



IMPORTANT INFORMATION UPDATE

FOR I-CLUB MEMBERS AND IOWA HAWKEYE FANS ABOUT 2006 KINNICK STADIUM SEATING



Iowa Hawkeye loyalty is legendary. Teams from coast to coast envy the competitive edge that Iowa fans give to the more than 650 UI student-athletes who proudly wear the black and gold.

That tradition of Hawkeye devotion includes financial support. Thousands of contributors join the I-Club each year by

making an annual gift to support UI athletics through the Hawkeye Fund Men's Program, Hawkeye Fund Women's Program, Iowa Scholarship Fund, or Iowa Women's Scholarship Fund.

The information in this brochure outlines upcoming changes within the I-Club program, affecting deadlines, giving levels, and Kinnick Stadium seating. As part of the ongoing renovation of Kinnick Stadium, seats are being widened throughout the facility, requiring a stadium-wide seating reallocation. The UI is keenly aware that Kinnick Stadium season ticket locations carry great emotional significance for loyal Hawkeye fans, so the Athletic Department is committed to a seating-reallocation process that includes fans in their seating selection and is objective and fair to all.



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The new seating-priority system, which will become effective with the 2006 athletic giving year (September 1, 2005-June 30, 2006), will establish priority points determined by a number of factors, including a contributor's cumulative and annual financial support for the Hawkeyes, the number of years he or she has been buying football season tickets, and other important ties to the University and the Iowa Hawkeyes. The new system, described herein, will constitute a fair, more orderly process for recognizing the generosity and loyalty of Hawkeye fans—and will provide a consistent means of maintaining the time-tested excellence of UI athletics, which relies on support from Hawkeye fans.

Athletic ticket holders and I-Club contributors will be mailed personalized priority point information in the fall of 2005. August 31, 2005, is the deadline for upgrading priority points for the 2006 seating reallocation process.

Please visit our web sites for updated information and progress reports:

- For ticket information, visit www.hawkeyesports.com
- For Kinnick renovation updates, visit www.kinnickrenovation.com
- For I-Club information, visit www.hawkeyesports.com/iclub

KINNICK STADIUM RENOVATION AND SEATING REALLOCATION TIMELINE

Outlined below are a few important dates concerning I-Club giving, Kinnick Stadium renovation, and Kinnick Stadium priority seating plan selection:

January 2005	Athletic Ticket Office began press box suite and indoor/outdoor premium seating selection for the 2006 season
July 2005	2006 I-Club and Kinnick Stadium priority seating plan announced via brochure, web sites, and media
August 31, 2005	Final day of 2005 athletic giving year; last day for upgrading priority points for the 2006 Kinnick Stadium seating reallocation process
September 1, 2005	Beginning of 2006 athletic giving year (Sept. 1, 2005-June 30, 2006)* and new I-Club giving levels
October 2005	Priority point information mailed to 2005 football season ticket holders based on gifts received by August 31, 2005
November 2005	Athletic Ticket Office mails final instructions and seat-selection time slots
January 16, 2006	Athletic Ticket Office begins the five-month process of implementing the 2006 Kinnick Stadium priority seating plan
July 1, 2006	Beginning of 2007 athletic giving year (July 1, 2006-June 30, 2007)
September 2006	Celebration of completion of Kinnick Stadium renovation

*The 2006 athletic giving year is a 10-month period rather than 12 months; subsequent athletic giving years will run from July 1 through June 30. This change was made to coincide with the University of Iowa's fiscal year.

REVISED NATIONAL I-CLUB RECOGNITION LEVELS FOR 2006

While expenses for scholarships, equipment, recruiting, facility maintenance, and travel continue to rise, the overall I-Club recognition levels, established in 1974, were most recently revised in 1995. To make sure the Hawkeye program can meet its increasing costs and remain competitive, the I-Club must expand its base of support and secure new levels of financial support. The following annual recognition levels will begin with the 2006 athletic giving year (September 1, 2005-June 30, 2006):

	Current	New
I-Club	\$40	\$50
Century Hawk	\$100	\$200
Bronze Hawk	\$300	\$500
Silver Hawk	\$600	\$1,000
Golden Hawk	\$1,200	\$2,000
Champion Hawk	\$3,000	\$5,000
Kinnick Society	\$5,000	\$7,500



