SEATING, PARKING, AND RAM POINTS GUIDE #2
A guide to Colorado State University's plan for season tickets and parking at the new, multipurpose, on-campus stadium.
Dear CSU Football Season Ticketholder,

It’s an exciting time to be part of the CSU family! Coach Bobo and the football program just completed yet another fantastic season, culminating in their third straight bowl appearance. While the football team is excelling on the field, construction on the new, multipurpose, on-campus stadium is moving along at a rapid pace. Football’s return to campus for the first time in fifty years will help CSU students, alumni, and Rams fans deepen their connection with the University and experience a first-class environment for years to come. We are excited to share this experience with you.

As a football season ticketholder, you are an integral part of the football program’s success and CSU Athletics as a whole. Simply put, we could not be successful without you. The commitment you make, both with time and financial support, helps create a unique experience for our student-athletes that cannot be duplicated.

This educational brochure, the second in a series of four, explains in more detail what you can expect as we move from Hughes Stadium to the new, multipurpose, on-campus stadium in 2017 with information about checking Ram Points, season ticket prices, parking, and an interactive 3D seats website. By illustrating the reseating process during 2016, we strive to make the transition to the new stadium as smooth and enjoyable as possible for all of our fans.

The move to a new stadium will bring many new opportunities for the Colorado State community, and we welcome everyone’s input to ensure that the process of moving from Hughes back to campus is a positive one. You are our partners on this trip!

If we can assist you with the reseating process, Ram Points, or any other part of your experience with CSU Athletics, please let us know.

Thank you for your continued support of CSU Athletics.

Go Rams!

Joe Parker
Director of Athletics
Ram Points have been used by the Colorado State Athletics Department since 2009 to determine priority when allocating seat assignments for home, away, and postseason games, parking lot assignments, seat improvement requests, and other special event access. Points and rankings are calculated weekly. The rankings as of December 31, 2016 will be used to set appointment times to select seats and parking lots for the new stadium. The “current-year” runs from January 1 to December 31.

### LOYALTY

<table>
<thead>
<tr>
<th>Description</th>
<th>Points</th>
<th>Per Year / Per Sport</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consecutive Years of Season Tickets Purchased Per Sport (since ‘00)</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Consecutive Years Giving – Ram Club (since ‘89)</td>
<td>4</td>
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</table>

### CSU AFFINITY (maximum ten points for each of the four categories below)

<table>
<thead>
<tr>
<th>Category</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Alumni (one degree per individual)</td>
<td>5</td>
</tr>
<tr>
<td>Athletics Letterwinner</td>
<td>5</td>
</tr>
<tr>
<td>Current Employee or Retiree</td>
<td>5</td>
</tr>
<tr>
<td>Current Athletics Development Volunteer</td>
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### FINANCIAL SUPPORT

<table>
<thead>
<tr>
<th>Description</th>
<th>Points</th>
<th>Per $100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stadium Giving</td>
<td>6</td>
<td>per $100</td>
</tr>
<tr>
<td>Current-Year Giving to Athletics Scholarships, Capital Projects*, or Endowments</td>
<td>4</td>
<td>per $100</td>
</tr>
<tr>
<td>Current-Year Discretionary Giving to CSU Athletics</td>
<td>2</td>
<td>per $100</td>
</tr>
<tr>
<td>Historical Giving to CSU Athletics (since ’89)*</td>
<td>2</td>
<td>per $100</td>
</tr>
<tr>
<td>Future Pledge Commitments to CSU Athletics ($50,000+)</td>
<td>2</td>
<td>per $100</td>
</tr>
<tr>
<td>University Historical Giving (since ’89)</td>
<td>1</td>
<td>per $100</td>
</tr>
<tr>
<td>Frontier Society Membership Directly Impacting CSU Athletics ($50,000+)</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

* Category does not include stadium giving.

