

USC Athletics

The Playbook

Trojan Athletic Fund Membership Guide





Message from the Athletic Director

I am pleased to share *The Playbook* with you—the definitive membership guide for the Trojan Athletic Fund.

USC is, without a doubt, one of the finest academic institutions in the country—and it has an athletic heritage like no other.

As your athletic director, I have an obligation to ensure that USC provides its 650 student-athletes with every opportunity to be successful, in and out of the classroom. We want them to work as hard as they can to win every game, and, along the way, learn the life lessons of preparation, teamwork and dedication that athletic competition teaches us so very well.

I hope you know just how much your support for the Trojan Athletic Fund means to us. Fostering the success of our student-athletes both on and off the field is a job that cannot be done alone. Together, we are a part of this great Trojan Family and your support as a member of the Trojan Athletic Fund is the cornerstone of USC Athletics. Your generosity will continue to propel us into the future and allow us to provide the best facilities for our student-athletes, recruit the best coaches and staff, and, most importantly, provide scholarships for the men and women of Troy who represent all that is good about our university.

Therefore, I invite you to read through this *The Playbook* and learn about all of the great opportunities your Trojan Athletic Fund membership has to offer—these benefits throughout the year are a small token of our appreciation for your support!

Fight On!



Lynn Swann
Director of Athletics
Charles Griffin Cale Director of Athletics' Chair

The Trojan Athletic Fund

The Trojan Athletic Fund was founded in 1923 to provide the funding necessary to sustain the excellence of USC Athletics' varsity sports. Since then, the Fund has grown to support 21 NCAA sports and more than 650 student-athletes. The members of the Trojan Athletic Fund form a global group of more than 5,000 alumni, parents, former student-athletes and friends who directly contribute to the success of our student-athletes.

The Trojan Athletic Fund membership year runs annually from February 1 to January 31. Members contribute at the following annual-giving levels:

Trojan Club

Trojan Club directly funds recruiting costs for all 21 varsity sports. There are two levels of support: Trojan Club and Trojan Club MVP. For more information on regional Trojan Clubs, please see the Give and Get Involved section of this playbook. Trojan Club MVP members may receive a parking pass for football home games as a benefit of their membership, depending on availability.

Cardinal & Gold / Women of Troy

Cardinal & Gold and Women of Troy members can purchase up to four discounted football season tickets in the premier donor seat locations, as well as priority basketball season tickets. Membership includes a complimentary parking pass for football home games and invitations to the Trojan Athletic Fund pre-game football picnics. Members also have the opportunity to purchase tickets to away and bowl games, subject to availability. Cardinal & Gold members receive an Ultimate Sports Card, as well as invitations and discounts to special athletic department events throughout the year.