REVISED I-CLUB LEVELS AND CONTRIBUTOR COURTESIES

Individuals who contribute to the Hawkeye Fund Men’s Program, Hawkeye Fund Women’s Program, Iowa Scholarship Fund, or Iowa Women’s Scholarship Fund are identified as members of the I-Club and receive recognition courtesies annually at the levels noted in the chart below.*

	I-Club \$50-\$199	Century Hawks \$200-\$499	Bronze Hawks \$500-\$999	Silver Hawks \$1,000-\$1,999	Golden Hawks \$2,000-\$4,999	Champion Hawks \$5,000-\$7,499	Kinnick Society \$7,500 or more
Annual priority points	1	3	5	10	20	30	50
I-Club event invitations							
Football ticket application							
Hawk Talk newsletter and I-Club E-News							
I-Club lapel pin (upon joining)							
Annual membership card and window decal							
Football, men’s/women’s basketball schedule posters							
Spring contributors’ reception invitation							
Women’s basketball season tip-off reception invitation							
Football priority parking**						Reserved	Reserved
Men’s basketball priority parking**							Reserved
Women’s basketball and wrestling priority parking**							
Football kickoff reception invitation							
Football, men’s/women’s basketball, wrestling media guides (upon request)							
Invitation to join The Presidents Club***							
Champion Hawk event invitations							
Kinnick Society event invitations							
Recognition in football, men’s basketball game programs							

* As specified by current Internal Revenue Service (IRS) regulations, a charitable contribution that qualifies an individual for the right to purchase athletic tickets is 80% tax deductible. The donor is hereby advised and encouraged to consult donor’s own tax advisor for applicability of the IRS regulations to the donor’s specific circumstances and the availability of an income tax deduction, if any, for this gift. The UI Foundation makes no representation or warranty as to the ability of the donor to obtain a tax deduction for this gift.

** Contributor must be a season ticket holder for the designated sport to receive a parking pass.

*** For more information on requirements to join The Presidents Club, please contact The University of Iowa Foundation at (319) 335-3305 or visit www.uiowafoundation.org/PC.

IOWA FOOTBALL TICKET PRIORITY POINT SYSTEM

To begin preparation for the Kinnick Stadium priority seating plan, which will take effect prior to the 2006 football season, the Iowa Athletic Ticket Office will implement a priority points system. The Iowa Athletic Department established the priority points system to provide a systematic, orderly, and fair process to prioritize seating requests. Priority points will be calculated as outlined below:

- * Football season ticket years of purchase.....3 points for each year of purchase (regardless of quantity)
- ** Cumulative athletic contributions1 point per \$100
- *** I-Club annual giving
 - I-Club:1 point
 - Century Hawk:3 points
 - Bronze Hawk:5 points
 - Silver Hawk:10 points
 - Golden Hawk:20 points
 - Champion Hawk:30 points
 - Kinnick Society:50 points
- Iowa Hawkeye Letterwinner20 points—one time per account
- Graduate of The University of Iowa10 points—one time per account

- * Years of football season ticket purchase, as acknowledged by the UI Athletic Ticket Office, beginning with the 1972 football season.
- ** Athletics giving records begin in 1974 and include all annual, capital, and endowment gifts.
- *** Annual giving priority points are based on the current athletic giving year and do not carry over from year to year.

PLEASE NOTE: For the 2006 Kinnick Stadium seating reallocation process, your annual gift priority points will be based on your 2005 athletic giving-year contribution (September 1, 2004-August 31, 2005). Current I-Club contributors and football season ticket holders will receive their detailed, personalized priority points statement in October 2005. August 31, 2005, is the last day to upgrade priority points for the 2006 Kinnick Stadium priority seating plan.

PRIORITY POINT ESTIMATES

If you have this many points:	You will be approximately among the top:
275	10%
160	20%
115	30%
85	40%
65	50%
40	60%
20	70%
3	80%

Priority points estimated rankings in relation to other season ticket holders and I-Club contributors

This table shows how the number of priority points accumulated by a season ticket holder translates into estimated placement among approximately 15,000 public season ticket holders as of June 2005.

The points and rankings are approximate and will change based on gifts received through August 31, 2005.

Exact priority points for individuals will not be available from the Athletic Ticket Office until the October 2005 mailing.

