



HARTMAN **FUND**

2023 DONOR GUIDE



A MESSAGE FROM HEAD COACH KIRBY SMART

Dear Bulldog Nation,

What a year! The 2022 season was an incredible journey for a very special team, and we could not have accomplished all our successes without investments from donors like you. On behalf of our entire Georgia Football family, thank you for your unwavering support of our student-athletes.

Your membership in The Georgia Bulldog Club (TGBC) allows us to provide the necessary resources for over 500 Georgia student-athletes competing in 21 varsity programs. TGBC members support critical elements of the student-athlete experience such as scholarships, performance nutrition, travel, academic support, athletic training, mental health resources, and leadership development. When you give to the Hartman Fund, you are directly impacting the lives of current and future generations of Georgia student-athletes.

TGBC donors continue to step up when it matters most. **Please consider renewing your support of the Hartman Fund in 2023 so that we can continue bringing championships home to Athens for years to come.**

I am grateful to have such an exceptional community of supporters around our program. Please know how much your involvement means to me, my family, our football program, and the entire Athletic Association – we would not be where we are today without you.

Go Dawgs!

Kirby Smart
Head Football Coach

*Front cover photo:
Jackson Collier*



HARTMAN FUND MISSION

Hartman Fund donors directly impact the UGA experience for student-athletes across 21 varsity sport programs by providing financial support in the critical areas of:



STUDENT-ATHLETE
SCHOLARSHIPS



MENTAL WELLBEING &
PSYCHOLOGICAL RESOURCES



ACADEMIC SUPPORT



LAPTOP COMPUTER &
EQUIPMENT UPGRADES



ATHLETIC TRAINING
& MEDICAL CARE



COST OF ATTENDANCE



NUTRITION



PROFESSIONAL DEVELOPMENT
& LIFE SKILLS PROGRAMMING



TRAVEL ASSISTANCE

Your gift enables UGA student-athletes to establish a strong foundation for success in life beyond their playing days.



2021-2022

By the Numbers

With no state or university funding, UGA Athletics relies on private support to provide student-athletes from 21 varsity sports with a world-class experience. As student-athletes balance the time commitment necessary to compete for championships and the rigors of UGA's academic curriculum, additional resources are needed for them to excel in each area.

Academic Success

181

Student-athletes were named to the SEC Honor Roll

154

2021-2022 Graduates

19

Teams earned a team GPA over 3.0 during the 2022 fall semester

3.22

Best-ever fall semester student-athlete average GPA

Athletic Success

#1

Final ranking in both the Coaches & AP Polls as the 2022 National Champions

15

UGA football players were selected in the 2022 NFL Draft, a new school record

#19

Finish in the 2021-22 Learfield IMG College Director's Cup Standings

12

Regular season wins for football; undefeated for the second straight year



21 Sports



500+ Student-Athletes



Leading the nation with 22 Allstate AFCA GoodWorks Team Honorees



▶ IMPORTANT DATES

MARCH 31, 2023

Hartman Fund contribution deadline for 2023 football season ticket priority & season ticket payments

MID-MAY 2023

Optional football seat and parking selection process



2021-2022

By the Numbers

Scholarship Increase in the Last 10 Years



2012

IN-STATE:

\$21,250

OUT-OF-STATE:

\$39,460

 Aaron Murray

IN-STATE:

\$27,946

OUT-OF-STATE:

\$47,360

2022



Stetson Bennett 



In 2020, the UGA football program started the “Dawgs for Pups” initiative to lend a heavy hand of support to the local community



JUNE 2, 2023

Football single home, away and neutral site ticket request and priority points deadline

MID-AUG. 2023

Digital season tickets delivered via mobile delivery

NOV. 1, 2023

Football postseason ticket priority points deadline

Hartman Fund Annual Benefits

ANNUAL BENEFIT

Giving Level

Student-Athlete
Impact

\$100

Strength &
Conditioning
support for
1 week

\$250

Mentoring &
Community
Outreach for
1 year

\$550

Books for
1 semester

\$1,500

Game &
Practice gear

\$2,500

Nutrition for
1 semester

\$5,000

Academic
Support for
1 semester

\$10,000

In-State
Tuition for
1 semester

Impact the lives of
UGA student-athletes



Opportunity to request single
home game, away game, neutral
site & postseason tickets



Membership Packet



TGBC Email newsletter



10% discount at the
UGA Bookstore



Digital UGA Football
Media Guide



Eligible to request renewable
football season tickets



Opportunity to request a physical
UGA Football Media Guide



Opportunity to request home football parking

1
PASS

1
PASS

2
PASSES

Opportunity to request GA/FL parking

1
PASS

2
PASSES

NOTE: If you hold more than one account with The Georgia Bulldog Club, annual giving from separate accounts will not be combined for distribution of benefits.

Renewable Season Ticket Requests: Hartman Fund donors who make their minimum per-seat donation and purchase season tickets by the March 31 deadline will have the right to renew their season tickets. All new requests are fulfilled based on priority and availability at the time of the member's online seat selection.

Renewable Parking Pass Requests: Hartman Fund donors who contribute \$2,500 or more and purchase football season tickets will have the right to renew their season parking pass. All new requests are fulfilled based on priority and availability at the time of the member's parking selection. Second parking pass requests are fulfilled based on availability once all Hartman Fund members at \$2,500 or more have selected their first parking location.

Membership Packet: Includes a 2023 football schedule magnet, car decals, and a TGBC branded gift.



