alumni to engage with Northern Illinois University and NIU Athletics through special events, initiatives and projects.

By providing a vehicle for athletic department use, you are allowing Huskie Athletic Fund dollars to be used elsewhere so we can reinvest in our talented 400+ student-athletes. The car will be used primarily for recruiting, public relations and other appropriate department business. This is extremely important in today’s intercollegiate athletics landscape. A car is often the first impression for prospective recruits, donors, alumni and the community. Your quality inventory could make a positive and profound impact.

This program directly benefits Huskie student-athletes and helps create a legacy that will support NIU Athletics now and for a lifetime. Individuals who choose to support the Forever Huskie Endowment Program are helping sustain the continued excellence of NIU Athletics. Our goal is to fully endow all 235 cost of attendance scholarships.

<table>
<thead>
<tr>
<th>BASEBALL FIELD</th>
<th>SOCCER FIELD</th>
<th>WELLNESS CENTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>$550,000</td>
<td>$650,000</td>
<td>$1.5 MILLION</td>
</tr>
</tbody>
</table>

**HUSKIE VARSITY CLUB**

**WHEELS CLUB**

**FOREVER HUSKIES ENDOWMENT PROGRAM**
Huskie Athletic Fund
Give Like a Huskie
To inspire and sustain excellence in the P.A.C. principle of Promoting Athletes to Champions while developing champions in the classroom, in competition and in life.

**Step 1 - Customize Your Gift**

Select amount and designation below...

<table>
<thead>
<tr>
<th>Amount</th>
<th>$25</th>
<th>$100</th>
<th>$300</th>
<th>$500</th>
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<tbody>
<tr>
<td>$1,000</td>
<td>$2,500</td>
<td>$5,000</td>
<td>Other</td>
<td></td>
</tr>
</tbody>
</table>

Click here to search available designations...

**1. Select Gift Amount & Designation**
Optional: If you want to give to more than one area, select Support Another Fund+

**2. Select Payment Plan**
(one-time, limited, or perpetual)

**3. Select Matching Gift (If Applicable)**

**4. Recognition (If Applicable)**

**5. Complete Donor Information**

**Other Ways to Give**

CASH/CHECK
Mail a check payable to:
NIU Foundation

Huskie Athletic Fund
P.O. Box 906
DeKalb, IL 60115

SECURITIES
Stocks, bonds, and mutual funds are accepted in partnership with the NIU Foundation.

**Compliance Note**
If a booster gives a student-athlete, or perspective student-athlete, his or her family, or friends an extra benefit or offer and inducement, the student-athlete’s eligibility will be at risk.

**To Donate Online, Visit**
[www.huskieathleticfund.com](http://www.huskieathleticfund.com)

Select Give Now
Benefits such as parking, away game and postseason game seat allocations are allocated in a fair, equitable and consistent manner using the HAF Priority Point system outlined below.

If you wish to decline HAF benefits, please contact the HAF Office directly:
(815) 753-1923 | huskieathleticfund@niu.edu

1. ANNUAL GIVING LEVEL
Priority is first determined by your cumulative giving in the current year and to what Annual Giving Level you belong to.

WHAT MAKES UP YOUR ANNUAL GIVING LEVEL?
The total sum of your 2020 giving!

2020 GIVING ELEMENTS
1 Unrestricted Gifts
2 Cost Of Attendance
3 Sport-Specific Gifts
4 Premium Seating & Hospitality
5 Capital Campaign Gifts
6 Gift-In-Kind
7 Endowments

2. PRIORITY POINT RANKING WITHIN EACH ANNUAL GIVING LEVEL
Accounts are then ranked by Priority Points within your Annual Giving Level.

PRIORITY POINTS ARE BASED ON THESE FACTORS:

DONATIONS - 1 POINT
Awarded for every $100 donated to the HAF.