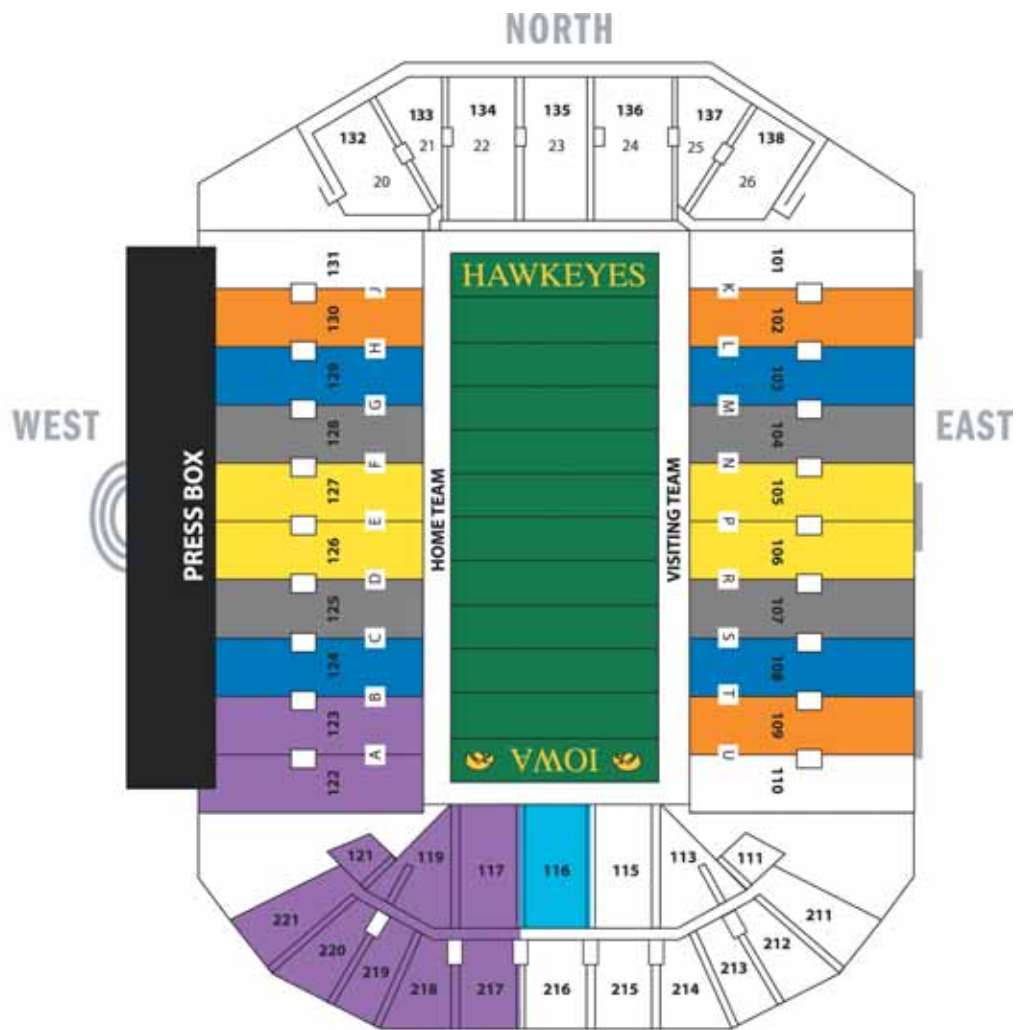


KINNICK STADIUM SEATING REALLOCATION PLAN

Beginning with the 2006 football season, designated sections of Kinnick Stadium will require a minimum annual per-seat contribution. **These per-seat contributions will count toward your annual I-Club recognition.** The map below details the minimum annual contribution for these designated sections in Kinnick Stadium. Ticket availability per section will be based on priority.

In October 2005, I-Club contributors and/or season ticket holders will receive additional information from the Athletic Ticket Office concerning the reallocation plan and priority points for the 2006 football season.

2006 KINNICK STADIUM MAP



MINIMUM ANNUAL GIFT PER SEAT.

Zone I - \$600	Zone III - \$200
Zone II - \$400	Zone IV - \$50
Students	Band

Please note: Numbers and/or letters within the white box on each section indicate the designation provided to that section in 2005 and previous years.

