

# HARTMAN FUND

**2021 DONOR GUIDE** 





# A MESSAGE FROM HEAD COACH KIRBY SMART



Dear Bulldog Nation,

On behalf of everyone here at Georgia Athletics, THANK YOU for your unwavering support, passion, patience and ongoing commitment as we continue to navigate this unique time in our history. Because of you, we can continue to focus on our aspirations of success in both the classroom and competition – and for that, I am grateful.

Your Georgia Bulldog Club membership provides educational and athletic opportunities to over 500 Georgia student- athletes competing for 21 varsity programs. The team mentality that we've adopted here at UGA goes beyond the names on our roster – it includes you as a crucial player in the overall success of the Athletic Association. Thanks to your support of the Hartman Fund, UGA will continue to have the necessary resources to operate at a championship level, amidst any challenge. Critical components of an exceptional student-athlete experience such as scholarships, nutrition, travel, academic support, athletic training, psychological resources, and leadership development are made possible only through your generosity – and for that, I am thankful.

Every gift made to the Hartman Fund directly benefits all student-athletes here at The University of Georgia, and sets a standard of excellence for the Athletic Association. When the Dawgs enter competition, please take pride in every point earned and play that leads to winning games and powering exciting competition. Know that your impact on those who compete for the Red and Black far surpasses a student-athlete's time spent at Georgia. Your commitment to the G shapes the lives of Bulldog student-athletes for years to come. Their experience while competing here builds confidence, persistence, and leadership skills – and for that, I am proud.

As an alum, a letterman, and a Georgia native, I want to thank you for your support of our state's flagship institution. You make UGA a great place for myself and many others to call home – and for that, I am lucky.

Go Dawgs!

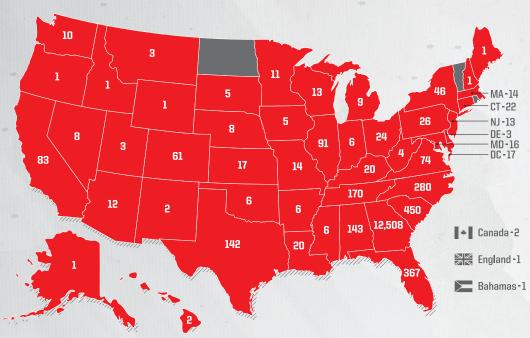
Kirby Smart Head Football Coach



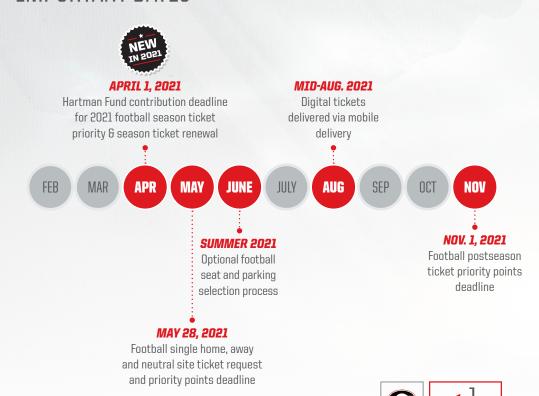
### **Bulldogs Across the Nation**

#### A Breakdown of Hartman Fund Members by State

When you give to the Hartman Fund, you are joining 14,000+ others from around the country who are making a difference in the lives of UGA student-athletes.



### **IMPORTANT DATES**



### Mission of the Hartman Fund

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



STUDENT-ATHLETE SCHOLARSHIPS



ACADEMIC SUPPORT



NUTRITION, ATHLETIC TRAINING & MEDICAL CARE



TRAVEL ASSISTANCE



MENTAL WELLBEING & PSYCHOLOGICAL RESOURCES



LAPTOP COMPUTER & EQUIPMENT UPGRADES



COST OF ATTENDANCE



PROFESSIONAL DEVELOPMENT & LIFE SKILLS PROGRAMMING

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











Leading the nation with 20 All-State AFCA GoodWorks Team Honorees







# 2019-2020 By the Numbers

#### **Academic Success**

- → 2019-2020 Graduates: **90**
- → Academic All-Americans: 5
- Combined Record-High Average GPA for all UGA Student-Athletes for Spring 2020 Semester: 3.34
- → Student-Athletes named to the J. Reid Parker Director of Athletics Honor Roll after Earning a GPA of 3.0 or Higher for the 2019 Fall Semester: 319
- → UGA Varsity Teams Recognized by NCAA for Outstanding Achievement in Academic Progress Rate Report: 3

