

**GEORGIA
TECH**

**MANDATORY STUDENT FEE ADVISORY
COMMITTEE (MSFAC)**

FY17 ATHLETIC FEE PRESENTATION

GEORGIA TECH ATHLETIC ASSOCIATION

DECEMBER 2, 2015



AGENDA

- Return on Investment
- The Intangibles
- How You Can Help
- Questions



RETURN ON INVESTMENT

- Access to seats in prime sections for all Football and Men's Basketball home contests
 - 8,730 seats available at Bobby Dodd Stadium
 - 900 seats available at McCamish Pavilion



RETURN ON INVESTMENT

- Unlimited access to all other home athletic events to include women's basketball, baseball, volleyball, softball, tennis, etc.



RETURN ON INVESTMENT

- Discounted or free student tickets to post season competitions
- 40% discount on football, men's basketball, and baseball tickets for young alumni



RETURN ON INVESTMENT

- Use of practice courts at Ken Byers Tennis Complex.



RETURN ON INVESTMENT

- Marketing and promotions
 - SWARM Student Group
 - T-shirts (white/gold-out), pom-poms, etc.
 - Rewards programs



RETURN ON INVESTMENT

- Salary expenses for student assistantships
- Facility rental discounts provided to student-organizations
 - Ex. Commencement, Sting Hunger, Ramblin' On
- Operating expenses for Marching Band and Cheerleading programs
- Facility maintenance expenses for designated student sections



THE INTANGIBLES

- Allows GIT to maintain championship level athletics program – we represent you!!



- Alignment with the Institute’s “whole student experience” objectives

THE INTANGIBLES

- Opportunities to enhance relationships
 - Potential and current students
 - Fans, donors, and sponsors
 - Greater GIT community



- Tradition, pride, and loyalty for OUR Institution



**GEORGIA
TECH**

THE INTANGIBLES



HOW YOU CAN HELP

- Continue to promote attendance at all athletic events
- Educate fellow students on the benefits and participation opportunities
- Provide feedback to GTAA as we work to engage the student body into college athletics
- Future requests will include projects and initiatives that directly impact the student body and/or student athletes



GEORGIA
TECH

QUESTIONS