### RAM POINTS ADJUSTMENTS AS OF SUMMER 2015

After meeting with season ticketholders, conducting historical analysis of CSU, and researching peer institutions, Ram Points were adjusted in the summer of 2015 in three ways to represent the support of our season ticketholders in the most complete manner possible.

- **Consecutive Years of Season Tickets Purchased Per Sport (since ‘00): Increased points earned from two points to ten points.**
  
  To fully recognize the value of our patrons’ time and loyalty, Ram Points earned for consecutive years of season tickets purchased per sport have been increased fivefold.

- **University Historical Giving (since ’89): Added University Historical Giving category to Ram Points.**
  
  Intercollegiate athletics serves as a window to CSU and helps to further the mission of the University as a whole. To more accurately reward our season ticketholders’ support of CSU, season ticketholders will now receive one point per $100 of giving to other University programs.

- **Stadium Giving: Added Stadium Giving category to Ram Points.**
  
  The new, multipurpose, on-campus stadium is an institutional priority that will be a valuable addition to campus and provide lasting memories for generations of Rams fans, who can improve their rank by gaining six points per $100 donated to the new stadium.
CHECK YOUR RAM POINTS ONLINE

1. To get started, visit:
csuramclub.colostate.edu/rampoints

2. Click “Login: My Account & Ram Points” tab in the middle of the screen.

3. Returning customers, login with your email address or account number and password. New customers, please contact us for your PIN.


5. View your Ram Points and use the calculator to see potential Ram Points.

Please contact us for assistance in accessing your account information. It is very important to check your Ram Points early to make sure you are receiving all appropriate credit on your account.

Phone: (970) 491-2222
Email: rampoints@colostate.edu

RAMS FAN TESTIMONIALS

“I am unbelievably excited about sharing the opening day with my fellow Rams fans. I know the work behind the scenes to bring this dream to reality is very challenging. This is particularly true for the task of transferring season ticketholders from their seats at Hughes to the new stadium. I want to compliment the Athletics Department for weighing a number of critical factors to the success in athletics, including longevity of support, university-wide giving, and financial support for our teams. They have a very thoughtful plan.”

– Patrick O’Keefe, Rams football season ticketholder and Ram Club Denver Advisory Board member
**SEASON TICKET PRICES AND DONATIONS**

We understand that moving to a new stadium is a significant matter for many of our fans and season ticketholders. Based on the responses of the five external focus groups that were held by the CSU Athletics Department, a number of our fans have questions associated with potential cost increases to attend games. The new, multipurpose, on-campus stadium will have seating options that fit within a variety of budgets, while providing a fantastic view for all of our fans. In fact, over 80 percent of the capacity of the new stadium will not require a per seat donation.

### SEASON TICKET PRICING:

#### TICKET PRICES

In an effort to make Rams football as affordable as possible for all of our loyal fans, season ticket prices **WILL NOT** increase for seats between the goal lines in 2017! The current cost of $225 per season ticket will remain the same through the transition to the new, multipurpose, on-campus stadium.

#### PAYMENT PLANS

Payment plans **WILL** be available for season ticketholders.

#### STUDENT TICKETS

The new stadium will hold approximately 10,000 student tickets, which is the same amount allocated to students as in Hughes Stadium.

#### PREMIUM SEATING

Indoor Club, Outdoor Club, Loge Boxes, and Private Suites are on sale now and will be allocated separately from the reseating process in 2017. If you are interested in premium seating at the new stadium, please contact the Ram Club as soon as possible at (970) 491-4666 or premiumseating@colostate.edu.

### PER SEAT DONATIONS:

Per seat donation requirements have been used by CSU Athletics for new season tickets purchased since 2013.

Per seat donations represent a simplified system for season ticketholders. Rather than being required to meet donation thresholds to be eligible to sit in certain seating areas, you will select your seats wherever you prefer as inventory remains. If you choose to sit in a priority seating area, your seat location will determine your minimum donation amount.

By choosing to sit in priority seating areas and donating to the Ram Club, you are directly benefiting CSU student-athletes. Per seat donations help to cover annual operating costs, such as student-athlete scholarships and bond servicing for the new stadium.