#### **Athletic Success**

- → #1 Ranked Football Recruiting Class in 2020
- → 7 UGA Football players to the 2020 NFL Draft, second most in program history
- Nation's Top Collegiate Place-Kicker (UGA's Rodrigo Blankenship)
- → UGA Football clinched its **third consecutive** SEC East Division Championship in 2019
- $\rightarrow$  USA 2019-2020 National Team Designations: 2

#### Scholarship Increase in the Last 10 Years





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.





**New in 2020!** The UGA football program started the "Dawgs for Pups" initiative to lend a heavy hand of support to the local community





2021 HARTMAN FUND DONOR GUIDE

### Hartman Fund Annual Benefits



\$5,000

### 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

#### NEW IN 2021 \$1,500

Game & Practice gear for 1-year

#### \$2,500 Nutrition for

trition for Academic Support 1 year for 1 year In-State Tuition for 1 semester

\$10,000

Impact the lives of UGA student-athletes	*	*	*	*	*	*	*
Opportunity to request single home game, away game & postseason tickets	*	*	*	*	*	*	*
Membership Packet	*	*	*	*	*	*	*
E-Newsletter	*	*	*	*	*	*	*
10% discount at the UGA Bookstore	*	*	*	*	*	*	*
Digital Football Media Guide	*	*	*	*	*	*	*
Eligible to request renewable football season tickets			*	*	*	*	*
NEW IŇ 2021 Custom Phil Steele College Footb	oall Preview M	lagazine With	n UGA Cover	*	*	*	*
Opportunity to request home fo	otball parkin	ng			PASS	PASS	PASSES PASSES
Opportunity to request GA/FL pa	arking					PASS	2 PASSES

#### ightarrow Every gift matters!

One supporter at the Champions giving level supports all of the medical care and nutrition for a student-athlete for the entire year!

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 members who contribute their minimum per-seat donation and purchase season tickets will have right to renew their season tickets. All requests are fulfilled based on priority and availability.

Renewable Parking Pass Requests: Hartman Fund members who contribute \$2,500 or more and purchase football season tickets, will have the right to renew their season parking pass. All requests are fulfilled based on priority and availability.

Membership Packet: Includes a 2021 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
Basketball Enhancement Fund
Women's Basketball Premium Fund
Gymnastics Endowment Fund
Georgia Baseball Fund
Sport-Specific Giving
Endowment Gifts\*



1 point per dollar

1.5 points per dollar (\$25,000 - 99,999) 2 points per dollar (\$100,000+)

\* Any sport-specific or endowment gift made on January 1, 2018 or beyond will be eligible to receive priority points.

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

- Account Number or Email Address
- 2 Password or Pin Number



#### Did you know?

Over 2,500 Hartman Fund donors supported the 110% Initiative in 2020. Consider increasing your gift by 10% to join them in showing their commitment to our outstanding student-athletes in 2021!



# Renewing & Requesting New Season Tickets



Pending we are back to full capacity, a contribution to the 2021 Hartman Fund provides you with the opportunity to request renewable season, single home games, away and neutral site games and/or postseason tickets. Eligibility for season tickets at Sanford Stadium is a two-step process: a 2021 Hartman Fund contribution AND a season ticket payment.

#### Season Ticket Holders Who Are Renewing in 2021



**Extended Deadline!** The ability to make both your Hartman Fund contribution, season ticket payment, and/or any additional season ticket requests is now eligible to be completed at the same time. The new deadline for both is **April 1st, 2021**.

- Donations to the Hartman Fund, Magill Society pledge payments, and any sport-specific or endowment gifts made through the April 1st, 2021 deadline will increase your priority point total for the optional football seat and parking selection process.
- » Original seat locations from the 2019 season, before seating modifications were made due to social-distancing, will be honored upon renewal.
- Seat locations selected in the 2020 Seat and Parking Selection Process will be renewable for the 2021 season.

