

Frequently Asked Questions

Q: Why was the FSU Ticket Priority Policy adjusted?

A: The cost of collegiate athletics continues to rise sharply across the nation and Florida State has not been immune. Since the policy was adjusted in 2006, scholarship costs alone have risen from \$7.5 million to more than \$11.5 million. The Athletics Board, which has authority over the FSU Ticket Priority Policy, approves adjustments only when the Athletics Department and Seminole Boosters present need-based justification. The priority policy adjustments help raise the money needed to meet those budgetary needs.

Q: Who is affected by the changes?

A: The broad-based changes ask all Seminole Booster members and ticket holders to participate in the funding of the Athletics Budget. There is an across-the-board increase in all giving levels of approximately 8 percent:

	Previous	2016
Iron Arrow	\$60	\$70
Brave	\$135	\$140
Renegade	\$300	\$330
Warrior	\$600	\$650
Tomahawk	\$1200	\$1300
Silver Chief	\$3000	\$3250
Golden Chief	\$6000	\$6500
Platinum Chief	\$12000	\$13000

The Legacy Chief (\$25,000) will not increase as the benefits at this level are the same as at the Platinum Chief level.

Q: How will the money contributed be used?

A: Contributions will be used to help sustain comprehensive excellence. Collegiate athletics is very competitive and it requires a commitment to field nationally-competitive teams and fund life-changing scholarships for the student-athletes who entertain and inspire us.

Contributions help build and maintain game day amenities for Seminole Booster members and ticket holders. A list of work is planned on Doak Campbell Stadium during the offseason including major repairs and painting of the steel deck (top and bottom). We are also looking to install a large scoreboard and sound system by kickoff of the 2016 season.

Q: Why does FSU Athletics need private contributions?

A: FSU Athletics receives no money from the State of Florida or Florida State University and must fund its 20 varsity men's and women's teams with revenue generated from operations and tax-deductible contributions.

Q: Doesn't FSU give scholarships to the players?

A: Florida State University charges the Athletics Department exactly the same amount for tuition, fees, books, housing and meals as any other student. There are no athletic discounts or waivers. The annual cost of scholarships is \$11.5 million per year, which is paid by FSU Athletics Department and funded by your contributions to Seminole Boosters.

Q: Does the University build and maintain athletic facilities?

A: No state money can be used to build athletics' facilities. Doak and other venues are built and maintained with private contributions from Seminole Booster members.

Q: What is Seminole Boosters, Inc. and why should I give?

A: Seminole Boosters, Inc. is the fundraising arm for Florida State Athletics and is a 501c3 not-for-profit corporation. Seminole Boosters generates nearly \$45 million a year on behalf of athletics which is used to build athletic facilities, fund scholarships and operations necessary to compete at an elite level.

Q: Why did FSU change the minimum contribution requirement to a "per-seat" calculation?

A: Over the 10 years since the last policy adjustment, an increasing number of schools have moved to a minimum "per seat" requirement which varies by section of the stadium. These schools report that the per-seat equity method provides a better match between the value of a seat location and the minimum contribution required for those locations.

Seats in each section of the home (west) side of Doak Campbell Stadium have a higher renewal rate than comparable sections on the visitors (east) side therefore the per-seat requirements are set lower on the east side.

Likewise, seats in sections close to the 50 yard line have a higher renewal rate than seats in sections closer to the goal line therefore the per-seat requirements are set lower in sections closer to the goal line.

Q: Is the minimum per-seat requirement in addition to my Seminole Booster membership level?

A: No, it is not in addition. Rather the per-seat requirement helps determine the minimum membership level required for seats purchased. The calculation is simply the number of seats in a section times the per-seat requirement for that section.

For example: If a ticket holder purchases six seats in Section 31, which has a \$325 per seat minimum contribution requirement, the minimum contribution requirement would be \$1950 which receives Tomahawk level (\$1300-3249) benefits or they could upgrade to Silver Chief (\$3250) or higher and enjoy those enhanced benefits.