Cardinal & Gold Premier

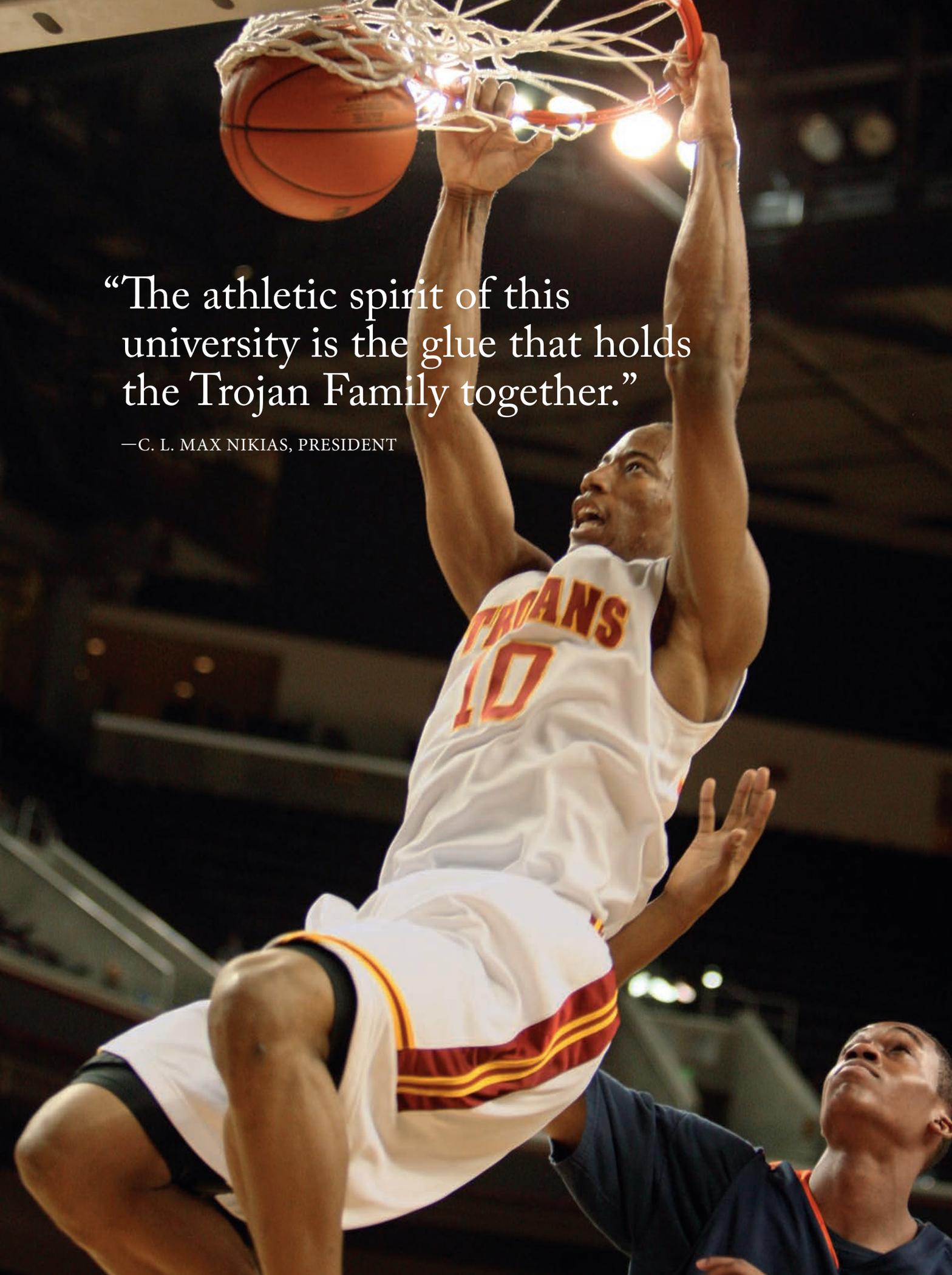
Our newest and fastest-growing membership level, Cardinal & Gold Premier memberships offer all the benefits associated with regular Cardinal & Gold memberships, plus the ability to purchase up to six discounted football season tickets in the premier donor seat locations. It also provides the opportunity for Cardinal & Gold members with four season tickets to improve seat location.

Committee

Members of the Committee can purchase four season tickets in a premier location at the Coliseum, as well as an additional four season tickets in the Cardinal & Gold seating location. Members also receive two complimentary parking passes for home football games, as well as invitations to the annual USC Football Recruiting Celebration and Football Awards Banquet.

Scholarship Club

The Scholarship Club is the premier support group of the Trojan Athletic Fund, and provides half of the annual grant-in-aid for one student-athlete. Scholarship Club members receive four complimentary football season tickets on or near the 50-yard line, and they can purchase up to four additional season tickets. Members receive first priority for away- and bowl-game tickets and are invited to fly on the team plane for an occasional away game.



“The athletic spirit of this university is the glue that holds the Trojan Family together.”