#### **New Season Ticket Requests**

- » Please make a contribution you are comfortable with, as a donation does not guarantee assignment of new season tickets.
- 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 Summer 2021. Completing your contribution will trigger a season ticket application to be generated for you, which will then be sent for completion before the April 1st, 2021 deadline.

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.

Football Season	Priority Points of Last Patron Assigned New/Additional Season Tickets (2 Adjacent)		
5050*	550		
2019	10,420		
2018	23,900		
2017	550		
2016	1,201		
2015	6,701		
2014	1,001		
2013	500		
2012	500		
2011	500		
2011	230		

 The 2020 season indicated in this chart reflects a pre-COVID-19 cutoff, and is not applicable for the modified season cutoffs.



# Renewing & Requesting New 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 Seat and Parking Selection Process in Summer 2021.

- » 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, regardless of your decision to opt-in or opt-out of ticket opportunities for the 2020 UGA football season, you retain the ability to renew the same seat locations that you held in the 2019 season, and/or those that were selected in the 2020 seat and parking selection process.

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 requirement than what you have already paid towards the 2021 Hartman Fund, 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 seat locations or if no seat locations are available, you may request a refund on the cost of your season tickets or have this cost applied toward your 2022 Hartman Fund contribution by indicating this preference on your ticket application.

All 2021 Hartman Fund donors who purchase 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 seat and parking selection process. Requesting game tickets does not guarantee that you will receive them as assignments are based on 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 additional season tickets, you must participate in the Seat & Parking Selection Process in Summer 2021.

#### 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 received by the UGA Ticket Office by the April 1st deadline.

If you would like to opt-in to the optional UGA Football seating and/or parking selection process, please check "YES" below. If you are satisfied with your current UGA Football seating and parking locations, please select "NO" below.

YES NO

\* If you do not select "YES", or select to not participate online, you waive your right to participate in the 2021 selection process.

Should you have the opportunity to select seats in a higher per-seat gift requirement section and your current Hartman Fund contribution does not meet this minimum, you will have the opportunity to pay the difference during the online seat selection process. Your current seat locations will remain in your account, unless you specify a change during the check-out process of your selection time.

#### **How to Request Additional Season Tickets**

Submit your season ticket application and ticket payment for additional season tickets by the April 1st deadline. In order to select additional seats during the online process, they must be paid for by the April 1st deadline. You will NOT have the option to purchase additional seats during the process, in Summer 2021, if you do not request and pay for the additional tickets on your application by the April 1st deadline.

Please note this also applies for any per-seat donation required for additional tickets. (Minimum of \$275/seat).

If you have the opportunity to select seats that have a higher per-seat requirement than what you have already paid towards the 2021 Hartman Fund, 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 request a refund on the cost of your season tickets or have this cost applied towards your 2022 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 of your selection time.** 

All 2021 Hartman Fund donors who purchase 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 seat and parking selection process. Requesting game tickets does not guarantee that you will receive them as assignments are based on priority points and availability.

### Online Seat & Parking Selection Process

### The online site makes seat & parking selections easy

The web-based 3D Seat & Parking virtual site will provide 2021 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 your 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 your appointment time.

All Hartman Fund donors who are participating in the optional selection process will be able to login to the website prior to the start of the process in order to familiarize yourself with the site while also identifying potential inventory that might be available leading up to your appointment time. We strongly recommend that you login to the site prior to your appointment time in order to plan for your potential selection.



→ 3-D Seat Virtual View

The deadline for determining your overall priority points total, which dictates your rank and selection time, is April 1st. In Summer 2021, The Georgia Bulldog Club will be assigning appointment times and notifying all 2021 Hartman Fund donors who have indicated an interest in being a part of the selection process. Appointment times will occur every couple minutes throughout each day of the selection process. With this in mind, donors will be logging in to the site consistently throughout the day for selections.



