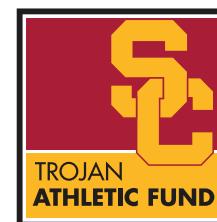




**ONE
TEAM**

**ONE
HERITAGE**

**ONE
FUTURE**



2019 PRIORITY SEATING PLAN



“ The Coliseum is a picture of history. Now this beauty is due for a glorious update and we look forward to having you help us **GET THIS DONE** ! ”

COACH CLAY HELTON

WHY RENOVATE?

Built in 1923, the Coliseum is long overdue for a renovation. As part of our lease agreement, USC is obligated to make significant improvements to the Coliseum.

Intentions

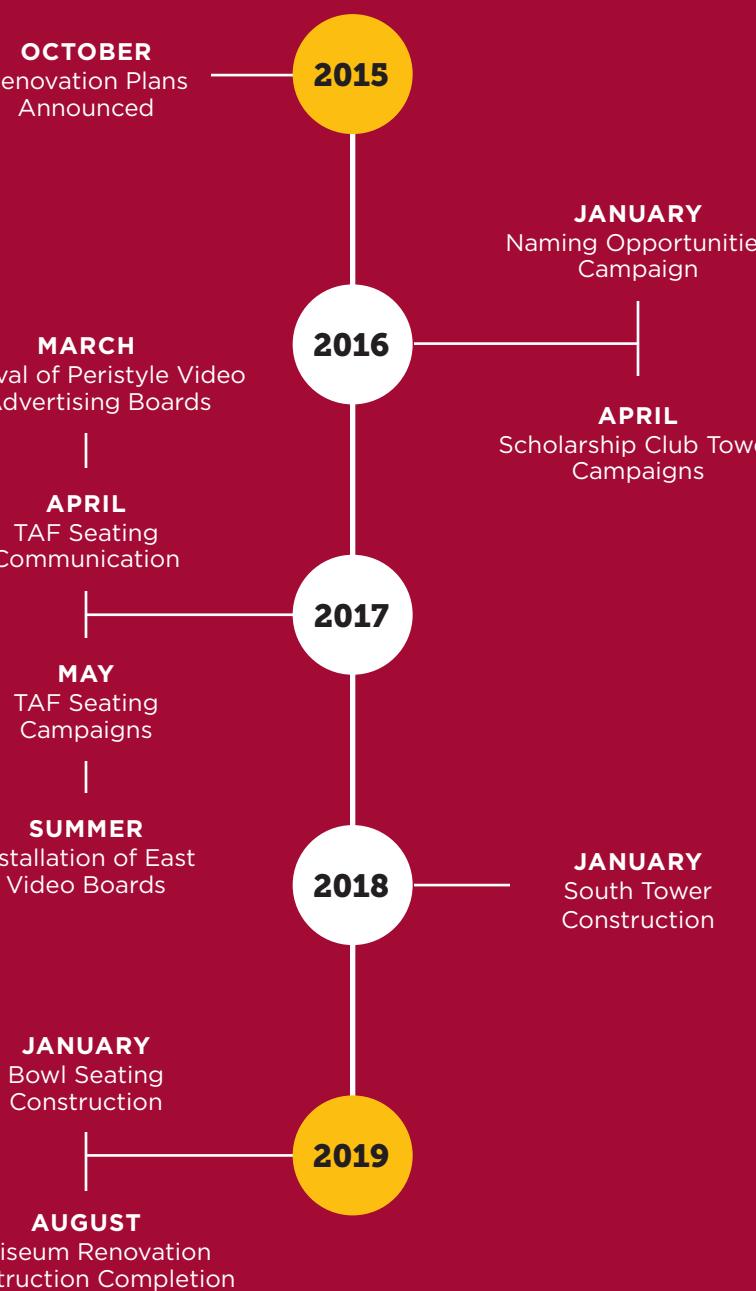
- Ensure that the game-day experience provides all fans options to enjoy the stadium's new amenities while recognizing the loyalty of our long-time fans
- Provide our football team with a first-class facility and a tremendous home field advantage
- Create long-term revenue streams so that USC Athletics can sustain its excellence across all sports for generations to come
- Preserve the historical integrity of the Coliseum