Q: I contribute to Seminole Boosters but don't buy tickets in Doak Campbell Stadium. How do I determine my contribution level?

A: More than 30 percent of Seminole Booster members don't purchase season tickets and give for a variety of reasons. Some do it to help fund success on and off the field and to feel a proud part of the Tradition. They have, and will, continue to decide how much. Others also enjoy parking benefits or access to away-games or bowl games and may look to those benefits while making their decision.

Q: How does the per-seat method create greater equity and more options for the donor?

A: In several ways. A ticket holder buys 4 seats in section 31 on the west side (\$325 per seat) with a computed minimum contribution requirement of Tomahawk (\$1300). In the previous policy his contribution requirement would be the same on the east side of the stadium even though the demand for the east side seats, and the perceived value, is less.

In the new per-seat policy, seats in a comparable section on the east side have a lower minimum per-seat requirement (\$200) so the minimum contribution requirement would be \$800. The per-seat requirement on the east side is \$800, \$500 less than on the west side. The east side ticket holder needs only give the \$800, which makes them a Warrior level (\$650-\$1299) member, or may decide on Tomahawk level (\$1300) benefits but the decision is theirs.

Q: Does the policy allow me to buy an extra seat without being forced to the next level?

A: Yes. The per-seat policy makes it easier to add seats and make incremental contributions for the seat(s) added rather than being forced to the higher level just to add one or two seats.

In the previous policy, a ticket holder with four seats in Priority 1 had to be a Tomahawk (\$1200) to have four seats but would have to jump to Silver Chief (\$3000) to add a fifth seat. With the new, per-seat policy, the ticket holder can add the fifth seat by contributing the per-seat charge (say \$325) for the extra seat(s). He can purchase the fifth seat and contribute \$1625 (5 x \$325) rather than being forced to be a Silver Chief (\$3250) to add one seat.

Q: How was the new per-seat requirement determined and is it higher or lower than peer institutions?

A: FSU surveyed peer institutions to see what the per-seat requirement is for comparable sections but used that information only for reference. FSU's per-seat requirement was set based on demand for each section of Doak and below the ACC or SEC.

In the new policy, the per-seat requirement for sideline seats ranges from \$500 (West center) to \$165 (West end) depending on the location in the stadium. Listed below are the ranges of per-seat requirements for sideline seats at various nearby institutions (not including "club level seats"):

Peer schools:	Sideline Range	
	Home Side	West Side
Clemson	\$750 - \$120	\$500 - \$165
Georgia Tech	\$675 - \$100	\$500 - \$165
Florida	\$1,000 - \$250	\$500 - \$165
Georgia	\$400 - \$250	\$500 - \$165
Alabama	\$1,430 - \$145	\$500 - \$165
Auburn	\$890 - \$280	\$500 - \$165

Q: Why was the per-seat requirement set below the average of either the ACC or SEC?

A: The FSU market is different than others and we kept that in mind when pricing each section. ACC and SEC stadiums are within a short drive of large metropolitan areas with populations five-to-ten times

larger than FSU's market. More than 65 percent of FSU's season ticket holders live more than 2.5 hours from Doak and a have significantly higher cost of travel to attend games.

Q: Why do per-seat requirements vary by section and how was that determined?

A: The minimum per-seat requirements were set based on historic demand and perceived value for sections on the east versus west side of Doak Campbell Stadium and sections closer to the 50 yard line.

Q: How is the new policy similar to previous policies?

A: The new policy is the same as previous policies in:

1. Setting limits on the number of seats a Seminole Booster member may purchase in Doak Campbell Stadium based on donor level;
2. Using priority points to determine donor ranking and seat selection in Doak;
3. Maintaining the "no bump clause" which guarantees the ticket holder the right to renew seats provided they meet the minimum requirement for the number of seats purchased in specific sections;
4. Assigning parking lots and ticket limits for bowl and away games based on Seminole Booster membership levels and points;
5. Providing parking, points and bowl ticket incentives to contribute above the minimum donation requirements.

