



Men's Basketball
Reseating
Information



georgia basketball

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Message from Josh Brooks

Dear UGA Basketball Fans,

A new era of Georgia Basketball is upon us, and we could not be more excited to take our program to new heights under the leadership of head coach Mike White.

We have identified several new projects and initiatives that we will be undertaking over the next few years to position our program for more competitive success in both the Southeastern Conference (SEC) and at the national level.

One such initiative is the reseating of Stegeman Coliseum prior to the 2023-2024 men's basketball season. This student-driven initiative will provide fairness and equity in the allocation of men's basketball tickets, enhance annual Men's Basketball Fund (MBF) support for our student-athletes, and help provide our athletic program with the resources we need to compete at the highest level amid increasing scholarship, operations, and facilities costs, all while enhancing UGA's home court advantage.

We are keenly aware that reseating Stegeman Coliseum is a significant and emotional issue. Several of you have held men's basketball season tickets for many years, and we sincerely appreciate your support and attendance. A tremendous amount of time and thought went into our reseating plan, and we feel that it achieves our goal of enhancing the atmosphere at Stegeman Coliseum. By relocating the student section along the sideline, we will provide a better home court advantage and experience for not only our students, but also our student-athletes and fans.

We believe the reseating of Stegeman Coliseum is essential for the future success of the UGA Basketball program. In the last five years, more than 50 schools have restructured their basketball and/or football seating plans. UGA is one of the few remaining Power 5 programs that has not implemented some type of reseating program. However, even under this new structure, UGA remains one of the most affordable men's basketball tickets in the SEC.

We are grateful for your past support and for your continued support in the years to come. If you have any questions, please contact The Georgia Bulldog Club (TGBC) office at 706-542-9220.

Sincerely,

Josh Brooks

J. Reid Parker Director of Athletics



Reasons for Reseating

The primary reason for the reseating of Stegeman Coliseum is to enhance the game day atmosphere for our student-athletes, students, and all fans in attendance. We also want to ensure that all current and new donors who are interested in purchasing season tickets are able to obtain seats that are commensurate with their level of support and overall investment in UGA Athletics. Since Stegeman Coliseum opened in 1964, there has been very little movement of seat locations. Reseating will create new opportunities for generous supporters and season ticket holders who have increased their support, those who have purchased season tickets over a consecutive number of years, and for new donors and season ticket holders who have joined The Georgia Bulldog Club (TGBC).

Through the priority points system, UGA Athletics has created a reseating plan that achieves balance, consistency, and, most importantly, equity, while recognizing longevity, contributions, and overall support of the athletic department in the self-selection process for season tickets.

Goals

Fairness – Cumulative TGBC priority points as of September 1, 2023 will be used for ranking donors in priority order within each designated group, as outlined on page 4, for the 2023-24 reseating process.

Equal Opportunity – This is an equitable process that gives all fans an opportunity to request and select available season tickets at the time of their selection, which is dictated based on their cumulative TGBC Priority Point total and/or consecutive years of men's basketball season ticket purchase for 10+ consecutive years.

Customer Service – TGBC staff is ready to answer any questions you may have and help walk you through the seat selection process.



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Anyone who is interested in purchasing season tickets for the 2023-24 men's basketball season will be given the opportunity to personally select their new seats in Stegeman Coliseum via an online seat selection website, over the phone with the help of a UGA Athletics representative, or in person at the Stegeman Ticket Office.

The Men's Basketball Fund (MBF) and season ticket request process will formally begin in early July, but fans are able to make qualifying contributions and season ticket requests via their online account now if they would like to do so. MBF brochures will be mailed to existing season ticket holders in July with the season ticket request and MBF contribution deadline on **September 1, 2023**. All seats will be selected through the online seat selection process, which will take place in late September/early October 2023.

How will the reseating process take place?

The reseating process will take place online via a 3-D seating diagram of Stegeman Coliseum, developed by Ballena Technologies, Inc. Ballena is the leader in the field of venue visualization, and UGA utilizes their platform for seat selection for football, men's and women's basketball, and gymnastics.

Anyone who purchases season tickets and makes their MBF donation will receive an email when the selection website is available for viewing. At that time, additional information will be provided on how to use the site. Season ticket holders will be encouraged to go online and familiarize themselves with the map in advance of the seat selection process once it becomes available.



Seat Selection

There will be three options for selecting seats:

1. Online: All 2023-24 MBF donors who requested season tickets will have the opportunity to log on to reseating website for the selection process. From the site, they will be able to select their seats. Selecting available seats online is highly recommended, and customers are encouraged to utilize the Google Chrome browser for this process.

2. By Phone, with a UGA Athletics Representative: The Georgia Bulldog Club and UGA Athletics Ticket Office staff will be prepared to assist you over the phone in selecting your seats.

