

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

**2019-20 ATHLETIC FEE
PRESENTATION
Georgia Tech Athletic
Association
January 24, 2019**

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,



RETURN ON INVESTMENT

- Discounted or free student tickets to post season competitions
 - 2016 TaxSlayer Bowl (\$45 discount for 500 students)
 - 2017 MBB NIT (free tix = \$15 value for 1,000 students)
 - 2018 Quick Lane Bowl (t for 30 students)



RETURN ON INVESTMENT

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



etc.)





THE INTANGIBLES

- Align with the Institute's "whole student experience" objectives
- A integral part of the GT community
- A championship level athletics program recognized around the globe!



THE INTANGIBLES

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



- Tradition, history, and quality for OUR I



HOW YOU CAN HELP

- Understand and educate on current financial picture
 - Operating budget is \$10 million below our peers
 - FY19 = \$3 million operating deficit
 - Eight (8) sports are not fully funded (scholarships)
 - Increased expenses in SA mental health and wellness

HOW YOU CAN HELP

- Assist the GTAA with developing initiatives that directly impact the student body and/or student-athletes
 - Reckfest @ Techwood
 - ***BDS South Endzone Project***
 - ***Edge/Rice Building Renovation***
- Attend events to help GT become the best student section in the nation!



QUESTIONS?