### Optional Seat & Parking Selection Process



#### **Optional Seat and Parking Selection Process Completion Options**

While it is impossible to forecast 2021 priority point cutoffs for priority seating opportunities throughout Sanford Stadium, the following is a breakdown of 2020 priority point cutoffs that were determined based on supply and demand:

- 2 adjacent seats in Sanford Stadium: **550 points** (East Upper Sections)
- 4 adjacent seats in Sanford Stadium: **550 points** (East Upper Sections)
- $\rightarrow$  East Lower: **6,400**
- → North Upper: 1,475
- $\rightarrow$  South Upper: **7,420**
- $\rightarrow$  East Lower Club: **61,100**
- $\rightarrow$  East Lower Club (4): **58.500**
- → East Upper Club: **161,360**
- → East Upper Club (4): **216,168**
- → North Club: **209.100**
- → North Club (4): **174,956**
- → South Club: **197,135**
- → South Club (4) **210,600**

- → Sky Club: 774,300
- → Sky Club (4): **1,057,500**
- → South Lower \$475 (4): **131,500**
- → South Lower \$475: **73,469**
- → South Lower \$375 (4): **22,500**
- → South Lower \$375: **22,500**
- → North Lower \$475 (4): **66,700**
- North Lower \$475: 40,400
- → North Lower \$375 (4): **23,420**
- → North Lower \$375: **19,210**

Please note that these baseline cutoffs are based on a full capacity seating model at Sanford Stadium after the original 2020 seat and parking selection process.

The table above shows the 2020 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 ticketholder renewal process is complete (April 1st, 2021). 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. Ticket availability is subject to fluctuate from season to season.

#### **Selection Time Options**

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

- Online: All donors may login to select your seats and/or parking. The site will provide donors with a 3-D view while selecting your seats. Selecting available seats online is very user-friendly, and highly recommended.
- Online, with phone assistance from The Georgia Bulldog Club or Georgia 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.
- In-person at the Stegeman Coliseum Ticket Office (Pending State and Local Health Guidelines at the Time of Selection in Summer 2021):

The Bulldog Club and Ticket Office Staff will be on site if you wish to select your seats in person. We ask that you arrive a couple of 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



Should you wish to maintain the same seat(s) & parking location and quantity of tickets that you had for the originally scheduled 2020 season, you do NOT have to participate in the optional seat & parking selection process.

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 you have given authorization to make your selection.

What happens if I miss my appointment time?

If you miss your time, you are able to login any time after your allotted time 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.

Will there be multiple accounts selecting at the same time?

Yes, please be aware that others may also be in the selection site at the same time due to members with earlier appointment times taking more time to make their selections.

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

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

6 Can I login prior to my appointment time to look at availabilities?

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 login to the software 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.

Who do I contact with questions about the Optional Seat 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.

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

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

# Sanford Stadium Seating Chart & Per-Seat Requirements



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 Seati	ng	Per-Seat Requirement
Section		
129-133, 106-	108	\$475
102-105, 134- 328-334, 304	•	\$375
115-124, 301-3 335-337	303, 325-327	7 \$300
101, 314-324	, 606-610	\$275
Faculty/Staf	f	
Students		
Visitor Seati	ng	



# Game Day Parking

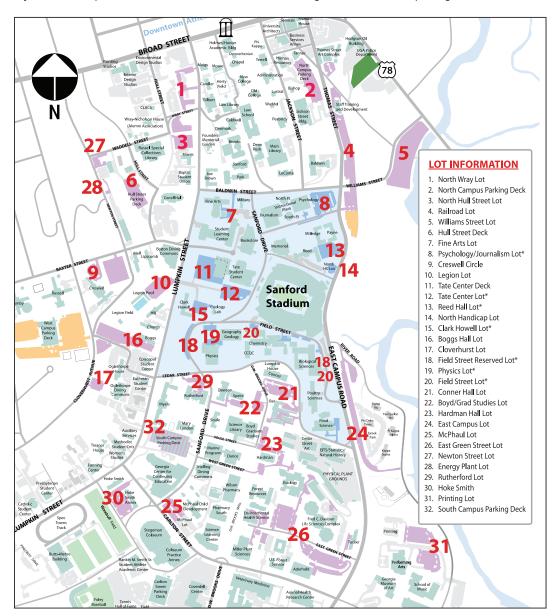




#### Parking passes are now mobile!

The Georgia Bulldog Club is pleased to offer Hartman Fund members at the \$2,500 giving level or higher, the ability to request a season parking pass. All 2020 parking pass holders will have the first right to maintain their existing parking location as long their Hartman Fund contribution is renewed at the \$2,500 level or above. All accounts who qualify for parking in 2021, but did not in 2020, in addition to those who opt-in to the process, will have the ability to select based on priority and availability during the online seat 6 parking selection process.