SEASON TICKETS (SINCE 2005-2006) - 1 POINT
Awarded per seat for every year as a season ticket member of: Football, Men’s & Women’s Basketball, and Volleyball

LOYALTY (SINCE 2005-2006) - 1 POINT
Awarded for each year as a season ticket member of: Football, Men’s & Women’s Basketball, and Volleyball

BONUS POINT (ONE-TIME) ALLOCATIONS
• 10 points awarded as a Student-Athlete Alumnus
• 5 Points for NIU Alumnus
**2020 SEASON TICKET PRICING**

<table>
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<th>SECTION TICKETS</th>
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</thead>
<tbody>
<tr>
<td><strong>SECTION</strong></td>
<td><strong>TICKET PRICE</strong></td>
</tr>
<tr>
<td>General Admission</td>
<td>$60</td>
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<tr>
<td>Faculty</td>
<td>Senior</td>
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<tr>
<td>West Side Sections A, B, F, G</td>
<td>$110</td>
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<tr>
<td>West Side Sections C, D, E</td>
<td>$125</td>
</tr>
<tr>
<td>Family Pack Sections A, G</td>
<td>4 for $220</td>
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<tr>
<td>Family Pack Sections B, F</td>
<td>4 for $299</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>PREMIUM EXPERIENCE</th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>SECTION</strong></td>
<td><strong>TICKET PRICE</strong></td>
</tr>
<tr>
<td>Benchback</td>
<td>$125</td>
</tr>
<tr>
<td>Chairback</td>
<td>$125</td>
</tr>
<tr>
<td>Sky Club</td>
<td>$125</td>
</tr>
<tr>
<td>Sky Box</td>
<td>$125</td>
</tr>
<tr>
<td>Terrace Club (10 Persons)</td>
<td>$1,250</td>
</tr>
<tr>
<td>Terrace Club (20 Persons)</td>
<td>$2,500</td>
</tr>
<tr>
<td>Coaches Club*</td>
<td></td>
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</table>

*Season Ticket Required

**PARKING**

For Huskie Chi-Town Showdown information, visit: huskieathleticfund.com

To inquire or to purchase premium seats, call the Huskie Athletic Fund at: (815) 753-1923

**PREMIUM**

Please request your desired parking on your 2020 HAF pledge form. All parking requests will be reviewed after the April 11th deadline.

**ZONE A REQUIRED PARKING**

In order to maintain your 2019 parking spot, your 2020 annual gift must either stay the same or increase.

**PARKING IS BASED ON AVAILABILITY**

Season ticket members who donate $100 or more to the HAF are eligible to request premium parking.

**THERE IS A $25 FEE PER SPOT**

The season long fee is separate from the donation requirement. Please see 2020 ticket form.

**QUESTIONS ABOUT PARKING?**

Call the HAF staff at (815) 753-1923.
**COACHES CLUB**

$700 PER SEASON PASS
- PRIVATE RESTROOMS
- FOOD BUFFET & CASH BAR
- CLIMATE-CONTROLLED
- FLAT SCREEN TVs

Season Tickets sold separately.
Only available at Huskie Stadium

**TERRACE CLUB**

PRIVATE SUITES (SINGLE GAME)
- 10-PERSON: $1,500
- 20-PERSON: $3,000

For season pricing, see page 12.
- HEATED TENTS
- FOOD BUFFET & CASH BAR
- CLIMATE CONTROLLED ACCESS
- PRIVATE RESTROOMS
- EAST LAWN TAILGATING

Price includes tickets.

**5TH QUARTER)**

BARSEMA ALUMNI & VISITORS CENTER

$2,500 - DIRECTOR’S ANNUAL GIVING LEVEL

POSTGAME RECEPTION
- COACH HAMMOCK RECAP
- ATHLETIC DIRECTOR REMARKS
- FOOD BUFFET
- HOSTED BAR (BEER & WINE)

* Saturday games only

**HAF HOSPITALITY TENT**

$1,000 - COACHES

ANNUAL GIVING LEVEL

PREGAME HOSPITALITY TENT
- PROGRAM WITH COACHES & STAFF
- FOOD BUFFET
- HOSTED BAR (BEER)
- PREMIUM CASH BAR

**FOOTBALL PREMIUMS | 13**
### 2020 SEASON TICKET PRICING

#### SEASON TICKET PACKAGES

<table>
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<tr>
<th>Package</th>
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<tbody>
<tr>
<td>GENERAL PUBLIC SEASON TICKET</td>
<td>$30</td>
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<tr>
<td>WOMEN’S BASKETBALL / VOLLEYBALL COMBO</td>
<td>$65</td>
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<tr>
<td>HUSKIE FAMILY PACK 4 SEASON TICKETS</td>
<td>$90</td>
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*Ticket prices subject to change based on number of home games.