Enhancements

- Replace every seat in the stadium and install handrails throughout
- Add aisles, widen seats and increase leg room in many sections
- Build a new structure on the south side of the stadium that will include suites, loge boxes, club seats, a new concourse and press box
- Restore the iconic peristyle to more closely resemble the stadium's original design
- Update Wi-Fi technology
- Improve audio and video, including two new large screens at the east end of the stadium
- Add and improve concession stands
- Upgrade entry concourses
- Replace the electrical, mechanical and plumbing systems to meet current standards



RENOVATION CONSTRUCTION & CAMPAIGNS TIMELINE



HOW YOUR SUPPORT FUNDS STUDENT-ATHLETE EXCELLENCE AT USC

The Investment

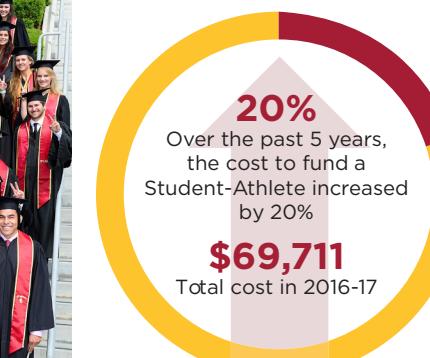
The University of Southern California Department of Athletics is one of just seven self-sustaining NCAA Division I programs in the nation, which means it receives no funding from tax appropriations or student fees. USC Athletics provides over 350 scholarships for student-athletes, an annual expenditure that exceeds \$19 million.

This is why your investment is so important, as your Trojan Athletic Fund membership directly funds these scholarships, including tuition, books, and room & board costs.



The Challenge

Over the past five years, rising tuition costs and several legislative changes, all of which have a positive impact on student-athletes, have resulted in significant increases that now affect us annually. These include cost of attendance (provisions above and beyond scholarships), funds for meals and nutrition and transportation assistance.



“The **athletic spirit** of this university is the **glue** that holds the Trojan family **together.** **”**

C.L. NIKIAS

SAM CUNNINGHAM – *The Pioneer*
USC Fullback, 1970-72

A USC icon, Sam "Bam" Cunningham and his 1970 Trojan team are credited with sparking the movement toward integrating college football in the South after their defeat of Alabama at Legion Field in the first game of his career.

MIMI BUTLER – *The Educator*
USC Learning Specialist

Representing the group of dedicated employees within USC's Student-Athlete Academic Services department who work tirelessly to help each Trojan athlete succeed both on and off the field is Mimi Butler.

CHRIS WODNIAK – *The Spirited One*
2016-17 Drum Major

A trombone player and member of "The Greatest Marching Band in the History of the Universe" for the last three years, Chris Wodniak is tasked with leading the band and announcing the start to every USC football game.

JEFF SCHNEIDER – *The Dedicated Fan*
USC Super Fan

Each fall, Jeff Schneider takes the term "passion" to a new level as a dedicated USC fan who travels 2,300 miles almost every other weekend to watch his Trojans take the field in the Coliseum.

CHUCK MIWA – *The Invested Alumnus*
USC Board of Counselors Member and Alumnus, 1984-87

After graduating from USC in 1987, Chuck Miwa relied on the strength of the Trojan Family to help grow his business. He split a junior Cardinal & Gold membership with a friend, and with each passing year watched as their investment back into USC enriched both his business and his life. Now, Miwa serves on the Board of Counselors for the athletic department and alumni association.



COMMAND SERGEANT MAJOR
MICHAEL CRESPO – *The Trojan Soldier*
USC Masters of Business for Veterans Program, 2013-2014

A Southern California native and lifelong USC fan, Sergeant Major Michael Crespo had long hoped for the opportunity to join the Trojan Family as a student. Returning home from his third overseas tour in 2013, his dream became reality when he enrolled as a member of the first class in USC's Masters of Business for Veterans Program.

