

Huskers[®]

ATHLETIC FUND

2025 MEMBERSHIP GUIDE



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Husker Nation,

In the enclosed Huskers Athletic Fund membership guide, you will see many examples of how your financial support serves as a difference-maker for Husker Athletics. You will also notice a series of enhancements designed to reward those who support our causes generously, while also ensuring that we remain a leader among our conference and national peers. Our resources, strategic alignment, and global brand are the envy of every Division I institution.

As I approach one year of serving as your athletic director, I can't thank you enough for your support of our student-athletes and teams. At home in our venues, on the road in enemy territory, and in the community every day, I am amazed at how Husker Nation empowers our young people to achieve great things. While that loyalty doesn't surprise any of you, I want to assure you that the culture you've built makes Nebraska a premier destination for today's student-athlete.

2025 will mark an important step in the evolution of intercollegiate athletics and we are prepared to embrace and thrive in this new environment. I am confident that we have the tools to pursue championship-level excellence in all we do. The process of winning will look different, but will still require outstanding coaches, passionate fans, resources, and talented student-athletes.

Our work on enhancements to the fan experience at Memorial Stadium continues, further establishing it as a landmark of our state and operation. Our student-athletes will continue to shine in competition, in the classroom, and in the community. Our coaches will recruit, retain, and develop the kind of individual that makes you proud to be a Husker. And, lastly, our fans will fuel and amplify the pursuits of our teams.

I encourage you to explore our areas of greatest need and consider your annual membership level in support of Nebraska Athletics. I am hopeful that many of you will increase your investment to help us reach comprehensive excellence.

GO BIG RED!

A handwritten signature in black ink, appearing to read 'Troy Dannen'.

Troy Dannen
Director of Athletics



REIMAGINED HUSKERS ATHLETIC FUND

The Huskers Athletic Fund (HAF) is evolving and has introduced opportunities to better serve our athletics programs and members as we accelerate into a new era of intercollegiate athletics.

The guiding standards for these enhancements are:

1. Generate the resources for our athletics programs to set the standard in Division I Athletics.
2. Create a clear pathway for new and existing donors to obtain high demand benefits like season tickets and parking.
3. Reward members who give generously and support our Areas of Greatest Need.

We are pleased to share the reimagined Huskers Athletic Fund (HAF) designed specifically to support these objectives.

REIMAGINED HUSKERS ATHLETIC FUND PRIORITY POINTS

We now provide additional Priority Points in the current year for contributions made to our Areas of Greatest Need and Additional Areas of Support. Additionally, we will begin acknowledging years as a HAF member and years as a season ticket holder.

REIMAGINED PRIORITY POINTS SYSTEM*		
CURRENT YEAR	HISTORICAL GIVING	ADDITIONAL LOYALTY POINTS
10 points per \$100 for Giving to Areas of Greatest Need	1 point per \$100 for all past giving	100 points awarded to former Huskers student-athletes
5 points per \$100 for Giving to Additional Areas of Support		1 point per year as a Huskers Athletic Fund member**
3 points per \$100 for Priority Seating Contributions		1 point per year as a season ticket holder for Football, Volleyball, Men's and Women's Basketball

*Contributions associated with season tickets or priority points are not currently tax-deductible.

**Since 1983 when our HAF digital records begin

2024 MEMBERSHIP BY THE NUMBERS

16,063 TOTAL MEMBERS

301 NEBRASKA LEADERSHIP SOCIETY

277 HALL OF FAME

1,647 CHAMPION

5,890 BLACKSHIRT

7,948 SEA OF RED

REIMAGINED HUSKERS ATHLETIC FUND MEMBERSHIP LEVELS

We recently introduced new annual membership level names and thresholds. Additionally, you will now notice five priority levels that will be used to rank HAF members.

PRIORITY LEVEL	ANNUAL MEMBERSHIP LEVEL	ANNUAL CONTRIBUTION
PRIORITY 1	Nebraska Leadership Society	\$25,000+
PRIORITY 2	Hall of Fame	\$12,500+
PRIORITY 3	Champion	\$5,000+
PRIORITY 4	Blackshirt	\$1,000+
PRIORITY 5	Sea of Red	\$100+

REIMAGINED HUSKERS ATHLETIC FUND RANKING SYSTEM

We now rank HAF members by annual priority levels followed by priority points within that level. Unlike our prior ranking calculation, the reimagined ranking system recognizes both current annual support and lifetime priority point accumulation. This means your current annual giving level is more important than ever before and is used to calculate your rank for high demand benefits like season ticket upgrades, parking assignments and postseason tickets.