Priority Points

Priority Points: The Georgia Bulldog Club calculates your priority point total based on cumulative giving towards UGA Athletics. Members are ranked in order based on cumulative priority point total for ticket opportunities including renewable season, single home and away games, neutral site meetings like the Georgia/Florida game, and all postseason competitions (if Georgia participates), including the SEC Championship Game, bowl games, and the College Football Playoff. Priority parking opportunities include the home football season and the Georgia/Florida game in Jacksonville.

Hartman Fund
Men's Basketball Fund
Women's Basketball Fund
Gymnastics Endowment Fund
Georgia Baseball Fund
Sport-Specific Giving*
Endowment Gifts*
UGA Athletics Victory Fund

1 point per dollar



MAGILL SOCIETY

1 point per dollar
(\$25,000+ gifts to non-capital projects)

1.5 points per dollar
(\$25,000-99,999 gifts to capital projects)

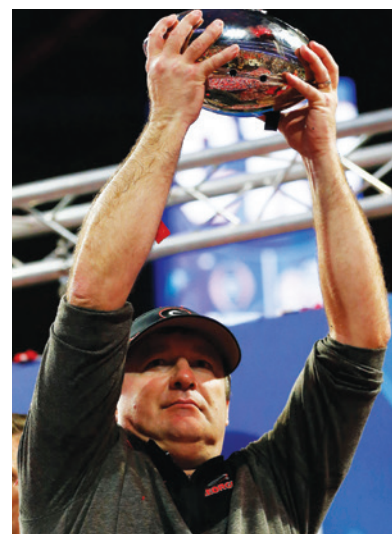
2 points per dollar
(\$100,000+ gifts to capital projects)

* NOTE: Any sport-specific or endowment gifts made on January 1, 2018 or beyond are eligible to receive priority points.

To view your priority point total online at www.thegeorgiabulldogclub.com, you will need:

1 Account Number or Email Address

2 Password or Pin Number

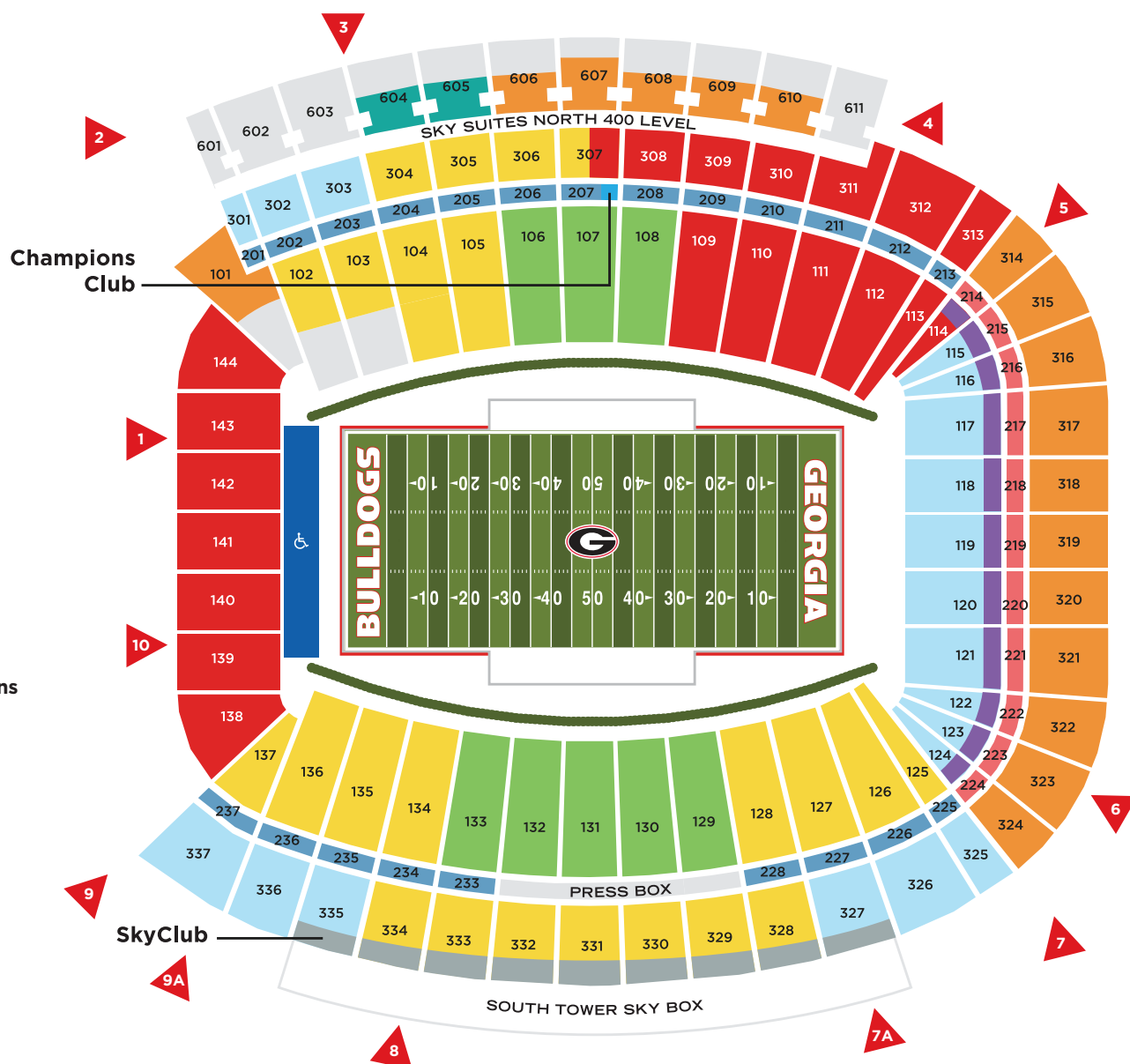


Sanford Stadium Seating Chart & Donation Requirements



* Based on 7 home games for 2023 season.