VAL SAMPSON – *The Diligent Docent Alumnus*
USC/Coliseum Press Box Supervisor

The Coliseum stands as a special place for Val Sampson who has had a unique view of some amazing moments in USC football history serving as Coliseum Press Box Supervisor for 39 years. First introduced to the magic of USC as a student from 1960-1964, Sampson has remained closely connected to the Trojan Family her entire life.

JOHN JACKSON – *The Scholar Athlete*
USC Radio Host and Former WR, 1986-89

A two-time Academic All-American and standout wide receiver and baseball player at USC, John Jackson is the model Trojan student-athlete. In his time at Troy, he became the No. 1 receiver in school history with 163 catches (a mark that's since been eclipsed), and he has continued to display his multifaceted repertoire in the professional world long after his athletic playing days came to an end.

CASS CORNELIUS – *The Lifelong Fan*
USC Alumna

Cass Cornelius, 91, has attended every USC football game, home and away, for going on 59 years. The legendary fan says, "It just wouldn't be the same watching the games at home." The Ivanhoe, CA native started attending games with her late husband, Dick Cornelius, in 1958. "When the kids come out, there's nothing like it. And when the horse comes out, that's the icing on the cake."

QUEST SWAN – *The Future Trojan*
USC Scholarship Club Member

Quest Swan is our youngest Scholarship Club member at ten years old! He has been coming to games for four years and his favorite players are Adoree' Jackson and JuJu Smith-Schuster. His dad, Rodney, is also a Scholarship Club member and takes care of Quest's membership as well.

2019 TROJAN ATHLETIC FUND SEATING PLAN

The Trojan Athletic Fund was founded in 1923 to provide funding necessary to sustain the excellence of USC Athletics' varsity sports. The members of the Trojan Athletic Fund form a global group of more than 5,000 alumni, parents, former student-athletes and friends who directly contribute to the success of USC student-athletes.

In return for their investment, Trojan Athletic Fund members have the opportunity to select priority seating in the Coliseum. The 2019 renovation of the Coliseum will include the following seating enhancements for Trojan Athletic Fund members:

- New, wider 20" seats
- Cup holders
- Additional 3" of legroom*
- Added aisles and handrails*

*applies to the majority of Trojan Athletic Fund seating sections

The Process

All Trojan Athletic Fund members will be assigned to a USC Athletics representative who will be responsible for engaging, educating and providing seating solutions that best suit each member's needs. Throughout the next 15 months, every member will receive a personal phone call and an invitation to visit the Coliseum Renovation Preview Center to consider available seating options.

TROJAN ATHLETIC FUND SEATING



SEATING KEY

2019 TAF MEMBERSHIP LEVEL	MAP COLOR	2019 TAF ANNUAL	MAXIMUM TAF SEATS	COLISEUM RESTORATION GIFT*
SCHOLARSHIP CLUB	Dark Red	\$50,000 \$30,000 \$20,000	12 8 8	\$6,000
COMMITTEE	Yellow	\$10,000	6	\$3,000
CARDINAL & GOLD PREMIER	Blue	\$5,500	4	\$1,500
CARDINAL & GOLD / WOMEN OF TROY**	Teal	\$3,000 \$2,500 \$2,000	4	\$500
TROJAN CLUB (NORTH & SOUTH)	Orange	\$1,000 \$500 \$200	4	\$100
TROJAN CLUB (WEST)	Purple	\$200	4	N/A
GENERAL SEATING	Grey	N/A	N/A	N/A

*Coliseum restoration gift amounts are per seat

**Cardinal & Gold / Women of Troy includes Junior (ages 31-35) and Freshman (age 30 and younger)

COLISEUM SEATING RECONFIGURATION

As a result of the Coliseum renovation, many of the sections, seating blocks and rows will be reconfigured to be more fan friendly.