3. In-person, at the Stegeman Coliseum Ticket Office: If you wish to select your seats in person, you may do so at Stegeman Coliseum. We recommend arriving 5 minutes in advance of your appointment time so that a staff member can help you select your seats online.

If you purchase season tickets but miss your selection time, the UGA Athletics Ticket Office will select seats for you at the conclusion of the seat selection process.

📌 **Note:** If two or more customers want to select seats together, they must wait until the selection time of the customer with the lowest cumulative TGBC priority point total to select.

Seat Selection Times

2023-24 MBF donors who request season tickets will be assigned seat selection times based on cumulative TGBC priority points and/or consecutive years of season ticket purchases. Appointment times will be assigned as follows:

Selection Group 1: Account holders who request men's basketball season tickets and have 100,000 or more cumulative TGBC priority points

Selection Group 2: Account holders who request men's basketball season tickets and have 15 or more consecutive years of men's basketball season ticket purchases on the same account

Selection Group 3: Account holders who request men's basketball season tickets and have 50,000 to 99,999 cumulative TGBC priority points

Selection Group 4: Account holders who request men's basketball season tickets and have 10-14 consecutive years of men's basketball season ticket purchases on the same account

Selection Group 5: Account holders who request men's basketball season tickets and have 4,999 or fewer cumulative TGBC priority points

📌 **Note:** Donors will be categorized based on the highest selection group they qualify for.

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Seat Selection Process

2023-24 Stegeman Coliseum Seating

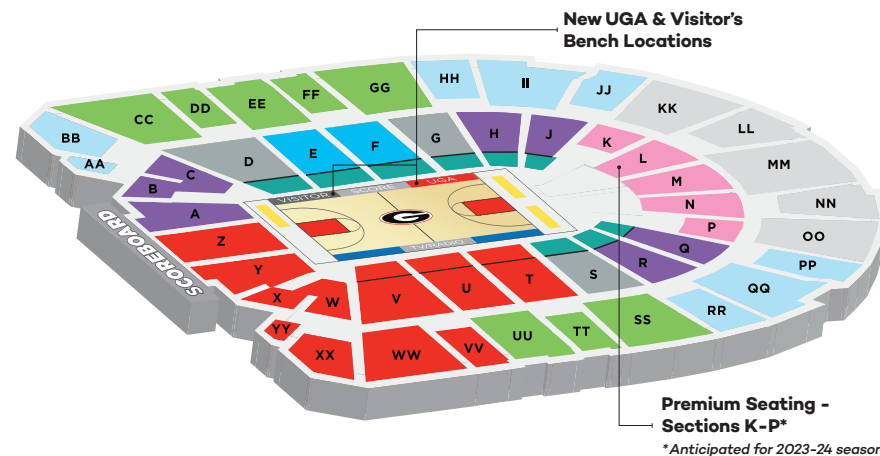
All season ticket holders will be ranked by cumulative TGBC priority points within each selection group to determine specific appointment times, which will be sent via email in advance of the seat selection process.

If you are not available for your account's seat selection appointment time, a proxy can be assigned on your behalf to select seats. We encourage you to notify The Georgia Bulldog Club in writing at bulldogclub@uga.edu if you need to assign a proxy who will need personal assistance from a UGA Athletics representative during your selection time.

If an appointment time is missed, you may log in any time after your appointment time until the end of the seat selection process to choose seats. Please keep in mind that by doing so, you will be sacrificing your priority place in line as others will be logging in to select throughout the day.

Seat selection appointments will begin in late September/early October 2023. More details about the selection process timeline will be communicated via email in mid-September.

You will have 10 minutes from the time your first seat is selected to complete the seat selection process. Allowing 10 minutes to select available seats ensures fairness and prevents customers from "holding" seats. Please keep in mind that other season ticket holders will be entering the site every couple of minutes to select available seats.



Reserved Seating		Per-Seat Requirement
Center Court, Lower Level	E, F	\$ 250
Baseline to 3 pt Arc, Lower Level	D, G, S	\$ 200
Baseline to Baseline, Upper Level	CC, DD, EE, FF, GG, SS, TT, UU	\$ 150
Corners, Lower Level	A, B, C, H, J, Q, R	\$ 100
Corners, Upper Level	AA, BB, HH, II, JJ, PP, QQ, RR	\$ 100
Behind Baskets, Upper Level	KK, LL, MM, NN, OO	\$ 75
Students	T, U, V, W, X, Y, Z VV, WW, XX, YY	

Premium Seating		Per-Seat Requirement
Courtside		\$ 3,000
Baseline		\$ 2,000
Premium*		\$ 1,500
*Anticipated for 2023-24 season		
Premium Sideline		\$ 1,000



Frequently Asked Questions

1 Why are we reseating Stegeman Coliseum?

The primary reason for the reseating of Stegeman Coliseum is to enhance the game day atmosphere for our student-athletes, students, and all fans in attendance. We also want to ensure that all current and new donors who are interested in purchasing season tickets are able to obtain seats that are commensurate with their level of support and their overall investment in UGA Athletics. Reseating will create new opportunities for generous supporters and season ticket holders who have increased their support and/or purchased season tickets over a consecutive number of years, while also creating opportunities for new donors and season ticket holders who have joined The Georgia Bulldog Club (TGBC) in recent years.