—C. L. MAX NIKIAS, PRESIDENT



Giving Levels & Benefits

	Scholarship Club	Committee*	Cardinal & Gold Premier*	Cardinal & Gold/ Women of Troy**	Women of Troy Cardinal/ MVP Trojan Club	Trojan Club
Opportunity to participate in virtual events	●	●	●	●	●	●
Ultimate Sports Card (complimentary admission to all USC sporting events except football and men's basketball)	●	●	●	●	●	●
Invitations and discounts to special department events	●	●	●	●	●	●
Access to the Coliseum Club at football games	●	●	●	●	● Club 33	● Club 33
Special member pricing for football season tickets	●	●	●	●	●	●
Complimentary parking for football	●	●	●	●	● Campus	
Access to priority seating for football and basketball	● Up to 8 (FB)	● Up to 8 (FB)	● Up to 6 (FB)	● Up to 4 (FB)		
Special member pricing with priority locations for additional single game purchases	●	●	●	●		
Opportunity for away, bowl & championship game ticketing	●	●	●	●		
Invitation to Football Recruiting Celebration and Football Awards Banquet	●	●				
Memento for select bowl games	●	●				
Special donor recognition	●					
Complimentary Scholarship Club Seating for Football (up to 4)	●					

*Number of tickets together affects location

**Discounted memberships available for members age 35 and under

Endowed LegaSC memberships available



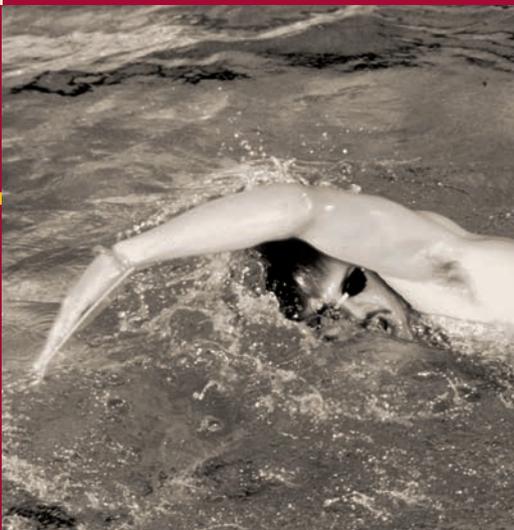
In supporting the Trojan Athletic Fund,
you are supporting

USC's Winning Tradition



4,000+

USC student-athletes
contribute more than
4,000 hours of community
service annually.



21

USC proudly supports
21 varsity sports, with the
most recent additions
being lacrosse and women's
beach volleyball.



#1

USC male student-athletes
have won more individual
NCAA titles than any other
university in the nation.



12

If USC were a country,
its 144 Olympic gold medals
would rank 13th among all
participating countries.



\$65,000

The total cost to fund one
student-athlete in 2015-2016
is approximately \$65,000.

451

Since 1904, 451 Trojan athletes have competed in the Olympics, taking home 144 gold medals, 93 silver and 72 bronze.



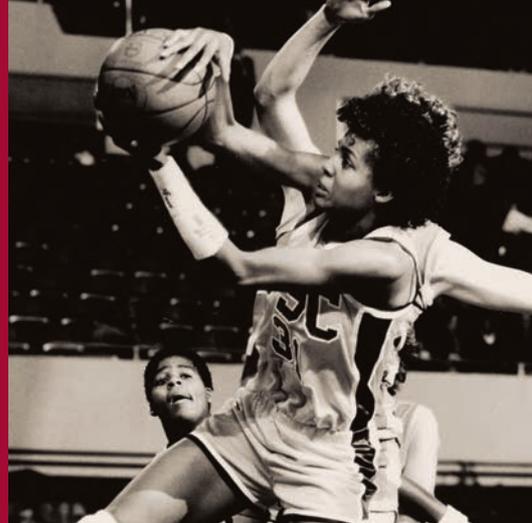
#10

USC student-athletes have received 53 NCAA Postgraduate Scholarships, ranking in the Top 10 among all schools.



\$16M+

USC Athletics provides nearly 350 scholarships annually, at an expenditure of more than \$16 million annually.



3

USC Trojans rank 3rd in the nation in the number of national team championships.