The new seating configuration will feature three levels of seating: 100, 200 and 300. We will no longer feature a H (high) or L (low) seating distinction. Rather, sections split in half with the addition of a new aisle will be distinguished as A and B. A will always be on the right side of the section when looking towards the field, B on the left. All sections, including A and B sections, will begin with seat number 1 on the right when looking towards the field.

2019 TROJAN ATHLETIC FUND SEATING MAP



ANSWERING YOUR QUESTIONS

Will the students or band be relocated?

No. This is their team. The band and students are a vital part of the game day atmosphere.

How much is the project going to cost and how will it be funded?

The total project cost is estimated at \$270 million and will be funded entirely by USC Athletics from Coliseum restoration gifts, sponsorship revenue, non-USC athletic events at the Coliseum, and donor naming opportunities. The project will not require any student fees or general university, local, state or federal funds.

Will USC be able to play at the Coliseum during the 2018 season?

Yes. We will plan construction so that the 2018 season can be played at the Coliseum.

What is the Coliseum Renovation Preview Center?

The Coliseum Renovation Preview Center is a facility located just outside of the peristyle that allows Trojan Athletic Fund (TAF) members to visualize new

amenities and conceptualize the future game day experience. A mock section, complete with seats, cup holders and additional legroom, allows TAF members to personally experience these improvements. Each TAF member will be invited for a personal tour and the opportunity to learn more about the renovation, ask questions and consider various seating options.

Why is the proposed capacity being reduced to approximately 77,500?

The reduction in capacity is a function of the numerous enhancements being made that are intended to provide a more enjoyable and safer experience for ALL fans. These include wider seats and more legroom in some sections, new aisles, two new video boards and the Scholarship Club Tower.

What is the new seating configuration, including the re-numbering of sections, rows and seats?

The new seating configuration will feature three levels of seating: 100, 200 and 300. We will no longer feature a H (high) or L (low) seating distinction. Rather, sections split in half with the addition of a new aisle will be distinguished as A and B. A will always be on

the right side of the section when looking towards the field, B on the left. All sections, including A and B sections, will begin with seat number 1 on the right when looking towards the field.

Will any seats have obstructed views of the field?

No. We will not sell any seats which have partial views of the field.

Will some Trojan Athletic Fund (TAF) members have temporary seat locations for the 2018 season?

Yes. The construction of the Scholarship Club Tower begins in 2018 and will require moving the seats of affected TAF members. We will work individually with these members to ensure they are provided seating options for the 2018 season.

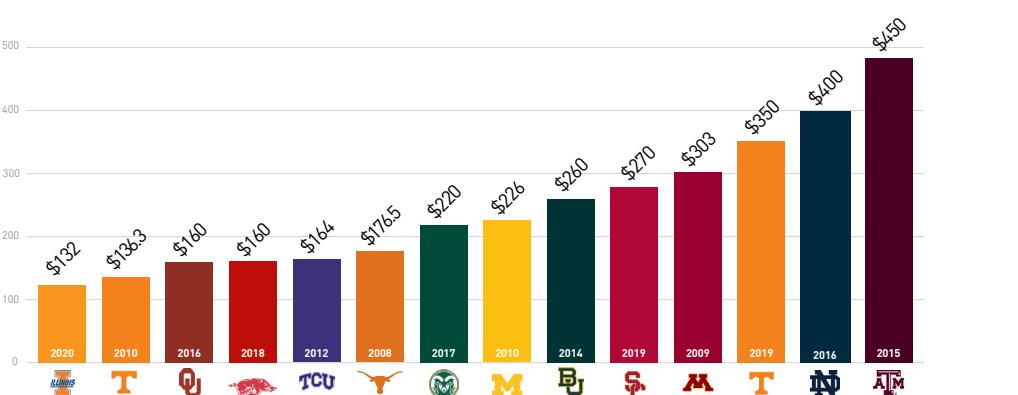
Since the entire Coliseum will be re-seated in 2019, what is the process for selection?

All seats in the Coliseum will be replaced in 2019, requiring a complete re-seat. We will work with each member to ensure they are provided with various seating options to make the best decision for his/her family.