Gate Locations



Club Seating	Per-Seat Requirement
Section	
Champions Club	\$2,250
SkyClub	\$1,200
South and North Club	\$750
East Upper Club	\$450
East Lower Club	\$300

Stadium Seating	Per-Seat Requirement
Section	
129-133, 106-108	\$475
102-105, 134-137, 125-128 328-334, 304-307	\$375
115-124, 301-303, 325-327 335-337	\$300
101, 314-324, 606-610	\$275
Faculty/Staff	
Students	
Visitor Seating	

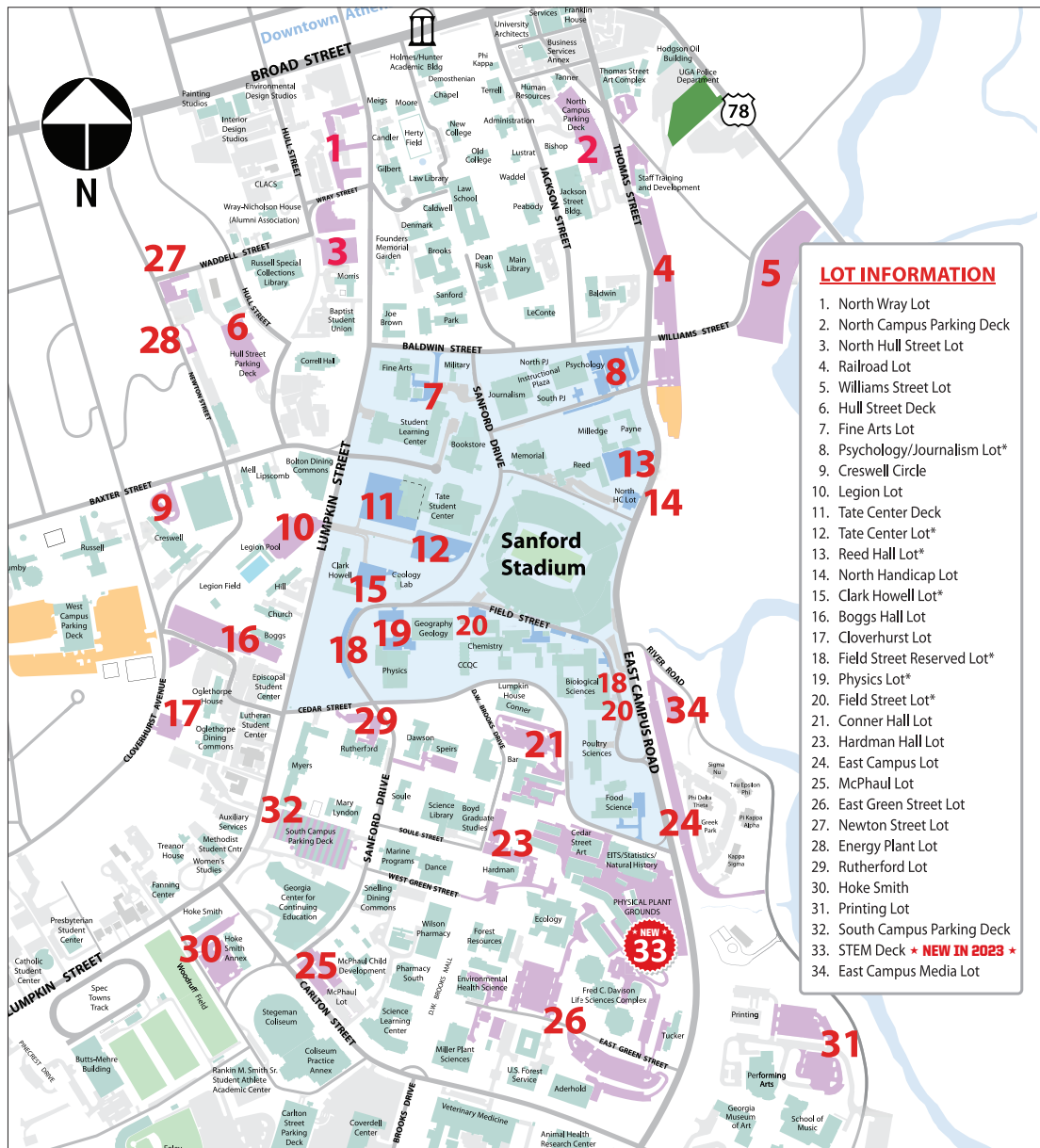


Game Day Parking

Parking passes are now mobile!

The Georgia Bulldog Club is pleased to offer Hartman Fund members at the \$2,500 annual giving level or higher the opportunity to request a season parking pass. All 2022 parking pass holders will have the first right to maintain their existing parking location as long as their Hartman Fund contribution is renewed at the \$2,500 level or above. All accounts who opt-in to the selection process will have the ability to explore parking opportunities based on priority and availability during the online Seat & Parking Selection Process. If parking is available to select and your current Hartman Fund contribution is less than \$2,500, you will have the opportunity to pay the difference at checkout. Donors at the \$10,000 Hartman Fund giving level and above will have the ability to request a second parking pass after all \$2,500 donors have selected their first parking location.