#5

The top 5 student-athlete majors are business; communications; policy, planning and development; human performance; and sociology.



1923

The Trojan Athletic Fund was founded in 1923 to provide the funding necessary to sustain USC Athletics.





THE ULTIMATE SPORTS CARD

All Trojan Athletic Fund members receive the Ultimate Sports Card, which entitles them to COMPLIMENTARY ADMISSION at up to 20 regular season men's or women's volleyball or baseball games—or women's basketball, lacrosse or soccer home games. Cardholders also receive 10 percent off at the USC Bookstore. For special member pricing, just have your card scanned at home games and athletic events. The more you use it, the more benefits and perks you receive. Visit www.usctrojans.com for complete schedules and additional information.



Season Tickets

Those who contribute at the Scholarship Club, Committee, Cardinal & Gold Premier and Cardinal & Gold/Women of Troy membership levels are eligible for priority seating at USC football and basketball games, and receive access to bowl-, championship- and away-game tickets. Please be advised that department communication regarding season tickets, post-season tickets and renewals is sent mainly via email correspondence.

Football Seating

Season tickets are located in premier donor seating areas between the goal posts of the Los Angeles Memorial Coliseum. Donors at the appropriate membership levels will be asked to provide location preferences, and we will find the best match possible. This process takes place in May, prior to the fall season. Generally, four season tickets are granted per membership.

As long as membership is kept current from year to year and season tickets are renewed, a donor's seating location will remain the same. Although the Trojan Athletic Fund attempts to fulfill every location preference for new members and every request from current members, we are limited by the year-to-year inventory of available seating.

Renewals

Season ticket renewal applications are emailed at the beginning of each year, with a deadline of the end of February. Donors must meet this deadline to maintain their seating location for the forthcoming fall season.

Away-Game Tickets

Trojan Athletic Fund members receive special access to away-game tickets. Applications are generally emailed in May or June. Seating locations vary by away-game stadiums but are commensurate with membership level. Priority for away-game tickets is determined by membership level; a lottery system may be used at times when all ticket orders cannot be fulfilled.

Individual Game Tickets

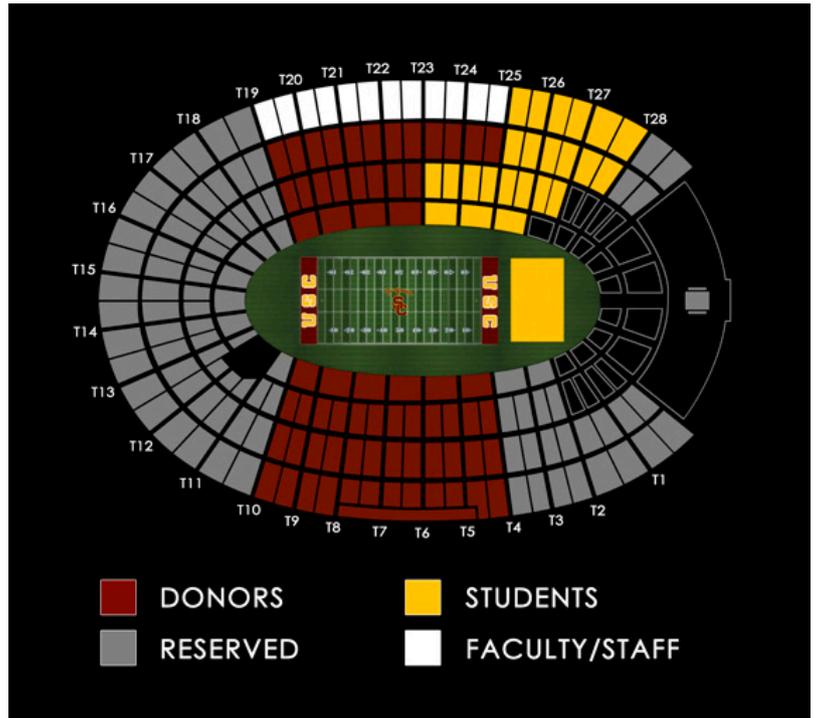
Additional discounted tickets to individual home games are another benefit of Trojan Athletic Fund membership. Though the seating may not be near a donor's season-ticket location, it will fall within the premier donor seating areas. Access to these tickets depends on availability each season. Please note that after July 1, prices return to retail value.

