

MANDATORY STUDENT FEE ADVISORY COMMITTEE (MSFAC)

FY18 ATHLETIC FEE PRESENTATION

Georgia Tech Athletic Association

November 17, 2016



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 contests

- FB - 8,700 seats available at Bobby Dodd Stadium
- MBB - 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
 - 2016 MBB NIT (free tickets)
 - 2014 ACC FB Championships (\$40 discount)
 - 2014 Orange Bowl (\$125 discount)
- 40% discount on football, men's basketball, and baseball tickets for young alumni



RETURN ON INVESTMENT

- Regular use of practice courts at Ken Byers Tennis Complex.
 - Available to students 3-4 hours per day totaling approximately 28 hours per week





RETURN ON INVESTMENT

- Marketing and promotions directed to student attendance (i.e. give-a-ways, prizes, etc.)
- Salary expenses for various student assistantships (managers, interns, tutors, graduate assistants, etc.)



THE INTANGIBLES

- Alignment with the Institute's "whole student experience" objectives
- Allows GIT to maintain a championship level athletics program. We represent you!!



THE INTANGIBLES

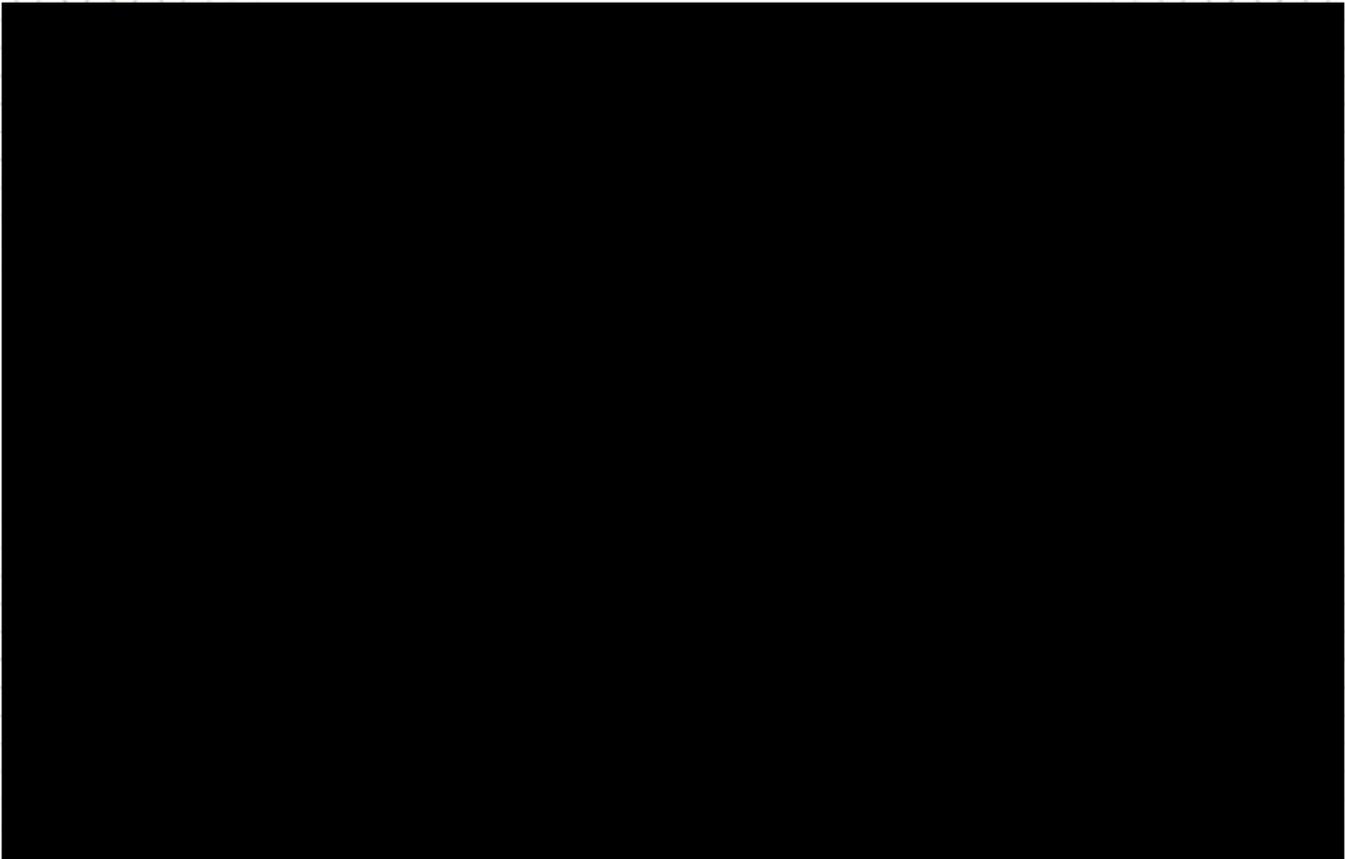
- Opportunities to enhance relationships
 - Potential and current students
 - Fans, donors, and sponsors
 - Atlanta community
 - International community



- Tradition, pride, and loyalty for OUR Institution



THE INTANGIBLES



HOW YOU CAN HELP

- Continue to promote and emphasize attendance at ALL athletic events
- Educate fellow students on the benefits and participation opportunities
 - Ramblin' Rewards (4K students/550 winners)
- Future requests will include projects and initiatives that directly impact the student body and/or student athletes





HOW YOU CAN HELP

- Provide feedback to GTAA as we work to engage the student body into college athletics
 - Swarm Group (GIT Student Leaders)
 - Student Center Programs Council (SCPC)
 - Ramblin' Reck Club
 - Collegiate Panhellenic Council (CPC)
 - GT Housing (Resident Life)
 - International Affairs
 - Young Alumni Association (Ramblin' On)



QUESTIONS?