Q: What is FSU's priority point system?

A: Both the previous and new Priority Policy are loyalty-point based systems which reward longevity for season ticket and Seminole Booster membership as well as current annual contributions. The significant difference is that the new system rewards the donor for more years of loyalty and for a broader variety of athletic contributions.

Priority Point Calculation

Accumulated Priority Points are used to determine priority when renewing/relocating seats and when allocating seats among donors of the same level for away games, bowl games, post-season tournaments and parking. Points are awarded based upon loyalty and giving including:

- Preceding year ticket purchaser (2)
- Continuous years as a football season ticket holder (1 point per year up to 20 years)
- Continuous years as Seminole Booster (1 point per year up to 20 years)
- Current year annual fund gift to Seminole Boosters according to contributions scale below.
- Total paid contributions to Seminole Boosters for the previous 20 years according to the scale below. Includes paid annual membership, coaches clubs, capital campaign gifts (including campaign portion of Champions Club).
- Faculty, staff or Varsity letter winner (2 points each)
- Varsity Letter Winner (2 points)
- Varsity Club member (2 points)
- FSU Alumni Association (2 points)
- President's Club Member (minimum \$10,000) 4 points

Contribution Scale	\$1,000-1,299 10 pts
\$50-109 2 pts	\$1,300-1,599 11 pts
\$110-249 4 pts	\$1,600-1,899 12 pts
\$250-374 5 pts	\$1,900-2,199 13 pts
\$375-499 6 pts	\$2,200-2,499 14 pts
\$500-674 7 pts	\$2,500-24,999 Each \$300 = +1 pt
\$675-849 8 pts	Each \$1,000 over \$24,999 +1 pt
\$850-999 9 pts	

Q: How do accumulated points benefit the donor?

A: The accumulated points determine a donor ranking for the distribution of high demand tickets and parking.

Q: When are points calculated and donor ranking determined?

A: Points are calculated for paid gifts at the close of business on the ticket priority deadline and determine the donor ranking for the seat selection process.

Q: How do these rankings affect seat selection for home games?

A: Seats not renewed by the ticket priority deadline are made available for selection by current Seminole Booster members and season ticket holders. Season ticket holders who renew by the deadline will receive an appointed day and time based on donor ranking. The donor with the most points earns the earliest time to select and the option to select any non-renewed seat. The donor may add to his current allotment or give up those seats he currently has in favor of others.

Q: How do priority points affect parking?

A: Parking lots are assigned by Seminole Booster annual donor level. Points are used to create priority within the lot or as the tie-breaker when the demand for that lot exceeds capacity.

Q: 3in Doak can a Seminole Booster member purchase?

A: Seminole Booster members may purchase priority sideline seats based on the following limits:

Legacy Golden Chief (\$25,000)	14 sideline
Platinum Golden Chief (\$13,000)	14 sideline
Golden Chief (\$6500)	12 sideline
Silver Chief (\$3250)	10 sideline
Tomahawk (\$1300)	8 sideline
Warrior (\$650)	6 sideline
Renegade (\$330)	3 sideline

Q: Why restrict the number of tickets any one donor can purchase?

A: To spread high-demand seats to as many loyal Seminole Booster members as possible and to provide better service and communications. We want to be able to communicate with as many season ticket holders as possible. When one person purchases a large number of tickets we are only able to communicate with that one person and not the other people in the seat block.

When FSU is invited to a high demand bowl game, we are forced to set limits on the number of tickets any one donor receives so it is better for two donors to have separate accounts than to have a lot of tickets in one account.

Q: What options will I have if I am unable to meet the minimum seat requirement?

A: You will have several options:

1. We will assist you in moving some or all of your seats to a section with a lower per-seat requirement;
2. You may choose to reduce the number of seats you purchase;
3. Call Seminole Boosters to discuss your specific needs.