Using the chart below, you can see how Herbie Husker's annual priority levels improve his rankings in the reimagined ranking system. You will notice that as Herbie moves up in annual giving levels, his rank improves dramatically:

HERBIE HUSKER - 100 PRIORITY POINTS			
ANNUAL MEMBERSHIP LEVEL	PRIORITY LEVEL	POINTS	RANK
Nebraska Leadership Society (\$25K+)	1	100	291st
Hall of Fame (\$12,500+)	2	100	575th
Champion (\$5,000+)	3	100	2,190th
Blackshirt (\$1,000+)	4	100	5,141st
Sea of Red (\$100+)	5	100	12,398th



YOUR SUPPORT BUILDS LEADERS

- Student-athletes volunteered for over 2,500 events in 2024 impacting over 25,000 plus statewide
- The Nebraska all student-athlete cumulative GPA was 3.425 in 2024 which is the highest in school history
- 396 Husker student-athletes named to the annual Tom Osborne Citizenship team for completing at least six service projects in academic calendar year
- 145 student-athletes participating in one of four student-athlete leadership groups (SAAC, Inner Circle, N-Volved, or Husker Healers)
- For six consecutive years, Nebraska's Graduation Success Rate (GSR) rate has been reported at 93 percent or higher
- Nebraska's overall GSR ranks 21st among 112 public FBS institutions, marking the seventh consecutive year Nebraska has ranked in the top 25 among that peer group
- Ten sports achieved a perfect 100 percent GSR
- In the 2023-24 academic year, Nebraska had 11 student-athletes named Academic All-Americans, increasing Nebraska total to 362 which is the most in the Big Ten Conference and second in the nation
- Volleyball had 3 student-athletes named Academic All-Americans for 2024 adding to our nation-leading total of 44 Volleyball Academic All-Americans
- Nation-leading total of 108 Football Academic All-Americans







AREAS OF GREATEST NEED

STUDENT-ATHLETE EXPERIENCE FUND

Nebraska is proud to offer a best-in-class experience to all student-athletes across 24 varsity sports. Unrestricted contributions to the Huskers Excellence Fund ensure Husker student-athletes and teams have the resources to succeed at the highest levels nationally.

1890 NEBRASKA

1890 Nebraska is the official Name, Image and Likeness (NIL) Collective of Nebraska Athletics.



In an evolving college athletics landscape, NIL contributions directly support the student-athletes who proudly wear the Scarlet & Cream. Your support of 1890 Nebraska directly helps our coaches recruit, retain and develop our next champion, All-American or draft pick. Contributions are awarded priority points and are counted towards Husker Athletic Fund memberships.

Make your gift today at 1890Nebraska.com

TRACK & FIELD COMPLEX

Nebraska's new Track & Field complex will enable the Huskers to host championship events and include locker rooms, meeting rooms, and extra practice space. Naming opportunities are available to help make this facility a reality.

WAYS TO SUPPORT

CONTRIBUTE ONLINE

Visit [Huskers.com/myaccount](https://huskers.com/myaccount) to login or create an account and click "manage my donations" or "make a donation"

CONTRIBUTE BY PHONE

(402) 472-3111

CONTRIBUTE BY MAIL

Huskers Athletic Fund
800 Stadium Drive
Lincoln, NE 68588

Checks made payable to the University of Nebraska Foundation

STOCK GIFTS

Please visit nufoundation.org/stock-gifts to make a gift of stock or securities.

PLANNED GIVING

A planned or deferred gift may offer substantial tax and estate planning benefits and provide a lasting impact to Nebraska Athletics. Our team is happy to work with your professional advisors to decide which gift option works with your goals and interests.

ENDOWMENTS

Program endowments provide a perpetual source of financial support for Nebraska Athletics and allow you to leave a legacy. Contact our office to learn more.