Bowl- and Championship-Game Tickets

Trojan Athletic Fund members also have the opportunity to purchase bowl- and championship-game tickets, when applicable. Eligibility is limited to members who have completed their membership pledge, and may be determined by a lottery system. Members will be advised of these opportunities in the fall as bowl- or championship-game details are finalized. Priority access is determined by membership level.

Los Angeles Memorial Coliseum Parking

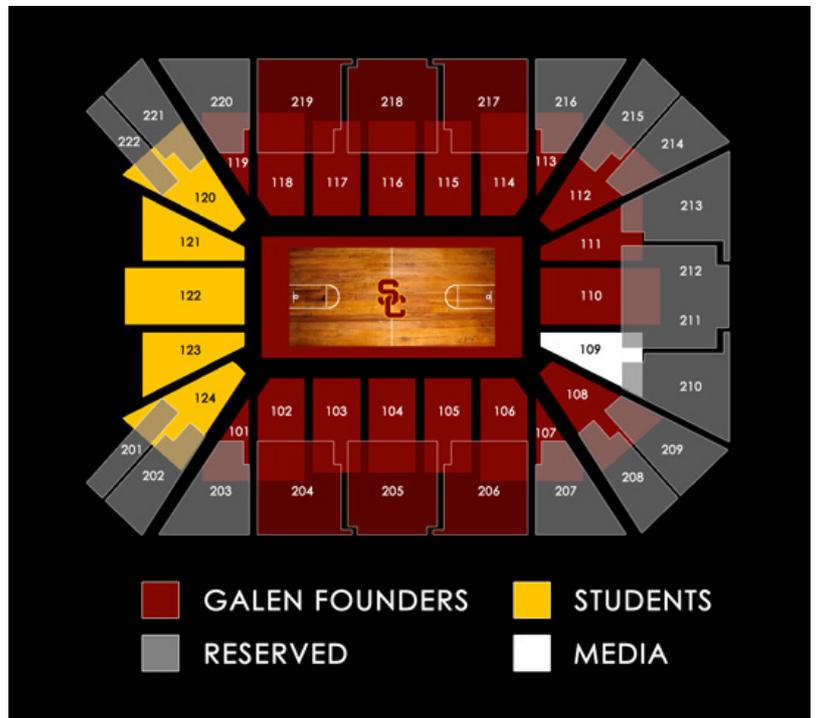
Trojan Athletic Fund members at the MVP Trojan Club membership level and above receive complimentary parking passes in the vicinity of the Los Angeles Memorial Coliseum for all USC regular-season home games. Parking lots are assigned according to membership level. Members have the opportunity to request a lot change each spring; requests are prioritized according to members' lifetime giving to USC Athletics. Parking passes are mailed to members in mid-August, prior to the first home game.



Los Angeles Memorial Coliseum

Galen Founders and Men's Basketball Tickets

Galen Center Founders membership benefits include a special seating location, Brian & Susan Kennedy Founders' Club access, recognition on the Galen Founders' Wall, and invitations to special events. Trojan Athletic Fund members may purchase priority season tickets for all men's basketball home games. Priority seating will be assigned based on years of being a season-ticket holder, as well as membership level.



Galen Center

Events

Trojan Athletic Fund members are invited to attend special events throughout the year—from pre-game football parties to “Monday Morning Quarterback” with the USC football coaches.



Trojan Athletic Fund Family Day at Salute to Troy

Our premier annual event and Trojan Athletic Fund Family Day is *Salute to Troy*, which kicks off USC football in August. Guests meet the players and coaching staff, take pictures, and get player autographs. The event includes special appearances by the USC Trojan Marching Band, the USC Song Girls and Traveler.