NOTE: Due to campus construction, the availability of certain lots may change prior to assignments. Communication with impacted donors will be made in advance of the Online Seat and Parking Selection Process.



Renewing & Requesting Season Tickets

A contribution to the 2023 Hartman Fund provides you with the opportunity to request renewable season, single home game, away and neutral site game, and/or postseason tickets. Eligibility for season tickets at Sanford Stadium is a two step process: making a 2023 Hartman Fund contribution AND a season ticket payment.

Season Ticket Holders Renewing in 2023

- » Hartman Fund contributions, season ticket payments, and/or additional season ticket requests can be completed at the same time. The deadline for contributions and season ticket payments is **March 31, 2023**.
- » Donations to the Hartman Fund, Victory Fund, Magill Society pledge payments, and any sport-specific or endowment gifts made through the March 31, 2023 deadline will increase your priority point total for better positioning in the optional football Online Seat and Parking Selection Process.
- » 2022 UGA Football season ticket holders have the first right to renew existing season ticket locations for the 2023 season.
- » UGAAA reserves the right to adjust seating locations to eliminate single seats in an effort to maximize seating capacity.

New Season Ticket Requests

- » Each section in Sanford Stadium has a per-seat contribution requirement. Making the per-seat contribution does not guarantee assignment in this section as assignment is based on **priority points and availability** at the time of your seat selection in May 2023. Both 2023 season ticket applications and Hartman Fund donations must be completed by **March 31, 2023**.
- » Please make a contribution you are comfortable with since **a donation does not guarantee assignment of new season tickets**.

Football Season	Priority Points of Last Patron Assigned New/Additional Season Tickets (2 Adjacent)
2022	1,300
2021	550
2020	550
2019	10,420
2018	23,900
2017	550
2016	1,201
2015	6,701
2014	1,001
2013	500
2012	500
2011	500

Members who request but do not receive season tickets will have the first opportunity to purchase any football mini-packages and/or single game tickets based on priority and availability.



Renewing & Requesting Season Tickets

Both tickets and parking passes will be distributed via mobile delivery.

New Season Ticket Requests and Renewals (if desired) will participate in the Optional Seat and Parking Selection Process in Mid-May 2023.

- » This is required for all donors who are requesting NEW season tickets and/or parking.
- » **If you do not wish to relocate your current seats and/or parking, you do not have to participate in the selection process.**
- » As a reminder, you retain the ability to renew the same seat locations that you held for the 2022 season.

During the online, self-selection process, you will have the ability to choose your seat location (pending availability). If you have the opportunity to select seats that have a higher per-seat contribution requirement than what you paid towards the 2023 Hartman Fund, you can still secure these seats by paying the per-seat difference at the time of check-out. If you are unable to secure desirable seat locations or if no seat locations are available, you may either request a refund on the season ticket cost or have this cost applied toward your 2024 Hartman Fund contribution by indicating this preference on your ticket application. Donations are not refundable.

All 2023 Hartman Fund donors who request new football season tickets and make the minimum per-seat donation for the number of new ticket(s) desired will automatically receive an appointment time to be included in the optional Online Seat and Parking Selection Process. Requesting game tickets does not guarantee that you will receive them as assignments are based on cumulative TGBC priority points and availability.

📌 If you have any questions about the Optional Seat & Parking Selection Process or how to better position yourself for your priority-based appointment time, contact us at **877-GA-DAWGS** or via email at **SEATS@sports.uga.edu**.





Relocating & Adding Season Tickets and/or Parking

In order to relocate and/or add season tickets, you must participate in the Optional Seat & Parking Selection Process in Mid-May 2023.

How to Request Seat Relocation of Current Season Tickets and/or Parking

To be considered for relocation, you must click YES prior to checking out at the end of your online season ticket application, which must be submitted by the March 31st deadline.

OPTIONAL SEAT SELECTION PROCESS	
Description	Select
 2023 OPTIONAL SEAT & PARKING SELECTION PROCESS: In order to relocate and/or add additional season tickets, you must participate in the Optional Seat & Parking Selection process, which will take place in May. Your current seat locations will remain in your account unless you specify a change during the checkout process at your selection time in May. If you would like to opt-in to the Optional Football seating and/or parking selection process, please select "YES". If you are satisfied with your current football seating and parking locations, please select "NO".	Select ▼

 * If you do not select "YES", or select to not participate online, you waive your right to participate in the 2023 selection process.

If you select seats in a higher per-seat gift requirement section than your current Hartman Fund contribution level, you can pay the difference during the Optional Seat and Parking Selection Process. **Your current seat locations will remain in your account unless you specify a change during the check-out process.**

How to Request Additional Season Tickets

To add season tickets for the 2023 season, submit your season ticket application and ticket payment for additional season tickets by the March 31st deadline. **You will NOT have the option to purchase additional seats during the process if you do not request and pay for the additional tickets on your application by the March 31st deadline.** Please note you must also make any per-seat donation required for additional tickets. (Minimum of \$275/seat).