MATCHING GIFTS

Many organizations will match contributions to nonprofit entities such as the Nebraska Athletic Department. Your organization's matched gift will increase your lifetime giving status and further support our mission to provide the best student-athlete experience in the nation. Under the new tax reform, organizations cannot match contributions connected to tickets or priority points. All philanthropic gifts that are tax deductible are eligible for matched gifts. Please work with your benefits office and mail all matching gift forms to our office:

Huskers Athletic Fund
800 Stadium Drive
Lincoln, NE 68588

Additional questions can be directed to our office at (402) 472-3111.



DATES AND DEADLINES

FOR MORE INFORMATION VISIT [HUSKERSATHLETICFUND.COM](https://huskersathleticfund.com)

APRIL

- **APRIL 1:** Football season tickets and per-seat contributions renewal deadline
- **APRIL 25-27:** Spring Nebraska Leadership Society Weekend

MAY

- **MAY 1:** Football seat selection begins

JUNE

- **JUNE 18:** Volleyball season ticket and per-seat contributions renewal deadline

JULY

- **JULY 15:** Volleyball seat selection begins
- **JULY 25:** Men's & Women's Basketball season ticket and per-seat contributions renewal deadline

AUGUST

- **AUGUST 14:** Women's Basketball seat selection begins
- **AUGUST 19:** Men's Basketball seat selection begins

NOVEMBER

- **NOVEMBER 30:** Baseball season ticket and per-seat contributions renewal deadline

DECEMBER

- **DECEMBER 31:** Last day to make gifts toward 2025 tax year
- **DECEMBER 31:** End of 2025 Huskers Athletic Fund membership year

BENEFITS CHART

BENEFIT	GIVING LEVEL						
	SEA OF RED	BLACKSHIRT	CHAMPION	HALL OF FAME	NEBRASKA LEADERSHIP SOCIETY		
	\$100+	\$1,000+	\$5,000+	\$12,500+	BRONZE	SILVER	GOLD
Ticketing and parking allocation level	5	4	3	2	1		
Football postseason ticket request limits	2	4	4	6	6		
Donor decal	N	N	N	N	N	N	N
Annual adidas discount offer	N	N	N	N	N	N	N
Complimentary Lil' Huskers membership <i>(while supplies last)</i>			N	N	N	N	N
Invitation to exclusive Nebraska Football practice				N	N	N	N
VIP facility tours					N	N	N
Exclusive Nebraska Leadership Society member apparel opportunity					N	N	N
Nebraska Leadership Society Weekends					N	N	N
Nebraska Leadership Society welcome gift box <i>(one time)</i>					N	N	N
Exclusive Husker events					N	N	N
Football pre-game sideline experience					N	N	N
Invitation to select team practices						N	N
Two complimentary non-transferable access passes to hospitality rooms for Wrestling, Basketball and Volleyball <i>(for season ticket holders)</i>							N
Away game travel experience							N

Benefits subject to change.

2025 FOOTBALL SEASON TICKET PURCHASE AND RENEWAL INFORMATION

All tickets are now mobile only. Visit [Huskers.com/ticket/mobile](https://huskers.com/ticket/mobile) for more information.

The deadline to renew season tickets is April 1, 2025. Please renew online at huskers.com/myaccount or call (402) 472-3111 to speak with a representative.

NEW FOR 2025

Football season tickets are on sale now alongside season ticket renewals. Seats are available in the end zones starting at \$570 each including priority seating contribution. Everyone who purchases new season tickets will be automatically enrolled in the football seat selection process to upgrade their seats into seats released after the renewal deadline. To purchase please visit [Huskers.com/fbtickets](https://huskers.com/fbtickets).

Timeslots for the seat selection process will be based upon Huskers Athletic Fund ranking.

MEMORIAL STADIUM | FOOTBALL ANNUAL DONATION VALUE (PER SEAT)