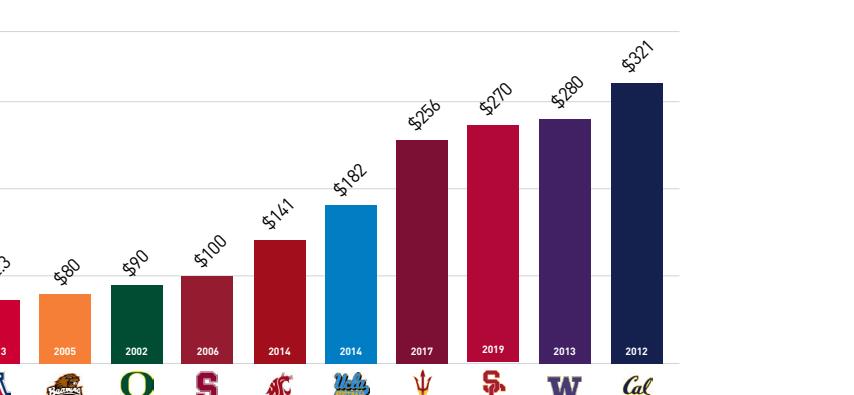
WE ARE NOT ALONE...

How USC Compares Nationally and within our Conference

TOP FBS INSTITUTION STADIUM PROJECTS (MM)



PAC 12 INSTITUTION STADIUM PROJECTS (MM)



Will Trojan Athletic Fund members have an opportunity to select a seat location within a different membership level? How will that process take place?

Every Trojan Athletic Fund member has the opportunity now to upgrade their membership level and be considered for selection in that new membership group. For example, if you are a Cardinal & Gold member who would like seats in the 2019 Committee designated area, we encourage you to join Committee this year to be contacted with other Committee members when that selection process begins. Please call (213) 740-4155 for more information on upgrading your membership.

Priority seating selection within membership level will be based on lifetime giving to USC Athletics.

Visit trojanathleticfund.com to review priority seating policies in *The Playbook*, the Trojan Athletic Fund Membership guide.

I have sat with friends for many years in the Coliseum. Will we be able to continue to sit together after the renovation is complete?

We will do our best to keep families and friends together, however every member will need to meet the required minimum annual membership and Coliseum restoration gift amount designated for that seating section.

Will I be able to select my seating option in person?

In recognition of a LegaSC member's endowed gift, an annual credit of membership will be provided commensurate with endowment value. All LegaSC members will be required to meet the minimum Coliseum restoration gift amount to select priority seating. If LegaSC members do not wish to make a Coliseum restoration gift, seats will be designated for such member by USC Athletics.

Will TAF members still be able to enjoy the Coliseum Clubs before and during the games?

Yes. Coliseum Clubs will still be available throughout the renovated Coliseum.

Will I be able to transfer my seats to someone else in the future?

Yes, the department will acknowledge a one-time transfer of seats, free of charge, to a family member. However, the designated annual membership for the seating location must remain current.

What is the timing on paying a Coliseum restoration gift?

Coliseum restoration gift amounts are payable over four years and will have the same tax deductibility characteristics as current annual membership contributions.

When will my annual Trojan Athletic Fund membership dues increase?

USC Athletics will not raise annual membership dues prior to the 2022 football season. Annual membership dues have not been raised since the 2005 season.

When will we be contacted regarding our individual seating options?

Members will be contacted according to membership level, beginning with the Scholarship Club. Members are ranked for selection according to their lifetime giving to USC Athletics within their membership group. The process is expected to last 15 months.



“ There is **no greater tradition... no greater collegiate athletic history...** than that of the University of Southern California. And yet, I firmly believe **our best days are still ahead of us.** Onwards, Trojans! ”

Lynn Swann
Charles Griffin Cale
Director of Athletics' Chair



**INVESTING IN TODAY'S CHAMPIONS
& TOMORROW'S LEADERS**

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(213) 740-4155

www.trojanathleticfund.com
www.coliseumrenovation.com



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