If you select seats that have a higher per-seat requirement than your 2023 Hartman Fund contribution, you will have the ability to secure these seats by paying the per-seat difference at the time of check-out. If you are unable to secure desirable additional seat locations or if no additional seat locations are available, you may either request a refund on the season ticket cost or have this cost applied towards your 2024 Hartman Fund contribution by indicating this preference on your ticket application. Hartman Fund donations are non-refundable. **Your current seat locations will remain in your account unless you specify a change during the check-out process.**

All 2023 Hartman Fund donors who request additional football season tickets and make the minimum per-seat donation for additional tickets (\$275/ticket) will automatically receive an appointment time to be included in the optional Online Seat and Parking Selection Process. Requesting game tickets does not guarantee that you will receive them as sections are based on cumulative TGBC priority points and availability.



Optional Seat & Parking Selection Process

The online site makes seat & parking selections easy!

The web-based, 3-D seat and parking virtual site will provide 2023 Hartman Fund donors who purchase football season tickets and wish to relocate or add new seats the opportunity to self-select seats from open inventory at their specified appointment time. From this site, members can see panoramic diagrams of stadium seating, view an instructional video on how to select, check available seats and parking lots, monitor other selections, and personally choose seat locations and/or parking at their appointment time.

All Hartman Fund donors who are participating in the Optional Seat and Parking Selection Process will be able to login to the website prior to the start of the process to familiarize themselves with the site while also identifying potential inventory that might be available leading up to their appointment time. **We strongly recommend that you log in to the site prior to your appointment time in order to plan for your potential selection.**

The deadline for determining your overall cumulative TGBC priority points total, which dictates your ranking and selection time, is March 31st. In May 2023, The Georgia Bulldog Club will be assigning appointment times and notifying all 2023 Hartman Fund donors who have opted in to the selection process. Appointment times will occur every minute, and donors will be logging in to the site consistently throughout each day of the selection process.



3-D Seat Virtual View

FOUR TIPS FOR SUCCESS



- 1 **Renew** your tickets and make your gift by March 31st
- 2 **Mark** your seat selection appointment time on your calendar
- 3 **Explore** the virtual seating map in advance
- 4 **Call** TGBC if you have any questions

Optional Seat & Parking Selection Process

Optional Seat and Parking Selection Process 2022 Point Cutoffs

While it is impossible to forecast 2023 priority point cutoffs for priority seating opportunities throughout Sanford Stadium, the following is a breakdown of 2022 priority point cutoffs that were determined based on supply and demand:

- 2 adjacent seats in Sanford Stadium: **1,300 points** (North Upper Sections)
- 4 adjacent seats in Sanford Stadium: **1,500 points** (North Upper Sections)
- Sky Club: **701,224**
- South Club (4): **267,500**
- South Club (2): **983,810**
- North Club (4): **253,948**
- North Club (2): **439,910**
- East Upper Club (4): **163,270**
- East Upper Club (2): **147,516**
- East Lower Club (4): **100,895**
- East Lower Club (2): **70,820**
- South Lower - \$475 (4): **136,035**
- South Lower - \$475 (2): **82,946**
- North Lower - \$475 (4): **67,030**
- North Lower - \$475 (2): **65,000**
- South Lower - \$375 (4): **50,460**
- South Lower - \$375 (2): **38,395**
- North Lower - \$375 (4): **36,892**
- North Lower - \$375 (2): **32,745**
- East Lower: **36,293**
- South Upper: **23,065**
- East Upper - \$275 (4): **3,315**
- East Upper - \$275 (2): **2,050**
- North Upper: **1,300**

The table above shows the 2022 priority point thresholds that were required for new seat acquisitions throughout Sanford Stadium. **These figures are provided only as a point of reference, as past cutoffs are not necessarily indicative of future opportunities. Ticket availability is determined after the current season ticket holder renewal process is complete (March 31st, 2023).** The inventory available for both new and additional season ticket requests, as well as seat relocations, will be determined by the quantities and locations of the remaining supply of unsold tickets if any. Ticket availability fluctuates from season to season.

Selection Time Options

Individual seat and parking selection may be completed in one of three ways:

- 1 Online: All donors may log in to select seats and/or parking. The site will provide donors with a 3-D view while selecting seats. Selecting available seats online is very user-friendly and highly recommended.**
- 2 Online, with phone assistance from The Georgia Bulldog Club or UGA Athletics Ticket Office.** We will be prepared to assist you over the phone in selecting your seats.
 - a. For questions the **DAY OF** your appointment time, call 706-542-1231: Option 1 for selection assistance.
 - b. For questions **PRIOR TO THE DAY OF** your appointment, call 706-542-1231: Option 3 to reach The Georgia Bulldog Club.
- 3 In-person at the Stegeman Coliseum Ticket Office: The Georgia Bulldog Club and UGA Athletics Ticket Office staff will be on site if you wish to select your seats in person. We ask that you arrive five minutes prior to your appointment time, and a staff member will help you through the process. Paid parking will be available at the Carlton Street Parking Deck.**



Optional Seat & Parking Selection Process FAQ's

1 Do I have to participate in the Optional Seat and Parking Selection Process?

No. Should you wish to maintain the same seat(s), parking location, and quantity of tickets that you had for the 2022 season, you do NOT have to participate in the Optional Seat and Parking Selection Process.

2 What are my options if I am unavailable for my appointment time?

If you are not available during your appointment time, you may entrust your seat selection to an individual of your choosing. Should your designee need personal assistance over the phone or in-person, you will need to notify The Georgia Bulldog Club in writing ahead of time whom to you have given authorization to make your selection.

3 What happens if I miss my appointment time?

If you miss your time, you are able to log in any time after your appointment begins to make selections. Please note you will sacrifice your priority place in line if you miss your appointment time as others will be logging in for selection throughout the day.