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#### WOMEN’S BASKETBALL

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<td>General Admission</td>
<td>$35</td>
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<tr>
<td>Faculty</td>
<td>Staff</td>
</tr>
<tr>
<td>Reserved (WBB/Volleyball Combo)</td>
<td>$65</td>
</tr>
<tr>
<td>Reserved (MBB/WBB Combo)</td>
<td>$145</td>
</tr>
<tr>
<td>Reserved (WBB/Football Combo)</td>
<td>$150</td>
</tr>
<tr>
<td>Seniors (62+)</td>
<td>$40</td>
</tr>
<tr>
<td>Reserved</td>
<td>$50</td>
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#### MEN’S BASKETBALL

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<td>Faculty</td>
<td>Staff</td>
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<tr>
<td>Senior (62+)</td>
<td>$105</td>
</tr>
<tr>
<td>Reserved (MBB/WBB Combo)</td>
<td>$145</td>
</tr>
<tr>
<td>Reserved (MBB/Football Combo)</td>
<td>$215</td>
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<tr>
<td>Reserved</td>
<td>$120</td>
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<tr>
<td>PREMIUM EXPERIENCE</td>
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<tr>
<td>Courtside Seats</td>
<td>$120</td>
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</tbody>
</table>

**STUDENT SEATING**

**RESERVED SEATING**

**GENERAL ADMISSION**

**COURTSIDE SEATING**

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Final pricing subject to change.
PREMIUM EXPERIENCE

NELSON SUITE
$500 - MEN’S BASKETBALL ONLY
- FLAT SCREEN TVs
- FOOD BUFFET
- PREMIUM CASH BAR
- PRIVATE RESTROOMS
Season Tickets sold separately.

COURTSIDE SEATING
$750 - MEN’S PREMIUM SEAT PAYMENT*
$150 - WOMEN’S PREMIUM SEAT PAYMENT
Whether you’re entertaining clients and employees, or simply enjoying a night out with friends, Courtside Seating offers first-class comfort, amenities and an exciting entertainment experience.
Season Tickets sold separately.
*INCLUDES NELSON CLUB HOSPITALITY

BASKETBALL SUITES
$350 (MEN’S) SINGLE GAME
$290 (WOMEN’S) SINGLE GAME
- 20 TICKETS
- PRIVATE RESTROOMS
- ACCESS TO CATERING MENU
CATERING STARTS AT $8 PER PERSON

THE SIXTH MAN GRILL
$300 - VARSITY
ANNUAL GIVING LEVEL
- PREGAME “SPEAKER SPOTLIGHT” HEAD WOMEN’S BASKETBALL COACH LISA CARLSEN
Women’s Basketball games only.
- COMPLIMENTARY COOKIES, HOT CHOCOLATE & COFFEE
Located in the South Lobby

*INCLUDES NELSON CLUB HOSPITALITY
THANK YOU!

WWW.HUSKIEATHLETICFUND.COM

PHYSICAL ADDRESS:
CONVOCATION CENTER #203
1525 WEST LINCOLN HIGHWAY
DEKALB, IL 60115

MAIL TO:
HUSKIE ATHLETIC FUND
P.O. BOX #906
DEKALB, IL 60115

FOR MORE INFORMATION, PLEASE CONTACT:
(815) 753 - 1923 | HUSKIEATHLETICFUND@NIU.EDU

@NIUHUSKIEFUND  @NIUHUSKIEATHLETICFUND

NCAA COMPLIANCE NOTE
The Huskies Athletic Compliance Office is excited that you are a part of the Huskie Family, if you have any questions concerning compliance, please contact the Huskies Athletic Compliance Office at 815-753-8447 or via email at nruules@niu.edu or twitter @NIUrules.