50-yard line seats in the top half of the upper bowl on the east side of the stadium (above the student section) **WILL NOT** require a per seat donation.

Usually and approximately 80% of the per seat donation may be tax deductible. Please consult with your tax adviser to ensure that your charitable donation is accounted for properly.

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<table>
<thead>
<tr>
<th>NO DONATION REQUIRED</th>
<th>PER SEAT DONATION REQUIRED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Seating</td>
<td>Premium Seating</td>
</tr>
<tr>
<td>Non-Donor Seats</td>
<td>$500 Per Seat Donation Required</td>
</tr>
<tr>
<td>Standing Room Only</td>
<td>$300 Per Seat Donation Required</td>
</tr>
<tr>
<td></td>
<td>$100 Per Seat Donation Required</td>
</tr>
</tbody>
</table>

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4 | SEATING, PARKING, AND RAM POINTS GUIDE
SEASON TICKET PER SEAT DONATIONS

WEST

EAST

REQUIRED PER-SEAT DONATIONS

$500

$300

$100
Fans will select their seat locations and parking locations during the same appointment time in the spring of 2017.

The number of parking spots available at the new, multipurpose, on-campus stadium is expected to be equal to, if not greater than, parking available at Hughes Stadium.

Tailgating will be available in parking lots throughout campus. More details on tailgating and the Rams football game-day experience will be available in our third brochure, which will be included with football season tickets in the fall of 2016.

All season ticketholders who purchase season parking are expected to be able to park within five blocks of the new stadium.

All official parking lots for the new, multipurpose, on-campus stadium will be located in paved lots.

Certain parking lots will require an annual donation to Rams Athletics.

To ensure that attending CSU football games is as affordable as possible, any per seat donation associated with your priority seating ticket locations will apply toward your parking donation.

Example: If Season Ticketholder A pays a total of $200 per year in annual, per seat donations for football season tickets and would like to park in a lot with a donation requirement of $200 per year, he or she would not need to donate any additional amount to Rams Athletics.

In addition to season parking for season ticketholders, day-of-game cash lots will be available. These lots are expected to be south of Prospect Road.

Unlike Hughes Stadium, which only has two entry and exit points, the new stadium will be accessible from all four directions. Increasing the entrances and exits will expedite traffic flow to make your game-day travel experience as convenient as possible.

Operating in an environmentally sustainable way plays a major part in the goals of CSU and the CSU Athletics Department. The new, multipurpose, on-campus stadium will be a LEED certified facility, and there will be plenty of alternative transportation methods available.

MAX bus line with additional buses added on gamedays.

Pedestrian access will be improved with an underpass at Prospect Road.

Bike racks will be available, and more information about bike valet services will be available at a later date.
RAMS FAN TESTIMONIALS

“...I’m so impressed with the work that CSU Athletics has put into the transition to the new stadium. I’m especially excited that the Athletics Department recognizes the value of their season ticketholders in all sports as well as donors University-wide and is rewarding their loyalty with Ram Points. Two parts of the new stadium that I’m thrilled with are how affordable tickets will be since so many good seats won’t require a donation and also how easy it will be to get to games because so much parking will be available. It will also be much easier to walk or take mass transit to the games. I am looking forward to meeting friends and tailgating on our beautiful campus prior to games. I can’t wait for 2017!”

– Kevin Keefe, Rams football season ticketholder and Ram Club Board of Directors member
SEAT AND PARKING SELECTION APPOINTMENT TIMES

Appointment Time Information

Appointment times to select seats and parking will be determined by your Ram Points ranking among all 2016 football season ticketholders as of December 31, 2016.

You will receive your finalized Ram Points total, Ram Points ranking, and seat and parking selection time with the last educational brochure in this series to be distributed in early 2017. We will also email all season ticketholders a reminder of their appointment time closer to the selection process in the spring of 2017.

How Do I Earn an Earlier Appointment Time?