4 Will there be multiple accounts selecting at the same time?

Yes, please be aware that others are likely to be in the selection site at the same time.

5 Can I set up my appointment time to be at the same time as a family member or friend's account?

While we cannot adjust appointment times, you may choose to log in at the same time as the account with the lowest priority point total to simultaneously select your seats and/or parking.

6 Can I log in prior to my appointment time to look at seating and parking availability?

YES! We urge you to do so. You will receive a link to the seat and parking selection website at the same time you receive your appointment time. You can log in at any point leading up to your selection. Please note you cannot make any selections, but you will be able to see and track availabilities in real-time as it gets closer to your appointment.

7 Who do I contact with questions about the Optional Seat and Parking Selection Process?

If you have any questions about the Optional Seat Selection Process, contact The Georgia Bulldog Club at 877-423-2947 or via email at SEATS@sports.uga.edu.

8 If I am participating to potentially relocate or add tickets, am I required to move or add seat(s)?

No. If you log in during your appointment time and do not see any tickets you want, you can check out with your existing seats.

Game Tickets: Single Home, Away & Neutral Site

You do not need to be a football season ticket holder in order to request single home, away, or neutral site game tickets. The online single home, away and neutral site application will list all available games, as well as ticket quantities, for which a member is eligible to request based on cumulative TGBC priority points and either your 2023 Hartman Fund contribution and/or level of involvement in the Magill Society.

The following ticket charts outline the cumulative TGBC priority points necessary to be eligible to request tickets to a specific game and the total number of tickets you may request based on your 2023 Hartman Fund contribution and/or level of involvement in the Magill Society. Minimum cumulative TGBC priority point requirements to request tickets are established based on the anticipated number of tickets in UGA's inventory and high donor demand.

Away Game Tickets

2023 Hartman Fund Contribution	OR	Magill Society	Auburn	Vanderbilt	Tennessee	Georgia Tech
\$10,000+		\$100,000+	6	6	6	6
\$5,000-9,999		\$50,000-99,999	4	4	4	4
\$3,000-4,999		\$25,000-49,999	4	4	4	4
\$100-2,999		N/A	2	2	2	2
Cumulative TGBC priority points necessary to be eligible to request			50,000	40,000	50,000	15,000

- » Away game ticket requests are prioritized and allocated based on cumulative TGBC priority points within the sections that are provided to UGA by the host venue for distribution.

Home Game Tickets

2023 Hartman Fund Contribution	OR	Magill Society	UT Martin, Ball State, South Carolina, UAB, Kentucky, Missouri, Ole Miss
\$10,000+		\$100,000+	8
\$5,000-9,999		\$50,000-99,999	8
\$3,000-4,999		\$25,000-49,999	6
\$100-2,999		N/A	4
Cumulative TGBC priority points necessary to be eligible to request			100



Game Tickets: Single Home, Away, Neutral Site & Postseason

Single Home, Away, and Neutral Site Game Ticket Assignment Process

- » The online application for single home, away and neutral site games will be made available in April and is due June 2, 2023. All seating requests for single home, away and neutral site games must be entered and submitted via the ticket application in your online account.
- » Single home, away, and neutral site game ticket locations are assigned based on cumulative TGBC priority points and availability, while the quantity of tickets that you can request is based on your 2023 Hartman Fund gift or level of involvement in the Magill Society. **Qualifying to request tickets does not guarantee assignment.**
- » After the selection process is complete, TGBC will publish the priority point cutoffs on georgiadogs.com. If you request and are assigned single home, away and/or neutral site game tickets, you will receive them separately from your season tickets via mobile delivery.

Postseason Ticket Assignment Process

- » Your cumulative TGBC priority points determine if you are eligible to request tickets for postseason opportunities. The donation deadline to establish point-based priority for postseason is November 1, 2023.
- » In order to provide ample opportunities and be consistent with home game policies, each account will have access to no more than 4 tickets in any club areas at postseason venues. All additional tickets above and beyond those you may qualify for will be allocated based on priority in non-club areas at the same time.
- » Postseason ticket request applications will be made available online to qualifying accounts in November.

2023 Hartman Fund Contribution	OR	Magill Society	SEC Championship, Peach Bowl, Rose Bowl, & Sugar Bowl	CFP National Championship	All Other Bowls
\$10,000+		\$100,000+	6	6	8
\$5,000-9,999		\$50,000-99,999	4	4	8
\$100-4,999		\$25,000-49,999	2	2	8
Cumulative TGBC priority points necessary to be eligible to request			70,000	30,000	100



Priority Guidelines: Georgia/Florida



Priority Point Requirements

Your cumulative TGBC priority points determine if you are eligible to request tickets to the neutral site game against Florida. The number of tickets that you are eligible to request is based on your 2023 Hartman Fund gift and/or level of involvement in the Magill Society as depicted in the chart below. **Requesting game tickets doesn't guarantee that you will receive them as assignments are based on cumulative TGBC priority points and availability.** You do not need to be a season ticket holder to be eligible to request tickets.

- » **Regular Tickets:** A minimum of 15,000 cumulative TGBC priority points are necessary to be eligible to request regular seats. The 2022 cutoff for regular tickets was 18,955 cumulative points. Cumulative TGBC priority point cutoffs will vary year to year.
- » **Club Level Tickets:** A minimum of 95,000 cumulative TGBC priority points are necessary to be eligible to request club seats. The 2022 cutoff for club tickets was 101,220 cumulative points. Cumulative priority point cutoffs will vary year to year.
- » In order to provide ample opportunities and be consistent with home game policies, each account will have access to no more than 4 tickets in any club areas at neutral site venues. All additional tickets above and beyond 4 will be allocated based on priority in non-club areas at the same time.