**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 assignments by The Georgia Bulldog Club. Starting this season, Bolton Lot, Chemistry Lot, East Campus Media Lot and the Bus & Van Lot will no longer be accessible for parking.



# 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 2021 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 2021 Hartman Fund contribution and/or level of involvement in the Magill Society. Requirements are established based on the anticipated number of tickets in UGA's inventory and high donor demand.

#### **Away Game Tickets**

2021 Hartman Fund Contribution	R Magill Society	<b>Clemson</b> (In Charlotte)	Georgia Tech	Auburn	Tennessee	Vanderbilt
\$10,000+	\$100,000+	8	6	6	6	6
\$5,000-9,999	\$50,000-99,999	8	4	4	4	4
\$3,000-4,999	\$25,000-49,999	6	4	4	4	4
\$100-2,999	N/A	4	2	2	2	2
Cumulative TGBC priority points necessary to be eligible to request	N/A	10,000	45,000	45,000	25,000	25,000

» 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.

#### **Home Game Tickets**

2021 Hartman Fund Contribution	R Magill Society	Charleston Southern	Kentucky	Missouri	UAB
\$10,000+	\$100,000+	8	8	8	8
\$5,000-9,999	\$50,000-99,999	6	6	6	6
\$3,000-4,999	\$25,000-49,999	6	6	6	6
\$100-2,999	N/A	4	4	4	4
Cumulative TGBC priority points necessary to be eligible to request	N/A	100	100	100	100

<sup>\*</sup> We anticipate South Carolina and Arkansas utilizing their full visiting team allotment; therefore, single game ticket requests are not available at this time.

# 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 is due May 28th, 2021. All seating requests for single home, away and neutral site games must be entered and submitted via 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, whereas the quantity of tickets that you can request is based on your 2021 Hartman Fund gift or level of involvement in the Magill Society. Qualifying to request tickets does not guarantee assignment.
- » After the assignment process is complete, the Athletic Association will publish the priority point cutoffs on www.georgiadogs.com. If you are assigned single home, away and /or neutral site game tickets, you will receive them separate from your season tickets.

#### Postseason Ticket Assignment Process

- » Your cumulative TGBC priority points determine if you are eligible to request tickets for all postseason opportunities.

  The donation deadline to establish point-based priority for postseason is November 1, 2021.
- 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 post-season 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.

2021 Hartman Fund Contribution	R Magill Society	SEC Championship	CFP + Peach Bowl	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	N/A	45,000	5,000	100

2021 HARTMAN FUND DONOR GUIDE

# Priority Guidelines: Georgia/Florida





#### **Priority Point Requirements**

Your cumulative TGBC priority points determine if you are eligible to request tickets to the game against Florida, whereas the number of tickets that you are eligible to request is based on your 2021 Hartman Fund gift and/or level of involvement in the Magill Society as depicted in the chart. **Requesting game tickets doesn't guarantee that you will receive them as assignments are based on 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 10,000 cumulative TGBC priority points are necessary to be eligible to request regular seats. Cumulative TGBC priority point cutoffs will vary year to year.
- » Club Level Tickets: A minimum of 65,000 cumulative TGBC priority points are necessary to be eligible to request club seats. The 2019 cutoff for club tickets was 60,000 cumulative points. Cumulative priority point cutoffs will vary year to year. Due to the irregular nature of the 2020 GA/FL Ticket allocation process with reduced capacities, we are using 2019 values as a benchmark.
- » 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.

2021 Hartman Fund Contribution	R 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	N/A	10,000
Cumulative TGBC priority points necessary to be eligible to request up to 4 club level tickets	N/A	65,000

#### Georgia/Florida Parking

- » 2021 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 parking pass for the game.
- 2021 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 priority points and availability.



# The Magill Society





#### FACILITY PROJECTS

#### **COMPLETED:**

- → Sanford Stadium West End Zone Project
- → William Porter Payne and Porter Otis Payne Indoor Athletic Facility
- → Jack Turner Soccer Stadium
- → Boyd Golf Center
- → Equestrian Facility

#### **ONGOING IN 2021:**

- → Butts-Mehre Football Expansion Project
- → Indoor Tennis Center



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 Georgia Athletics.