Trojan Athletic Fund Pre-Game Football Parties

Trojan Athletic Fund members may purchase reservations for the TAF pre-game football parties that take place on the east side of the L.A. Memorial Coliseum, three hours prior to each regular-season home game. These parties are a long-standing tradition and are the exclusive pre-game party for supporters of USC Athletics. Each event includes reserved seating, an all-you-can-eat buffet, hosted beverages and a special walk-through from the USC football team as the players arrive at the Coliseum. Reservations are limited and must be reserved at least four business days prior to each home game.



Monday Morning Quarterback

On select Mondays in the Galen Center Founders' Room during the USC football regular season, the USC head football coach breaks down film from the previous week's game and gives commentary about our upcoming opponent, followed by a Q&A.

Men's Basketball Pre-Game Access to Founders' Room

All Trojan Athletic Fund members at the Cardinal & Gold/Women of Troy level or above, and who are also Galen Founders, have access to the Brian and Susan Kennedy Founders' Room, beginning two hours prior to each USC men's basketball home game. The Founders' Room offers a full cash bar, as well as the option to order off the pub menu or make reservations for a pre-game buffet with reserved seating. Buffet reservations should be made at least 48 hours prior to each home game.

Trojan Athletic Fund Open Houses

On select Fridays prior to home football games, TAF members (and their guests) are invited to enjoy light refreshments and athletic facility tours, followed by the Trojan football rally on the back patio of Heritage Hall.

Trojan Huddles

Each spring, the USC head football coach and USC head men's basketball coach hit the road for a tour of California. Event stops may include (but are not limited to) the South Bay, San Gabriel Valley, Orange County, Palm Desert, San Diego and the San Francisco Bay Area, and take place during May and June. The tour stops often feature special guests, including other USC head coaches and USC student-athletes and alumni, as well as the USC Trojan Marching Band and the USC Song Girls.

USC Football Recruiting Celebration

(Available only to Scholarship Club and Committee Members) The USC Football Recruiting Celebration is an annual event held on National Letter of Intent Signing Day. Introducing and honoring the most recent signees to USC football as they prepare to enter the Trojan Family, it's an unforgettable night of excitement and revelry with the USC football coaching staff.

Award Banquets

Each year, many of our USC student-athletes commemorate their season with a kick-off or end-of-year banquet. These events are typically held on the USC campus between September and May, and offer family, fans and friends a chance to celebrate the recent successes of our Trojans both on and off the field.

Heritage Golf Tournament

This tournament is held in April in support of the Trojan Athletic Fund. Hosted by the Trojan Board of Directors, courses have included Pelican Hill and Coto de Caza.

VIP Football Event for Women

This event offers female Trojan Athletic Fund members the opportunity to learn the game and inner workings of USC football from the football coaching staff. This all-day event takes place in mid-June and includes team meetings, instruction and a scrimmage with USC football coaches.

Trojan Express (Chicago to South Bend)

Trojan Athletic Fund members have the opportunity to travel from Chicago's Randolph Street (Millennium) Station to South Bend on a chartered train to watch the Trojans take on the Irish at Notre Dame. The trip includes round-trip transportation from Chicago to the stadium, a light lunch, snacks, refreshments, a light dinner, a special souvenir and a game program.

To RSVP for these events or obtain more information, please visit www.trojanathleticfund.com or call (213) 740-4155.







“My goals for the student-athletes will be to graduate, to win and to experience.”

—LYNN SWANN, DIRECTOR OF ATHLETICS
CHARLES GRIFFIN CALE DIRECTOR OF ATHLETICS' CHAIR

Get Involved

In addition to supporting the Trojan Athletic Fund, there are countless ways to give and get involved with the department—by giving to a specific team, by joining a Trojan Club, the Heritage Association or the Trojan Athletic Parents Association, or even by serving on the USC Athletics Board of Counselors.