2023 Hartman Fund Contribution	OR	Magill Society	Florida
\$5,000-10,000+		\$50,000-100,000+	8
\$3,000-4,999		\$25,000-49,999	6
\$100-2,999		N/A	4
Cumulative TGBC priority points necessary to be eligible to request non-club tickets			15,000
Cumulative TGBC priority points necessary to be eligible to request up to 4 club level tickets			95,000

Georgia/Florida Parking

- » 2023 Hartman Fund members who contribute \$5,000 or more annually and receive Georgia/Florida tickets through the Athletic Association have the opportunity to receive a complimentary parking pass for the game.
- » 2023 Hartman Fund members who contribute \$10,000 or more annually and receive Georgia/Florida tickets through the Athletic Association have the opportunity to receive a second parking pass.
- » All parking passes for the Georgia/Florida game are free of charge and assigned based on cumulative TGBC priority points and availability as dictated by the host venue each year.
- » **Parking lot inventory and assignments are subject to change each year.**



Leadership Giving



The Magill Society serves as the leadership fundraising entity under The Georgia Bulldog Club. This group is philanthropic in nature with its members invested in the success of UGA student-athletes.

Prior to 2022, Magill Society contributions focused solely on funding facility improvements within UGA Athletics. In the ever changing landscape of college athletics, The Georgia Bulldog Club will now prioritize donations to “People, Places, and Programs” by counting all major gifts of \$25,000 or more to a qualified UGA Athletics philanthropic fund towards Magill Society membership. Whether a gift to capital project improvements, scholarship endowments, or programmatic funds, all athletics major gifts at this level and above will qualify a donor for five years of membership.

Magill Society Membership:

- » Commitments of \$25,000 or more paid over a 5-year period (above and beyond Hartman Fund contributions)
- » Access to an exclusive stewardship program
- » Opportunity to earn bonus priority points



TRANSFORMATIONAL GIVING SOCIETIES



The Hedges (Annual)

The **Hedges** is a group of The Georgia Bulldog Club members whose overall contributions total \$100,000 or more to Athletics in a given year between ticket related donations and philanthropic gifts. The window for gifts to be counted is Dec. 1 to Nov. 30 every year.



Silver Circle (Over 5 Years)

The **Silver Circle** provides lifetime benefits for members that make a seven figure philanthropic contribution to UGA Athletics. While pledges can be paid over a period of five years, benefits are recognized upon joining.



Champions Circle (Over 5 Years)

The **Champions Circle** is for donors considering seven figure commitments of \$2.5M or more paid within a five year period. Gifts can be directed towards capital projects, scholarships, coaching endowments, or programmatic support to benefit UGA student-athletes and coaches.



Directors Circle (Lifetime)

The **Directors Circle** recognizes lifetime contributions of \$5M or more considering both ticket related contributions and philanthropic gifts over an individual's lifetime.




Legends Circle (Lifetime)


The **Legends Circle** recognizes lifetime contributions of \$10M or more considering both ticket related contributions and philanthropic gifts over an individual's lifetime.



Refer A Bulldog Program

The **Refer A Bulldog** program is designed to reward current members for bringing new members to The Georgia Bulldog Club. To meet The Georgia Bulldog Club's goal of increasing membership while further providing the very best resources to our dedicated student-athletes, members have the ability to accumulate additional priority points based on the giving level of new members they refer.

 HARTMAN FUND	
Annual Gift Level of New Donor	Priority Point Credit Received by the Donor That Makes the Referral
\$10,000+	2,000 Points
\$5,000-9,999	1,000 Points
\$2,500-4,999	500 Points
\$1,000-2,499	200 Points
\$500-999	100 Points
\$100-499	20 Points

 MAGILL SOCIETY	
\$250,000+	5,000 Points
\$100,000-249,999	3,000 Points
\$50,000-99,999	2,000 Points
\$25,000-49,999	1,000 Points

NOTES:

- At the time of donation, the new member must submit either a Refer A Bulldog form (located online at www.thegeorgiabulldogclub.com) or submit the current member name and account number when donating online. For record keeping purposes, it is important that the referral be made at the time of the new donation.
- Referral priority points do not count toward any annual per-seat giving requirement. They are simply added as a credit to the member's cumulative TGBC priority points total.
- Point credit will be added after the Hartman Fund deadline and will be visible in the cumulative TGBC priority point total prior to the football seating and parking priority selection process.

Frequently Asked Questions

1 Why should I donate to The Georgia Bulldog Club?

Private support is essential to the success of UGA student-athletes and the UGA Athletic Association (UGAAA). UGAAA receives no financial assistance from the state of Georgia. It is a self-funded entity, solely dependent upon self-generated revenues to operate and provide student-athlete scholarships, build world-class athletic facilities, and ensure UGA's tradition of athletic excellence continues to grow.

2 How do I become a member of The Georgia Bulldog Club?

You can become a member of The Georgia Bulldog Club (TGBC) by donating a minimum of \$100 to the Hartman Fund. In addition, there are a variety of other ways to support UGA Athletics by making contributions to the Women's Basketball Fund, Men's Basketball Fund, Gymnastics Endowment Fund, Georgia Baseball Fund, Magill Society, Endowment Program, Victory Fund, and sport-specific giving opportunities.

