

I P T A Y 2 0 1 9

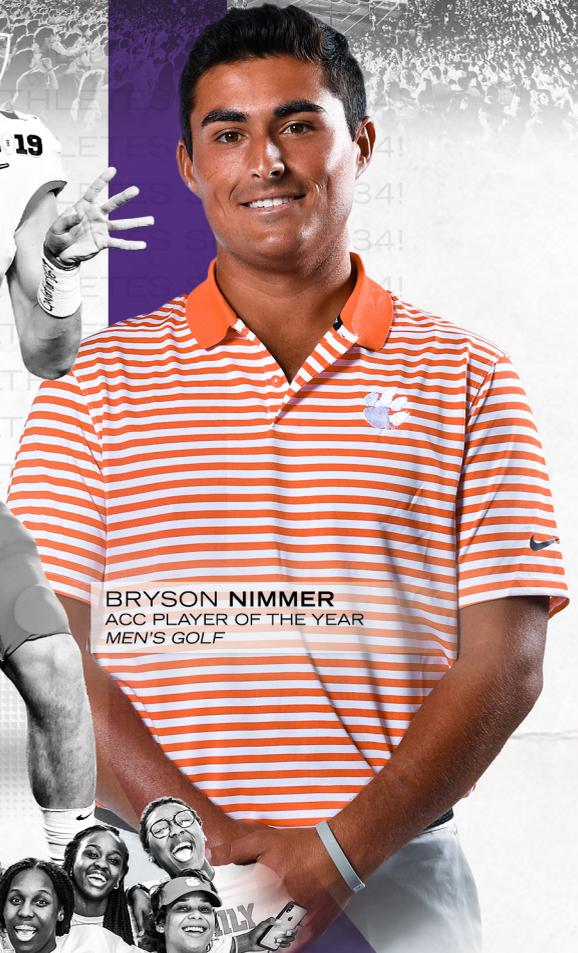
IPTAY



SAM STAAB
FIRST ROUND, FOURTH PICK
WOMEN'S SOCCER



FOOTBALL
2018 NATIONAL CHAMPIONS
CLEMSON 44 - ALABAMA 16



BRYSON NIMMER
ACC PLAYER OF THE YEAR
MEN'S GOLF



WOMEN'S BASKETBALL
NO.9 SEED IN NCAA TOURNAMENT
FIRST BERTH SINCE 2002

YEAR IN REVIEW

1-800-CLEMSON

CLEMSONTIGERS.COM/IPTAY

Twitter Instagram @IPTAY_

ANNUAL FUND

IPTAY 2019 DONORS

DOLLARS OF ANNUAL GIVING

NEW IPTAY DONORS

17,115

\$35.8M

1,847

IPTAY 2019 QUICK COMPARISON: RETURNING DONORS VS. NEW DONORS

	PAW \$60	PURPLE \$180	ORANGE \$450	CHAMPION \$900	TIGER \$1,700	HOWARD \$2,600	IPTAY \$3,500	JERVEY \$5,000	McFADDEN \$6,500	FIKE \$8,000	HEISMAN \$12,000	RIGGS \$25,000
RETURNING DONORS	480	2,343	2,021	2,328	2,235	1,005	2,152	859	497	479	763	70
NEW DONORS	319	648	317	114	175	24	31	5	6	10	22	13
TOTAL	799	2,991	2,338	2,442	2,410	1,029	2,183	864	503	489	785	83