PRIORITY POINT SAMPLES AND FREQUENTLY ASKED QUESTIONS

Priority Point Sample A

Jane Hawkeye is a graduate of The University of Iowa and has purchased football season tickets for eight years. Her lifetime contributions to UI athletics total \$10,000, including a \$1,200 contribution for the 2005 athletic giving year (September 1, 2004-August 31, 2005). Her priority points to be used to determine priority for the 2006 seating reallocation would be as follows:

	Priority Points
UI Graduate	10
Football season ticket holder (8 years multiplied by 3 points for each year of purchase)	24
Lifetime athletic contributions (\$10,000 divided by 1 point per \$100 given)	100
2005 athletic giving year I-Club gift (\$1,200; Golden Hawk)	20
Total priority points for 2005	154

Priority Point Sample B

John Hawkeye is a tennis letterwinner, a UI graduate, and has purchased football season tickets for 15 seasons. His total cumulative giving to Iowa athletics is a \$600 contribution in the 2005 athletic giving year (September 1, 2004-August 31, 2005). His priority points to be used to determine priority for the 2006 seating reallocation would be as follows:

	Priority Points
UI Graduate	10
Hawkeye Letterwinner	20
Football season ticket holder (15 years multiplied by 3 points for each year of purchase)	45
Lifetime athletic contributions (\$600 divided by 1 point per \$100 given)	6
2005 athletic giving year I-Club gift (\$600; Silver Hawk)	10
Total priority points for 2005	91



What is the Kinnick Stadium priority seating program?

Priority seating programs are common in intercollegiate athletics. The UI program will help generate important annual support, while ensuring a fair process for determining season ticket selection. The priority point system quantifies every I-Club member's and football season ticket holder's relationship with UI athletics by considering a number of different criteria including giving to athletics, years of football season ticket purchases and alumni status. Beginning with the 2006 football season, ticket holders may be required to make a minimum annual contribution. See Kinnick Stadium map on page 5 for details.

How do my contributions to UI athletics factor into seat locations and other considerations?

In any year in which you contribute to the I-Club, your priority points help to determine your priority for choosing Kinnick Stadium season ticket locations, bowl game tickets, and other athletics considerations. Cumulative giving is one factor in establishing priority points. Please see page 4 for details.

How will I select my seats prior to the 2006 Iowa football season?

In November 2005, the Iowa Athletic Ticket Office will provide each current season ticket holder a seat selection time based on your priority points. The selection process will begin in January 2006, at which time the customer will have the opportunity to select seats by phone or in person, or to allow the ticket office to select his or her seats. Upon seat selection, the customer will be billed for the tickets and will also need to make the appropriate minimum annual per-seat gift.

Does contributing the minimum per-seat amount for a particular section guarantee seats in that section?

Every effort will be made to accommodate you within the area corresponding to your annual contribution. However, if demand exceeds supply, you will need to select seats in a different zone.

How does the new priority seating plan affect faculty/staff ticket season ticket holders?

Current faculty/staff football season ticket holders will receive comparable locations in the 2006 seating reallocation plan. Faculty/staff ticket holders interested in upgrading their 2006 football season ticket location will have the opportunity to do so based on their priority and a discounted per-seat contribution.

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How many tickets will I be allowed to order for the 2006 seating reallocation?

The Athletic Department has determined that individuals will be allowed to re-order the same number of tickets held for the 2005 football season. Increased orders will be reviewed at the discretion of the Athletic Department.

I am not a current football season ticket holder but I do make annual I-Club gifts. Will I receive a priority points mailing in October?

The Athletic Ticket Office will mail detailed priority points information to 2005 season ticket holders. I-Club contributors who are not current season ticket holders but who are interested in ordering 2006 football season tickets should contact the UI Athletic Ticket Office at (319) 335-9327 or (800) IA HAWKS or by e-mail at prioritypoints@hawkeyesports.com prior to August 31, 2005.

How can a group select their tickets together in the same zone?

All current season ticket holders will receive a seat selection date based on their customer priority. Individuals wanting to sit together as a group will be able to select tickets together based on the lowest customer priority of the individual in the group.

Will Kinnick Stadium seating be completely reallocated again in 2007?

No, the Athletic Department will review individual situations annually and will review the overall reallocation process every five years.

Does the priority point system affect my seating location in Carver-Hawkeye Arena?

Carver-Hawkeye Arena is not currently scheduled to be reseated, but new season ticket allocation and seating upgrades in Carver-Hawkeye Arena will be based on a similar priority points system. Currently only Kinnick Stadium will have minimum per-seat contributions for specific sections.

If I increase my annual gift amount, will my football season-ticket location be upgraded?

Seating improvements will be based on the priority points system. If tickets are available in the requested section, the Athletic Ticket Office will make every effort to comply with the request.



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- For Kinnick renovation updates, visit www.kinnickrenovation.com
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