

## Priority Point Plan

	<u>Category</u>	<u>Points</u>	<u>Description</u>
1)	Annual Gift	2	For each \$100 of (current year only) support to the annual Pirate Club scholarship fund.
2)	Continuous Years (current & previous years)	2	For every <u>consecutive</u> year as a Pirate Club member.
3)	Continuous Year Bonus (at each 5th year increment)	5	In addition to category 2, Bonus Points will be awarded to recognize consecutive years of giving.
4)	Cumulative Giving (excludes current year)	2	For each \$100 of total giving to Pirate Club.
5)	Cumulative Giving Bonus (at each \$5,000 increment)	10	In addition to category 4, Bonus Points will be awarded to recognize annual giving milestones.
6)	Football Season Tickets	2	For each <u>consecutive</u> year as a football season ticket purchaser* (effective beginning with the 1993 season).
7)	Basketball Season Tickets (Men's and Women's)	2	For each <u>consecutive</u> year as a basketball season ticket purchaser* (effective beginning with the 1993-94 season).
8)	Baseball Season Tickets	2	For each <u>consecutive</u> year as a baseball season ticket purchaser* (effective as of the 2000 season).
9)	Capital Campaign Gifts	2	Points for capital campaign are calculated the same as annual gift categories. Any bonus point would also be included.
10)	Miscellaneous		

\* Minimum of two (2) season tickets.

NOTES: Seat assignments will be re-evaluated every five-(5) years effective in 2009 for football and 2011 for men's basketball.

## 2004 Reorganization of Pirate Club Seating

The following information addresses the reassignment of Pirate Club seating in 2004. This process occurs every five years, and 2004 represented the third time the reassignment process has been done.

### **What factors affected the location of my seats?**

1. **Total Priority Points and Ranking** – The following priority ranking breakdown determined seat location.

<b>Section(s)</b>	<b>Rank</b>
6	1 – 350
Inner Half of 5,7	351 – 850
Outer Half of 5,7	851 – 1,350
4B/8A	1,351 – 1,700
4A/8B	1,701 – 2,750
3/9	2,751 & above
18	priority order
Upper Deck	priority order

2. **Group Request** – If your desire to sit with someone, the LOWER priority total determines the location.
3. **Personal Information** – On your ticket application each member had a chance to request height, aisle, non-aisle, south or north side seating choices. Every effort was made to fulfill your request.
4. **2003 Seat Location** – Basically, if you did not fill out the personal information, we used last year's location as an indication of where you would like to be seated. However, if Section 8B, Row HH was your seat location last year, you may have been given seats in Section 4A, Row HH, which is similar in location to the field.

**Is it fair for a person who gives \$1,000 annually to the ECU Educational Foundation to have to maintain that level of giving when someone seated next to him may only have to maintain \$500?** The person giving \$500 annually would have to have been giving that amount for more consecutive years in order to accumulate the same number of points as a \$1,000 annual donor. In the long-term, with everything else being equal, if both the \$500 and \$1,000 donor maintain their respective levels of support in five years time, the \$1,000 donor will accrue more points, and be therefore, eligible for better seats.

**What is the advantage of re-evaluating priority seating sections every five (5) years?** This will help to guarantee the integrity and fairness of the Priority Points Plan and give one the opportunity every five years to improve seating based on the amount of points one has accumulated during the five-year period. Therefore, the number of points necessary to qualify for a section will be re-evaluated every five (5) years.

**Will there be any relocation of seating before the re-evaluation of the Priority Point Plan every five (5) years?** If one increases his/her annual level of giving, and as a result, his/her priority point total then qualifies them for better seating, one may request to improve his/her seat location if it becomes available prior to the five-year period. It is important to remember that increased levels of giving, particularly above the average gift level, will indeed result in a higher priority ranking in the future.

## General Priority Statement

The base premise of a priority point plan is that if all things are equal, the Pirate Club member should receive priority over non-Pirate Club members in receiving seating assignments.

Purpose: To establish a consistent priority point plan that recognizes loyalty and financial support. To achieve this objective, review and modifications of such a plan can be made with the approval of a Board of Directors of the ECU Educational Foundation, the Chancellor, and Director of Athletics.

### Priority

Events: The priority point system will be used primarily to assist in the allocation of football and basketball season tickets. This priority will also extend to single home games, away football and basketball games, bowl games, conference and post-season tournaments, and other special athletics events.

### Season Ticket

Entitlement: The opportunity to purchase and/or renew season tickets belongs to the season ticket holder of record. The holder of record is the person in whose name the initial purchase of tickets was made. Priority established in the name of and paid for by a company or corporation, may not be transferred to an individual without a written release from the president or CEO of said company.

### Name Changes

or Transfers: The name on the ticket account may not be changed for any reason without prior approval of the ECU Pirate Club. Entitlement as to tickets and/or priority points belongs only to the holder of record and may not be transferred from one person's account to another. To insure correct priority, ticket orders must be placed in the same name as the Pirate Club contribution. If a ticket holder does not renew the same number of seats, the excess seating will be assigned to the next person in order of priority.

Inheritance: Upon the death of a Pirate Club ticket holder of record, their season ticket priority rights may be reclaimed by their spouse, provided Pirate Club priority is maintained. If children desire to reclaim the seats of a deceased parent, they must equal the annual donation and total priority points in order to keep the same seats. (For example, if a child needs 100 points to retain the parents' seat location, a one-time gift of \$5,000 would be necessary and must be paid in full prior to the allocation.) The child would then begin their own giving history and priority in their name.

Divorce: In the case of divorce, the ticket holder of record will retain entitlement of tickets. If requested, by both parties or if decreed by a court of law, tickets and priority points may be divided between the ticket holder and spouse; however, this may necessitate a relocation and assigned seating to an area equivalent to the new priority, depending upon availability.

## Ticket Limit

Policy: Since ticket allotments to Bowls, tournaments, and away games can vary significantly, the ECU Educational Foundation reserves the right to limit the number of tickets available to any particular club level. The distribution of tickets will be made with two goals in mind: 1) equality in the availability by level of support, and 2) as broad a distribution as possible.

Plank Members: All Plank members may continue to order season tickets without an annual gift requirement. However, in order to maintain their priority they must meet the ticket deadline date. Number of priority tickets will be as follows: A) Plank Level One will equate to the Purple Pirate status, and B) Plank Level Two and Three will equate to a Golden Pirate Status. Plank members are eligible to purchase Box Seats in the current VIP Box based upon availability and the priority point plan.

## Priority Deadline

Dates: In order to properly handle Pirate Club member ticket requests for seat assignments, a priority deadline date is essential. Failure to order or reorder tickets by this date may result in the loss of seat location. The priority deadline dates are subject to change annually, but generally occur as follows:

May 1 - Football Season Ticket Requests  
June 15 - Football Single Game Requests  
(based upon availability)  
September 7 - Basketball Season Ticket and  
Single Game Requests

## Pirate Club Annual

Gift Deadline: If a Pirate Club member wishes priority for football season tickets, 50% of one's pledge must be paid by the ticket deadline date. For basketball season tickets, 75% of the pledge must be paid by the ticket deadline. All pledges must be paid in full by December 31.

## Unfulfilled

Pledges: Prior to accepting a new season ticket request for the following year, all previous pledge balances must be paid-off first; in addition, any new pledge must be 50% paid by the season ticket football order deadline.

## Odd Seat

Request: In order for an odd seat assignment, the ticket holder must qualify for the extra seat by meeting the higher club level annual contribution requirement.

## Multiple Gift

Priority: Any Pirate Club member who has multiple gift histories may qualify for the number of tickets based upon the highest club level attained for that year.