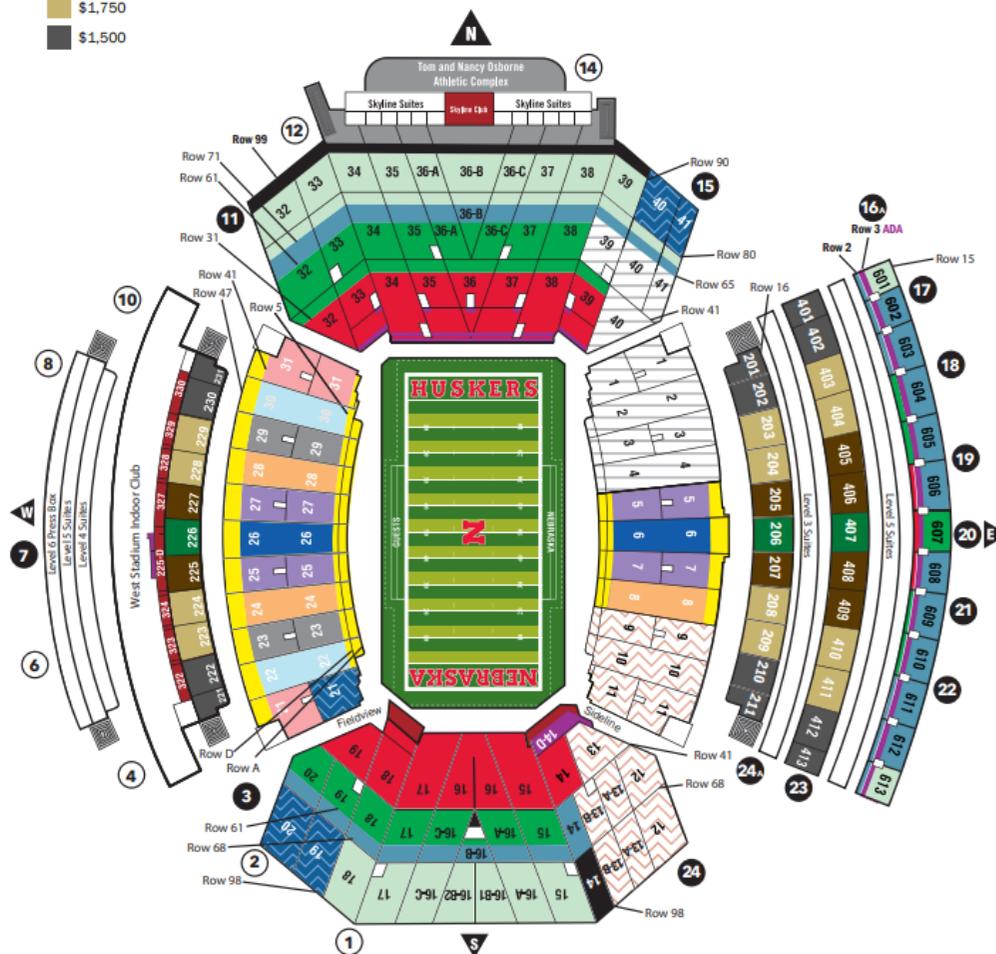
CLUB SEATING

Indoor Club Level (West only)	\$1,500
Outdoor Club Level	\$2,500
	\$2,000
	\$1,750
	\$1,500

REGULAR SEATING

\$2,500	\$1,500	\$750	\$150
\$2,000	\$1,250	\$500	\$250 (obstructed view)
\$1,750	\$1,000	\$250	No Donation Row 90-99 North Stadium

	Students
	Faculty/Staff
	Disabled Seating
	Visitors



PREMIUM SEATING

Premium seating is currently sold out, to learn more, please visit HuskersAthleticFund.com. To add your name to the waitlist please visit Huskers.com/premiumseating or contact your Huskers Athletic Fund Donor Representative.



NEBRASKA LEADERSHIP SOCIETY



At Nebraska, the standard is comprehensive excellence. The Nebraska Leadership Society (NLS) embodies that same core standard as our members lead with unyielding support of our student-athletes and athletic programs. The members of the Nebraska Leadership Society will fuel our next national championship, create the best environment for our teams to compete, and further separate our academic success from our peers.

The Nebraska Leadership Society is proud to offer a series of exclusive benefits and one-of-a-kind experiences for our annual and lifetime members. To qualify, donors can make comprehensive annual commitments of at least \$25,000 or have given over \$1,000,000 in their lifetime to areas of greatest need. This includes priority seating gifts, donations to the annual fund, and commitments toward capital improvements and endowed funds, to name a few.

BENEFITS INCLUDE:

- VIP facility tours
- Exclusive NLS apparel
- Nebraska Leadership Society Weekends
- Welcome gift box (one time)
- Football pre-game sideline experience
- Invitation to select team practices
- 2 complimentary access passes to hospitality rooms for Wrestling, Basketball and Volleyball (for season ticket holders)
- Away game travel experience



CONTACT US



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