3 What is the best way to increase my priority point ranking?

The best way to increase your cumulative TGBC priority point ranking is to join the Magill Society, which awards bonus priority points for commitments of \$25,000 or more that are made payable over a 5-year period of time. Increasing your support to the Hartman Fund is also a great way to increase your priority point total and improve your ranking. Lastly, referring new TGBC and/or Magill Society members is another way to help grow the base of support towards UGA Athletics while also increasing your cumulative TGBC priority point total and ranking amongst our members.

4 How are away game football tickets allocated?

Away game ticket locations are dictated by the host school, and are allocated based on cumulative TGBC priority points. The number of tickets that a member is eligible to request is based on either their 2023 Hartman Fund donation or their level of commitment in The Magill Society. Please see page 14 for a full breakdown on our 2023 away game quantity cutoffs and priority point requirements.

5 Are my Hartman Fund contributions tax deductible?

Under the Tax Cuts and Jobs Act of 2017, no charitable deduction is allowed for amounts paid to the UGA Athletic Association after December 31, 2017 in exchange for the right to purchase season tickets for The University of Georgia home athletic events. Accordingly, in the absence of additional guidance from the Internal Revenue Service or the Department of Treasury, your seat-related contributions for home events are no longer tax-deductible. We recommend that you consult your tax advisor to determine the potential tax-deductibility for gifts made above and beyond your per-seat-related contributions.

6 How does NIL impact the Hartman Fund?

Giving to the Hartman Fund and supporting NIL are independent of one another, although both directly impact the experience of UGA student-athletes. If you are interested in supporting NIL, please contact The Georgia Bulldog Club at 706-542-9220.



Account Guidelines/ Methods of Giving

Account Guidelines

- » The Georgia Bulldog Club encourages every supporter of Georgia Athletics to establish and contribute to an account in his or her own name.
- » Members may have a maximum of 8 season tickets on one account, with no more than 4 being assigned to the club level.
- » The Georgia Bulldog Club requires an account to be listed under the name of an individual and not a company or family name. TGBC reserves the right to change account names that do not comply with this policy.
- » Donations to the Hartman Fund through The Georgia Bulldog Club are non-refundable.
- » UGAAA reserves the right to cancel orders, void tickets, deny admission and terminate season ticket accounts for violation of any policies of the UGAAA without notice. Please refer to the Zero Tolerance Policy on georgiadogs.com for more information.

Account Transfer Policies

- » An account, including the associated priority points, parking, and season tickets, may only be inherited one time by a surviving spouse at the time of death of the primary account holder.
- » An account, including the associated priority points, parking, and season tickets, cannot be transferred by virtue of will, trust, or other estate-planning document.
- » An account, including the associated priority points, parking, and season tickets, can be transferred one time by members of the Silver Circle.

How do I make a gift?

You may make a gift at any point during the year, keeping in mind the March 31, 2023 deadline if you have an interest in 2023 football season ticket benefits.



ONLINE

Visit www.thegeorgiabulldogclub.com and click 'Give Now' in the upper right hand corner. Log on to your online account and follow the steps for an immediate, safe, and secure donation process. Online contributions may be made with Visa, MasterCard, AMEX or Discover.



MAIL

Mail a check, payable to UGAAA-Hartman Fund, to The Georgia Bulldog Club.



PHONE

A member of The Georgia Bulldog Club staff would be happy to answer any questions — 877-GA-DAWGS.

Donations to the Hartman Fund through The Georgia Bulldog Club are non-refundable.

 Access your account online: thegeorgiabulldogclub.com

Online account management includes:

- » Making a contribution
- » Viewing your seat and parking locations
- » Updating your contact information
- » Viewing your priority point total and TGBC donor ranking
- » Viewing your contribution history
- » Purchasing tickets
- » Accessing the donor priority point calculator





THE GEORGIA BULLDOG CLUB STAFF

The Georgia Bulldog Club staff is here to serve you and is more than willing to assist you with any of your UGA Athletics related needs. Your phone calls, emails or office visits are always welcome.

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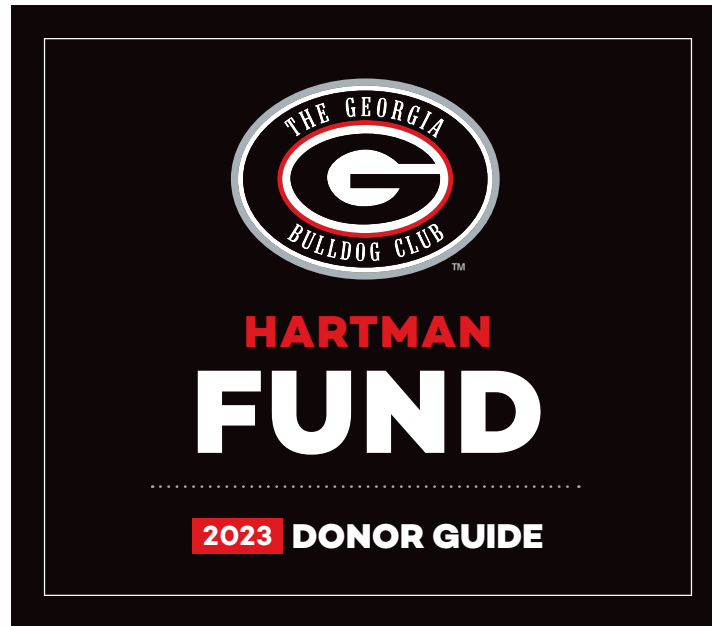
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