Regional Trojan Clubs

Regional Trojan Clubs provide an opportunity for Trojans to share in the excitement of USC Athletics in their own communities. While each club has its own identity, all typically offer social activities, pay tribute to student-athletes, honor alumni and friends who provide support to the athletic program, and help raise funds for special Trojan Athletic Fund projects, such as the improvement of athletic facilities. At present, there are clubs based in:

- Los Angeles
- San Diego
- Orange County
- South Orange County
- San Pedro-Long Beach
- the Beach Cities
- the San Gabriel Valley
- the Desert
- San Fernando Valley-Ventura County
- Northern California

If you would like more information on the Trojan Club in your area, please call (213) 740-4155 or visit www.trojanathleticfund.com/getinvolved/regional-trojan-club.

USC Team Gift Accounts

Donors may also direct a gift to a specific USC sports team. Such funds provide essential support for recruiting, travel and other necessities. USC Athletics works closely with all coaches to identify areas of need each year.

If you are interested in supporting a specific team, contact USC Athletics at (213) 740-4155.

USC Touchdown Club

Pledge a dollar amount per touchdown this season and be entered into a drawing to win prizes, including:

- Two passes to the Trojan Athletic Fund VIP Pre-Game Party
- Football signed by Head Coach
- Galen Center suite during the USC men's basketball regular season
- Football season tickets

For more information, contact USC Athletics at (213) 740-4155.

USC Athletics Board of Counselors

Members of the USC Athletics Board of Counselors serve as USC Athletics ambassadors, reaching out to new constituents and championing the department's mission. Selected by a committee consisting of the athletic director, senior staff, and select volunteers, the board comprises individuals who have demonstrated an extraordinary commitment to USC Athletics through membership in a Trojan Athletic Fund support group and contributions of time and/or financial support to capital projects or individual sports. Members are elected to a one-, two-, or three-year term, based on the calendar year.

Heritage Association

The Heritage Association's mission is to create a united philanthropic community among USC student-athlete alumni to help provide current USC student-athletes with the resources and opportunities they need to succeed. If you are a former student-athlete and would like to join the Heritage Association, membership levels start at \$100 annually (those who have already given more than \$50,000 to USC Athletics are automatically granted membership). Heritage Association member benefits include:

- The Heritage Association Card, which grants free access to all home sporting events except USC football and men's basketball games;
- Networking/mentoring with current student-athletes;
- Honor Roll name recognition on the USC Athletics website; and
- The ability to purchase pre-game football picnic tickets.

For more information, contact Scott Wandzilak at (213) 740-4155 or swandzilak@usc.edu.

Trojan Athletic Parents Association (TAPA)

The Trojan Athletic Parents Association was formed to bring together student-athlete parents in support of all 21 USC teams. Members receive an exclusive newsletter informing them of USC Athletics and TAPA events and

developments. They also have access to the Pre-Game Football Picnics and other exclusive events.

For more information, contact USC Athletics at (213) 740-4155 or taf@usc.edu.





Giving

USC's continued excellence in intercollegiate athletics will be fueled by the strength of its scholarship endowment. As our endowment grows, so does our capacity to recruit the finest student-athletes and to support them as they compete at the championship level in every sport.

USC Athletics Scholarship Endowment: \$283 Million Goal

Every gift to endowment provides funding in perpetuity for USC student-athletes and programs. While annual memberships significantly contribute to scholarship costs, endowing all athletic scholarships is essential to the long-term sustainability of USC's 21 sports. New endowment funds are needed to make sure all student-athletes in all sports get the support they deserve.

Based on a typical 5% annual payout, \$1 million in endowment is needed to fund the \$50,000+ cost of a full scholarship for one student-athlete per year. Given that USC provides 283 student-athlete scholarships, this equates to a total goal of \$283 million over the next several years.

Planned Giving/ Gifts in Memoriam

The USC Office of Gift Planning is staffed with a team of gift-planning experts who have experience across a wide range of charitable-giving techniques and tools. They are available to provide guidance and charitable-gift planning support to all members of the Trojan Family.