To increase your Ram Points total and earn an earlier appointment time in the initial reseating process, you may pursue three main options between now and December 31, 2016:

- Contribute financially to the construction of the new stadium or to any area within CSU Athletics.
- Purchase season tickets for football, men’s and women’s basketball, and volleyball.
- Make a financial contribution to Colorado State University.

Are you worried about forgetting your appointment time? If you do not sign in to your account after five minutes following your appointment time, you will receive an automated email from CSU Athletics. If you have still not logged on to your account after receiving the first reminder email, subsequent reminder emails will be sent ten, fifteen, and thirty minutes following your appointment time.

RAMS FAN TESTIMONIALS

“As a former CSU student-athlete, I could not be more excited about the new on-campus football stadium and the opportunities that it will open up for future Rams. After seeing the reseating plan, I’m confident that the reseating process is fair to everyone and that there will be plenty of affordable options for every Rams fan. Go Rams!”

- Greg Pollard, former CSU football student-athlete and Ram Club Denver Advisory Board member
GROUP SEATING

For season ticketholders wanting to sit with a group of friends or family, group members may average their Ram Points rankings to select their seats at the same appointment time.

Example: If Season Ticketholders A and B would like to sit together in the new stadium, their Ram Points rankings would be averaged to create a single appointment time, so they could both select their seats and parking at the same time. If Season Ticketholder A is ranked #100 in Ram Points and Season Ticketholder B is ranked #200, their new ranking would be #150, and their joint appointment time would reflect that ranking.

Season ticketholders who currently purchase tickets with their friends under one account are encouraged to contact the Ram Club at (970) 491-2222 so each member of the group can be accounted for and earn Ram Points in accordance with their season ticket purchasing loyalty.

All season ticketholders who want to average their Ram Points ranking to select group seating must fill out the Group Seating Request Form located at stadium.colostate.edu and return it to the Ram Club by December 31, 2016.

HOW TO REQUEST GROUP SEATING

1. Visit stadium.colostate.edu and download the group seating form on the reseating information page.

2. Fill out the form with your group members’ information, choose a group spokesperson, and select your seating preferences.


   - Email: rampoints@colostate.edu
   - Fax: (970) 491-2353
   - Mail: CSU Ram Club
     Attn: Ram Points & Re seating
     103B McGraw Athletic Center
     Fort Collins, CO 80523
RESEATING WEBSITE NOW LIVE!
SEATS3D.COM/NCAA/COLORADO_STATE_UNIVERSITY/FOOTBALL

To make the seat and parking selection process in spring 2017 as easy and transparent as possible for our season ticketholders, CSU has partnered with Ballena Technologies, the industry leader in sports and entertainment venue visualization. Ballena has been used by many intercollegiate athletic departments to help their season ticketholders select their seats. Season ticketholders have three options to select seats and parking during their appointment time in 2017:

- Use the seat and parking selection website.
- Call the Ram Points and Reseating team at (970) 491-2222.
- Visit us in-person, at a location to be determined.

Please Note: All three selection options will have the same inventory available.

CSU’s seat and parking selection website is available now for viewing at SEATS3D.COM/NCAA/COLORADO_STATE_UNIVERSITY/FOOTBALL. Rams fans are encouraged to familiarize themselves with the website and new stadium seating map during this 15-month period prior to seat and parking selection, so they will be able to make their selection as quickly and accurately as possible to get the best seats and parking available.

Using this website, CSU season ticketholders will preview what the new, multipurpose, on-campus stadium will look like upon completion. Because the new stadium will be an active construction site until the summer of 2017, season ticketholders will not be able to visit the stadium prior to selecting their seats and parking. By using the seat and parking selection website, our season ticketholders can see a digital view of the field from their new seats and explore all of the available seating inventory in order to make an informed decision as to where they would like to sit in the new stadium.
“The new interactive online seating and parking selection system sounds exciting! Allowing season ticketholders to have complete control over picking their seats and parking place is a big step forward for our fans.”