Commitments to The Magill Society are used to fund our current athletic facility projects. Through their generosity and support, Magill Society members are expediting the continued growth and enhancement of Georgia Athletics facility projects.

#### 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



#### PRIORITY POINT CALCULATION

Hartman Fund
Basketball Enhancement Fund
Women's Basketball Premium Fund
Gymnastics Endowment Fund
Georgia Baseball Fund
Sport-Specific Giving
Endowment Gifts\*



1 point per dollar

1.5 points per dollar (\$25,000 - 99,999) 2 points per dollar (\$100,000+)

#### \*NOTE:

Any sport-specific or endowment gift made on January 1, 2018 or beyond will be eligible to receive priority points.





# The Hedges





The Hedges is an exclusive group of TGBC members whose overall contributions total \$100,000 or more to TGBC in a giving year. Members of The Hedges are fans, friends and alumni whose generosity immediately improves the overall landscape of UGA Athletics through capital project gifts, scholarship endowments, sport-specific gifts and annual priority seating fund gifts. Members of The Hedges are eligible to receive the following benefits:

- » A private dinner with the UGA Director of Athletics or UGA Head Coach, based on availability.
- » Dooley Field sideline passes for one (1) home UGA Football game.
- » Dooley Field sideline access for the annual G-Day spring football game.
- » Dooley Field/on-court recognition for one (1) home football game or (1) home men's basketball game.
- » Increased ticket allotment (based on availability) for football neutral site games, SEC Championship, Georgia/Florida, CFP, and bowl games.
- » Opportunity to attend one (1) private practice for football, men's basketball and women's basketball.
- » Specialized UGA gear featuring The Hedges logo.

Please note that all TGBC gifts totaling \$100,000 or more made from December 1 to November 30 of each year are applicable towards membership in The Hedges. If you have any questions regarding The Hedges or the benefits listed, please contact the TGBC office at 877-GA-DAWGS.

### The Silver Circle





#### Requirements

The University of Georgia Athletic Association recognizes donors who make commitments of \$1 million or more, payable over five years, as members of Athletics' most exclusive donor group: The Silver Circle. Current gifts of cash, stock, real estate, as well as irrevocable planned gifts are eligible. Irrevocable planned gifts will be recognized posthumously with tickets and benefits assigned to a designated family member in one's will.

#### Benefits

- » Members have the ability to designate their athletic ticket priorities to family members or friends.All priority points, tickets and parking may be passed down. This is a one-time only designation.
- » Priority points and tickets may be split between multiple designated family members or friends if the Silver Circle member desires.
- » The UGA Athletic Association will provide one complimentary SEC or National Championship ring or pendant of the sport of member's choice each year. Members will also have the opportunity to purchase an additional ring or pendant for their spouse.
- » Members will be recognized during a home football game on Dooley Field, one time.
- » Members will receive invitations to The Magill Society, Hedges, and Athletic Association special events.
- » Special naming opportunities will be discussed and approved according to University of Georgia policy.
- » Current benefit of having your away, neutral site, and postseason game tickets allocated prior to other donor groups during the priority ticket allocation process.
- » Increased ticket allotment (based on availability) for football neutral site games, SEC Championship, Georgia/Florida, CFP, and bowl games.
- » Stewardship inclusive of The Magill Society and The Hedges donor groups for a minimum of 5 years.



2021 HARTMAN FUND DONOR GUIDE

# Georgia Always







Georgia Always is a society honoring individuals who leave the ultimate LEGACY for UGA student-athletes, coaches, staff and athletic programs through planned or deferred gifts. These funds ensure the Athletic Association's ability to fulfill its long-term vision through support of scholarships, endowments, facility improvement, and other support funds. Georgia Always gifts are customizable both to support the donors' specific area of passion within Georgia Athletics and also to make the desired transformational impact. University of Georgia alumni and friends who are dedicated to the continued success of Georgia's student-athletes can make a lasting impact on the program they love by contributing to the Athletic Association through various avenues of LEGACY giving.