For more information or to meet with Executive Director John W. Yu, call (213) 740-2682.

LegaSC Giving Opportunities

Gifts to support endowed scholarships can be made at levels starting at \$100,000, with named scholarships available at \$500,000 or more.

Opportunities are available in every men's and women's sport, and you may split your gift to make an impact on more than one sport.

\$1 million Scholarship Club LegaSC Gift

- Up to a 5-year pledge period
- Includes equivalent benefits to the annual Scholarship Club, as well as reserved parking at the LA Coliseum and invitations to exclusive Scholarship Club LegaSC events

\$500,000 Scholarship Club Endowed Gift

- Up to a 5-year pledge period

\$250,000 Committee LegaSC Gift

- Up to a 3-year pledge period

\$100,000 Cardinal & Gold LegaSC

- Up to a 3-year pledge period

Frequently Asked Questions

Q: Is there a website where I may manage and update my pledges, payments, contact information and tickets?

Yes, trojanathleticfund.com.

Here's how:

1. A Trojan Athletic Fund membership packet will be mailed to you containing your Donor ID
2. Go to trojanathleticfund.com
3. Click "Sign In" in the top-right corner
4. Click "Sign up for a new account"
5. Click "I am a Donor"
6. Enter your Donor ID and the email address linked to your account, then click "Submit"
7. A confirmation email will be sent to you from USC_Ticket_Office@usc.edu; click on the link provided to personalize your username and password

For more information, contact taf@usc.edu.

Q: Am I required to pay my membership dues all at once, or can I set up a pledge payment schedule?

The annual giving cycle for the Trojan Athletic Fund is February 1 to January 31 of the following year. Members may pay in full at the beginning of the year, or they may set up the following pledge payment schedule:

February 1: Beginning of membership pledge year; 25% of membership is due, and previous year's pledge must be complete

Mid-February: Season-ticket renewals

May 1: 50% of membership is due

November 1: 75% of membership is due

January 31: 100% of membership must be fulfilled

Q: What is USC Athletics' delinquency policy?

Delinquent members may not be eligible to renew their season tickets in the premier Trojan Athletic Fund seating sections. In addition, all memberships must be at least 50% fulfilled by May 1 for members to receive priority parking. Membership must also be 100% fulfilled for members to request bowl-game tickets.

Q: Can I make payments online?

The most convenient way to pay Trojan Athletic Fund membership dues is through trojanathleticfund.com. Once you have set up an online membership account, you can fulfill your dues immediately or set up an automatic payment schedule.

Q: Will I receive membership statements by email or mail?

Trojan Athletic Fund membership statements will be mailed and emailed quarterly to all members who have a balance due on their account. Members may opt out of paper bills by clicking the "Paperless" tab on their emailed bill.

Q: Is my contribution to the Trojan Athletic Fund tax deductible?

USC is qualified as a charitable organization under Section 501c(3) of the Internal Revenue Code. The university's Federal Tax Identification Number is 95-1642394. Generally, your contribution to the Trojan Athletic Fund is 80% tax deductible, but please confirm this with your tax advisor.

Q: What rules govern my Trojan Athletic Fund ticket account?

Each Trojan Athletic Fund member receives one ticket account. Each ticket account will have only one associated address. Ticket accounts and memberships must be in the individual member's name only, not a company or group name.

Q: Who can make changes to a person's account?

Only the account holder of record can make changes to his or her account, including changes to address, email, phone and credit card number. The account holder of record cannot change the name on the account.

Q: Are tickets and ticket locations transferrable?

Tickets and corresponding locations are transferable only to a surviving spouse from a deceased ticket holder. Season tickets can only be transferred to a spouse or partner, one time per the account holder of record. Any exceptions must be approved by USC Athletics or the USC athletic development, depending upon the account.

Q: How is seating location determined?

A: Seating in a priority section is determined by your membership level within the Trojan Athletic Fund. Seating within a priority section is determined by years of ticket purchases, years of support group membership and lifetime giving to USC Athletics.



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Southern California