2019 MEMBERSHIP BY YOUTH PROGRAM



1,952



8,611



1,094

IPTAY 2020 BENEFITS CHART

	PAW \$60	PURPLE \$180	ORANGE \$450	CHAMPION \$900	TIGER \$1,700	HOWARD \$2,600	IPTAY \$3,500	JERVEY \$5,000	McFADDEN \$6,500	FIKE \$8,000	HEISMAN \$12,000	RIGGS \$25,000
# OF MEMBERS IN 2019...	799	2,991	2,338	2,442	2,410	1,029	2,183	864	503	489	785	83
STUDENT-ATHLETE SUPPORT	<ul style="list-style-type: none"> Financial Support for 500+ Student-Athletes Impact On Student-Athlete <ul style="list-style-type: none"> 5 Tiger Fun-To-Go Snacks 15 Talking Sessions Senator Book Stipend Full Year Book Stipend Light for Incoming Student-Athlete Cost of Athlete's Stipend for One Semester Full week of Sports Psychology/Mentor meals for one semester Meal Plan International Service Trip for a Student-Athlete Annual Housing In-State Tuition Full Out-of-State Credit in Aid for One Semester 											
ANNUAL BENEFITS	<ul style="list-style-type: none"> Membership Packet Donor Card, Car Decals, Annual Gift & Address Labels My Orange Update IPFA's E-Newsletter Participation in the IPFA Discount Program Discounts at 20 local retailers when you present an IPFA donor card Discount to Shop.ClemsonTigers.com 8 Issues of <i>Orange The Experience</i> IPFA's Magazine in collaboration with Clemson Athletics Donor Recognition on IPFA Day at Football Donor name published in the Football Game Day Program Football and Men's Basketball Media Guide Clemson Gift Priority Points 											
HOSPITALITY & EVENTS	<ul style="list-style-type: none"> Spring Game Tailgate Party Golf Outing with Coaches Invitation to Football Signing Day Friday Night Allen N. Reeves Football Complex Events 											
TICKETS & PARKING	<ul style="list-style-type: none"> *Single Game Ticket Price-Side for Home Events Football, Men's Basketball & Soccer *Away Game Football Ticket Request Opportunity *ACC Basketball Tournament Ticket Request Opportunity *Football Postseason Ticket Request Opportunity ACC Championship, Bowdoin & Colgate Football Travel Basketball Season Ticket Eligibility based on availability Basketball Parking Football Season Ticket Eligibility based on availability **IPTAY Football Parking Area or Nonmember **Football RV Parking Eligibility Nonmember 											

EIGHT YEAR TREND

TOTAL ANNUAL FUND DOLLARS IN CASH BY YEAR



MAJOR GIFTS

Clemson depends on the generosity and foresight of donors to build and maintain collegiate athletic excellence. Gifts that build an endowment and support major facilities and large-scale initiatives leave a lasting legacy and are vital to the future and the quality of athletics at Clemson. Major gifts may be in the form of cash, real estate, securities, gifts-in-kind and a number of other options.

DOLLARS OF MAJOR GIFTS

\$15.5M



CORNERSTONE PARTNERS

The Cornerstone Partners concept was implemented in IPTAY 2015. The goal of the initiative was to secure 10 partners with gifts of \$2.5M or above. Nine partners were secured in the first three years of the program including the largest gift in Clemson history, three partners were added in 2018 and two in 2019 for a total of 14.

PLANNED GIVING

Planned gifts are a means of ensuring that the priorities of IPTAY continue for years to come. These visionary gifts ensure that opportunities exist for future generations of student-athletes through bequests, life insurance, charitable gift annuities, charitable lead trust, charitable remainder trusts and a number of other instruments that continue long into the future. Many planned gifts are part of major gifts.

DOLLARS OF PLANNED GIFTS

\$5.3M

TYPES OF PLANNED GIVING

- ✿ BEQUESTS
- ✿ GIFT OF RETIREMENT ASSETS
- ✿ LIFE INSURANCE POLICIES
- ✿ BARGAIN SALE CHARITABLE GIFT ANNUITIES
- ✿ GIFT OF REAL ESTATE
- ✿ CHARITABLE REMAINDER TRUSTS

BLOCK C CLUB

Block C Club helps to enhance the lifelong experience of Clemson student-athletes. Block C Club has four main purposes as a part of its mission - to provide fellowship among all letterwinners, recognize and honor former student-athletes, provide outreach to letterwinners in an effort to re-engage them with Clemson University and to educate current coaches and student-athletes about the history of Clemson athletics.