– Debby Belasco, Rams football season ticketholder
### NEW STADIUM TIMELINE

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FALL 2015</strong></td>
<td>Brochure #1 distributed with football season tickets</td>
</tr>
<tr>
<td></td>
<td>Season Ticket Holder Town Hall hosted</td>
</tr>
<tr>
<td><strong>JANUARY 2016</strong></td>
<td>Brochure #2 distributed</td>
</tr>
<tr>
<td></td>
<td>Seat and parking selection website live</td>
</tr>
<tr>
<td><strong>FALL 2016</strong></td>
<td>Brochure #3</td>
</tr>
<tr>
<td><strong>DECEMBER 31, 2016</strong></td>
<td>Deadline to increase Ram Points total for stadium seating and parking and to submit group seating request form</td>
</tr>
<tr>
<td><strong>EARLY 2017</strong></td>
<td>Brochure #4 and information with Ram Points totals, ranking, and appointment time to choose seat and parking locations in new stadium distributed via mail and email</td>
</tr>
<tr>
<td><strong>SPRING 2017</strong></td>
<td>Initial seat and parking selection process begins and finishes for season ticketholders</td>
</tr>
<tr>
<td><strong>LATE SPRING 2017</strong></td>
<td>Additional season tickets available for purchase for existing Rams football season ticketholders</td>
</tr>
<tr>
<td><strong>EARLY SUMMER 2017</strong></td>
<td>Remaining football season tickets on sale to the general public</td>
</tr>
<tr>
<td><strong>AUGUST 2017</strong></td>
<td>2017 football season tickets mailed</td>
</tr>
<tr>
<td><strong>FALL 2017</strong></td>
<td>First game played in new stadium</td>
</tr>
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### RAMS FAN TESTIMONIALS

“Every Rams fan will have all the necessary information to be ready to move to the new stadium. There will be more than enough time and Athletics Department representatives to make the transition as smooth as possible. A lot of research has been done on how other schools handled their transitions to a new stadiums; we will benefit from that, too.”

– David Haase, Rams football season ticketholder and Ram Club Board of Directors member
FAQ’S

Will tailgating be allowed at the new stadium?
Yes. Tailgating is part of the fabric of college football, and we are proud to offer tailgating at the new, multipurpose, on-campus stadium. More details regarding tailgating and the game-day experience will be available in the third reseating brochure, which will be available in the fall of 2016.

How will my current contribution to the Ram Club be affected by required per seat donations?
Making your Ram Club donation in advance of selecting seats is no longer necessary. If the seats or parking you select require a donation, you will donate during your appointment time. More than 80 percent of the new stadium’s capacity WILL NOT require a per seat donation.

Can I select my seats and parking for the new stadium now since the seat and parking selection website is ready?
The seat and parking selection website went live on January 1, 2016 so that our season ticketholders can become acquainted with the seat and parking selection technology. Seat and parking selection will not take place until the spring of 2017. If you have any questions regarding the selection website, please contact us.

Is there a way to view the progress of construction on the new stadium?
Yes. We have a stadium construction camera that is streaming the construction site live on stadium.colostate.edu. Follow along as progress on the new, multipurpose, on-campus stadium continues throughout the year.

What options will be available for fans in need of ADA seating in the new, multipurpose, on-campus stadium?
The new stadium will be fully compliant with all ADA guidelines. ADA seating capacity will increase significantly and will be located on the main concourse level around the stadium, providing our fans with fantastic views of the field.

What is the difference between priority seating and premium seating?
This brochure explains the allocation of priority and non-donor seating in the general bowl of the new stadium, which will take place in 2017. Allocation for premium seating (Suites, Loge Boxes, Outdoor Club, and Indoor Club) will begin in 2016. Please visit stadium.colostate.edu for more information or contact the Ram Club at (970) 491-4666 if you are interested in premium seating options.

For answers to more FAQ’s regarding the new stadium, please visit stadium.colostate.edu.

RAM POINTS & RESEATING TEAM

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