2 What other universities/colleges reseat their basketball arenas?

Many schools reseat their arenas on a regular basis, including Kansas, Maryland, Indiana, Louisville, Virginia, Duke, UCLA, and Penn State. Many of these schools conduct reseating on an annual basis, while others stagger their reseating process every few years.

3 Are there plans to reseat Stegeman Coliseum for Women's Basketball?

No. Since we had the first ever seat selection process for women's basketball prior to the 2021-22 season, we do not feel that reseating women's basketball is necessary at this time.



Frequently Asked Questions

4 How will the reseating process take place?

The reseating process will take place online via a 3-D seating diagram of Stegeman Coliseum, developed by Ballena Technologies, Inc. Ballena is the leader in the field of venue visualization, and UGA utilizes their platform for seat selection for football, men's and women's basketball, and gymnastics.

5 I did not have season tickets last season; how do I get involved in the seat selection process?

Fans interested in becoming new season ticket holders for the 2023-24 men's basketball season and participating in the seat selection process are encouraged to submit a men's basketball season ticket application and make the required minimum per-seat contribution to the Men's Basketball Fund (MBF) by the September 1, 2023, deadline.

6 What is the maximum number of tickets I can purchase?

MBF donors may purchase up to 8 season tickets per account. The maximum number of premium seats per account is 4.

7 Can I purchase additional season tickets during the seat selection process?

No. All season tickets must be purchased and the minimum MBF contribution associated with such must be made by the September 1, 2023 deadline.

8 Can I make an additional MBF contribution during the seat selection process to acquire seats at a higher price point?

Yes! Donors can increase their MBF contribution total during the seat selection process in order to select available seats in a higher per-seat minimum section than what their initial MBF contribution is eligible to select. Donors can also increase their MBF gift to qualify for parking or hospitality donor benefits during the seat selection process, if desired.

9 Will I be able to view available seats in Stegeman Coliseum prior to my online seat selection appointment time?

Yes. An email announcement will occur when the selection website is available for viewing. At that time, additional information will be provided on how to navigate the site. Season ticket holders will be encouraged to go online and familiarize themselves with the site in advance of the seat selection process.

Frequently Asked Questions

10 What if I miss my assigned appointment time or am unavailable at my assigned appointment time?

If you miss your time, you can login at any point 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. If you are not available for your appointment time, you can assign a proxy to select seats on your behalf. We encourage you to notify The Georgia Bulldog Club in writing at bulldogclub@uga.edu if you need to assign a proxy so that we may assist if questions arise during the selection time.

11 How do I select my seats if I do not have access to a computer?

Customers who are unable to access a computer during their designated appointment time may assign a proxy to select available seats. Alternatively, customers may select their seats over the phone at 706-542-1231 or in person at Stegeman Coliseum at their designated appointment time.

12 Is there any way to maintain my existing seat location?

Donors at the Silver Circle level and above will be eligible to maintain existing seat locations if their seats are in a section that is not being impacted by the relocation of the student section.

13 How does reseating affect my men's basketball parking access?

Access to request reserved men's basketball parking in the Hoke-Smith Lot, McPhaul Center, Coverdell Lot, or East Foley Field lot will increase from a \$1,250 MBF contribution to a \$1,500 MBF contribution. Donors who make the minimum \$1,500 MBF contribution will have the first right to renew their existing parking location.

14 How does reseating affect my men's basketball hospitality access?

Courtside Club hospitality access will increase from a \$4,500 MBF contribution to a \$5,000 MBF contribution. Richard B. Taylor Room hospitality access will increase from a \$2,750 MBF contribution to a \$3,000 MBF contribution.

15 Who do I contact with questions about the reseating process?

Please contact The Georgia Bulldog Club at 706-542-9220 or via email at bulldogclub@uga.edu.

Important Dates & Deadlines

FEB

Feb. 2023

→ Reseating of Stegeman Coliseum announcement

JULY

Mid-July 2023

→ 2023-24 Men's Basketball Fund and Season Ticket Request process begins

→ 2023-24 Men's Basketball Fund brochures mailed to 2022-23 MBF donors.

SEPT

Sept. 1, 2023

→ 2023-24 Men's Basketball Fund contribution and Season Ticket Request Deadline

OCT

Late Sept./Early Oct.

→ Online Seat Selection Process

***Dates are subject to change**





E-MAIL bulldogclub@uga.edu

PHONE **877-GA-DAWGS**