BLOCK C CLUB DOLLARS GIVEN

\$107,298

BLOCK C CLUB MEMBERS

1,313

PREMIUM SEATS

PREMIUM SEAT DONATION

\$7M

VARIOUS PREMIUM AREAS



THE YOUNTS SOUTH CLUB



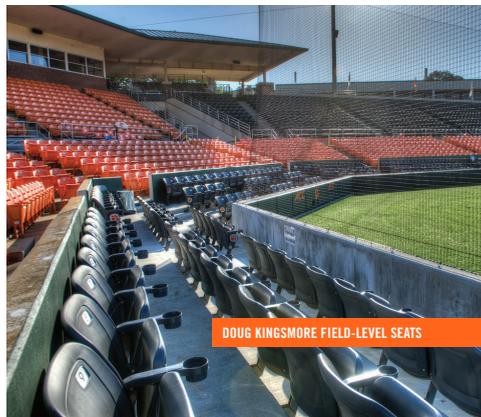
LITTLEJOHN COLISEUM CLUB



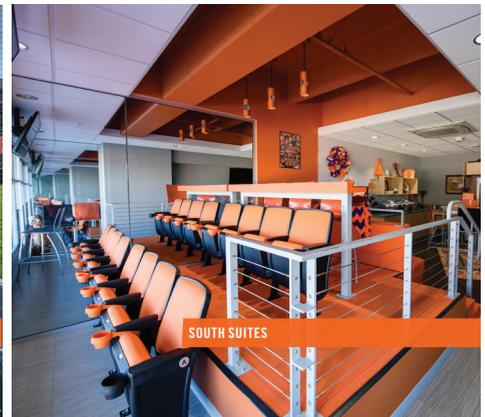
NORTH SUITES



WESTZONE CLUB



DOUG KINGMORE FIELD-LEVEL SEATS



SOUTH SUITES

IPTAY SUPPORTS



STUDENT-ATHLETE SCHOLARSHIPS



LIFE SKILLS



NEW & UPDATED FACILITIES



ACADEMIC SUPPORT



NUTRITION SERVICES



COUNSELING SERVICES



STRENGTH & CONDITIONING



STUDENT-ATHLETE ENRICHMENT PROGRAMS



TIGER BAND CHEER & MASCOTS



ENDOWMENT FUNDING



IPTAY OPERATIONS

ONE IPTAY

TOTAL DOLLARS RAISED BY THE "ONE-IPTAY" ENTERPRISE IN 2019

\$63.7M

2013: \$26.6M 2014: \$32.3M 2015: \$60.1M 2016: \$56.6M 2017: \$60.14M 2018: \$64.9M

VISUAL RECAP

IPTAY continues to expand its footprint in the digital and social space. This summer, the flagship IPTAY Twitter handle crossed the 11,000 follower mark. While the Instagram account following has grown to over 14,000. Follow us on both platforms!

TWITTER FOLLOWERS

11K

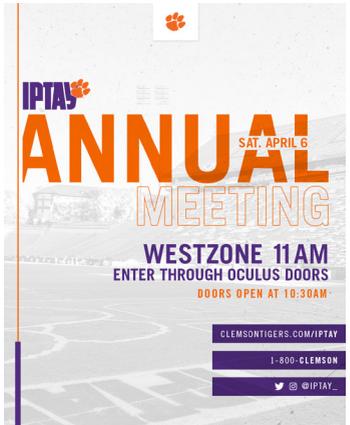
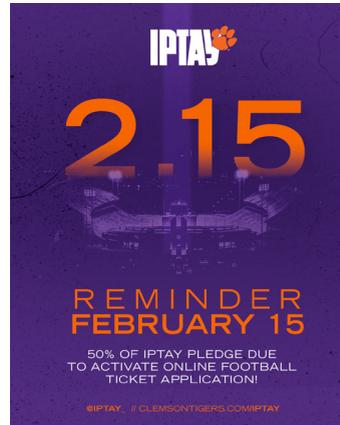
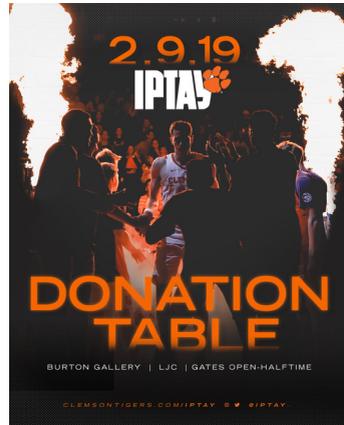
9,970 FOLLOWERS IN 2018

INSTAGRAM FOLLOWERS

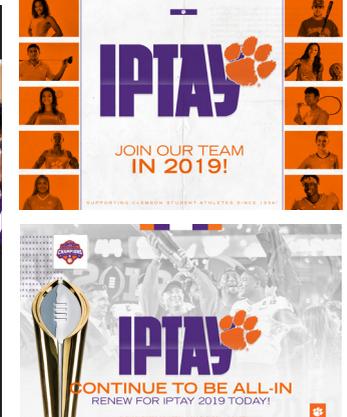
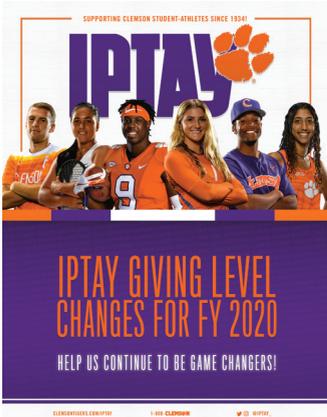
14.6K

11,100 FOLLOWERS IN 2018

MARKETING SOLICITATIONS: DIGITAL MEDIA



MARKETING SOLICITATIONS: PRINT COLLATERAL



ORANGE: THE EXPERIENCE



The 64-page glossy magazine, *Orange: The Experience*, is delivered eight times a year. *Orange: The Experience* is packed with exclusive features on student-athletes, coaches and IPTAY donors, as well as up-close and behind-the-scenes photography.

SUPPORTING
CLEMSON
STUDENT-ATHLETES
SINCE 1934



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