#### Three simple ways to make a planned gift to benefit Georgia Athletics:

- » Bequest: Designate the "University of Georgia Foundation, for benefit of UGA Athletics" as a beneficiary of your estate by will or trust.
- » Retirement Plan Assets: Name "University of Georgia Foundation, for benefit of UGA Athletics" beneficiary of all or a portion of your unused retirement assets such as a gift from your IRA, 401(k), 403 (b), pension or other tax-deferred plan.
- » IRA Rollover: Transfer up to \$100,000 per year from an IRA to satisfy the required minimum distribution for the year (eligible if 70½ years or above, provides immediate Magill Society membership based on cash value of gift).

#### **Benefits**

- » Membership packet
- » Annual Georgia Always appreciation event
- » In-game recognition
- » Option to designate priority points when cash gift is received
- » Membership in the University's 'Heritage Society'
  - 1. Welcome packet with special recognition from UGA President
  - 2. Name listed in University publications
  - 3. Invitation to Special Events





# 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 you refer.

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

#### NOTES:

\$250,000+

\$100,000-249,999

\$50,000-99,999

\$25,000-49,999

→ 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.
The referral cannot take place after the donation has been made. It must be made at the time of the new donation.

5,000 Points

3.000 Points

2.000 Points

1,000 Points

- Referral priority points do not count toward any annual per-seat giving requirement. They are strictly added as a credit to the member's cumulative 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 allocation process.

# Frequently Asked Questions

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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.

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 also a variety of other ways to join/support UGA Athletics by making contributions to the Basketball Enhancement Fund, the Gymnastics Endowment Fund, the Georgia Baseball Fund, the Magill Society, the Endowment Program and via sport-specific giving opportunities.

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 greater 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.

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 whereas the number of tickets that a member is eligible to request is based on either your 2021 Hartman Fund donation or your level of commitment in The Magill Society. Please see page 14 for a full breakdown on our 2021 away game quantity cutoffs and priority point requirements.

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.

How are season tickets & priority points handled in the event of a divorce?

As of 2020, The Georgia Bulldog Club has adopted the following divorce policy: In the event that a married couple, who jointly purchases season tickets, were to get divorced, couples have the opportunity to split season tickets and priority points into two separate accounts under each of the spouse's names upon providing a court ordered divorce decree with details of the ticket and points split. If the allocation of the season tickets and parking is not specifically addressed in a divorce decree, all priority points, season tickets and parking amassed during marriage will remain under the original account holder's name. This is a one-time account split, which must be completed after the divorce is finalized prior to the following season's ticket renewal deadline.

How will COVID-19 precautions be handled in the 2021 season?

At this time, The Georgia Bulldog Club is planning for the 2021 season to be conducted in normal fashion. In the event of any necessary precautions amidst COVID-19 or any other unforeseen circumstance, The University of Georgia Athletic Association will adhere to all state and local health guidelines that are in place at the time of the 2021 season. Season schedule, ticket opportunities, stadium capacity and fan experiences are subject to change. Should there be any deviations from the season being carried out in normal fashion, The Georgia Bulldog Club will address a new plan of action with the details available at that time.



# Account Guidelines/ Methods of Giving

#### **Account Guidelines**

- 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 encourages every supporter of Georgia Athletics to establish and contribute on your own account, enabling receipt of benefits associated with the account.
- The Georgia Bulldog Club requires an account to be listed under the name of an individual and not a company or family name. The Georgia Bulldog Club 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 Polices**

- » An account, including the associated priority points and season tickets, may only be transferred to a surviving spouse only at the time of death of the primary account holder.
- » An account, including the associated priority points, parking, and season tickets can also be transferred one-time if one is a member of the Silver Circle (see page 19).

#### How do I make a gift?

You may make a gift at any point during the year, keeping in mind the April 1, 2021 deadline if you have an interest in 2021 football season ticket benefits.



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 eChecks, Visa, MasterCard, AMEX or Discover.



MAIL

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



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.

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#### 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
- » Viewing your contribution history
- » Purchasing tickets
- » Accessing the donor priority point calculator

# Staff & Contact Information







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. In order to ensure that you have a positive experience as a member of The Georgia Bulldog Club, we would be happy to meet with you or discuss over the phone any questions you may have. Your phone calls, emails or office visits are always welcome.

#### The Georgia Bulldog Club Staff:



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