



IPTAY

2020 YEAR IN REVIEW

1-800-CLEMSON CLEMSONTIGERS.com/IPTAY   @IPTAY  @CLEMSONIPTAY

ANNUAL FUND

IPTAY 2020 DONORS

DOLLARS OF ANNUAL GIVING

NEW IPTAY DONORS

17,438

\$38.7M

2,804

IPTAY 2020 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	565	2,343	1,990	2,075	2,159	900	2,064	825	475	548	747	73
NEW DONORS	259	1,850	252	87	125	20	19	12	9	12	20	9
TOTAL	824	4,193	2,242	2,162	2,284	920	2,083	837	484	560	767	82

2020 MEMBERSHIP BY YOUTH PROGRAM



2,009

IPTAY CC

8,196

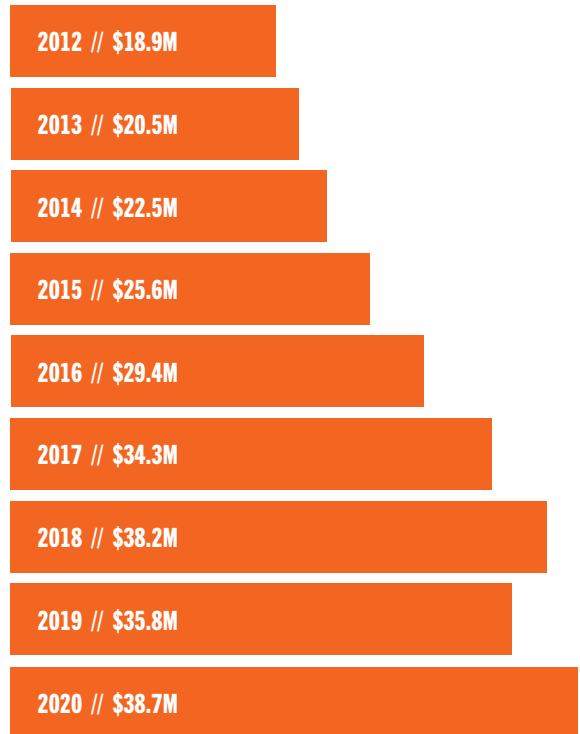
IPTAY YA

2,237



NINE 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

\$20.1M



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. 12 partners were secured in the first four years of the program including the largest gift in Clemson history, two partners were added in 2019 and two in 2020 for a total of 16.

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

\$6.5M

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

\$76,115

BLOCK C CLUB MEMBERS

1,366

PREMIUM SEATS

PREMIUM SEAT DONATION

\$8M

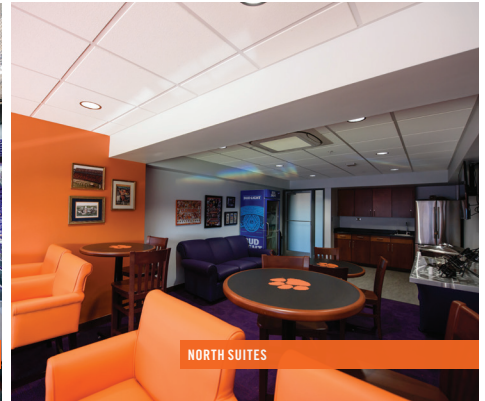
VARIOUS PREMIUM AREAS



THE YOUNITS SOUTH CLUB



LITTLEJOHN COLISEUM CLUB



NORTH SUITES



WESTZONE CLUB



DOUG KINGSMORE 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

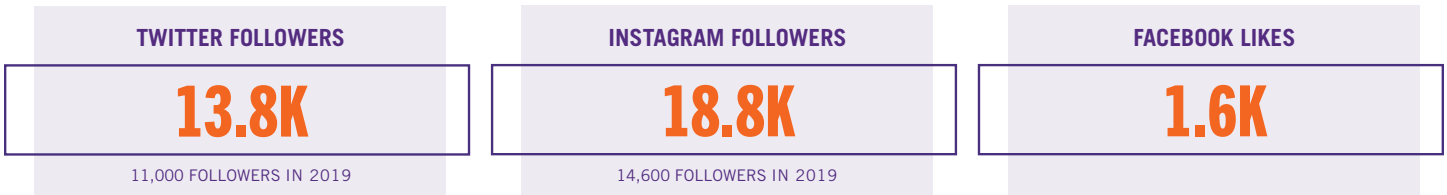
ONE IPTAY

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

\$73.3M

2013: \$26.6M 2014: \$32.3M 2015: \$60.1M 2016: \$56.6M 2017: \$60.14M 2018: \$64.9M 2019: \$63.7M

IPTAY continues to expand its footprint in the digital and social space. This summer, the flagship IPTAY Twitter handle crossed the 13,000 follower mark. While the Instagram account following has grown to over 18,000. In addition, IPTAY is now on Facebook with over 1,600 likes. Follow us on all platforms!



DIGITAL MEDIA EXAMPLES



PRINT COLLATERAL EXAMPLES



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.

IPTAY 2020 Campaign

ANNUAL FUND BY THE NUMBERS TO DATE

15,213	\$37.9M	998
IPTAY DONORS	DOLLARS RAISED	NEW IPTAY DONORS

Dates & Deadlines

- MAY 15** **2020 Football Season Ticket & Parking Deadline**
 Deadline for IPTAY donors to request or renew 2020 football season tickets
- JUN 30** **Deadline To Complete IPTAY 2020 Pledge**
 All pledges for the IPTAY 2020 fundraising year are due.
- JUL 01** **IPTAY 2021 Fiscal Year Begins**
 All donations made to IPTAY will be applied to the 2021-2022 athletic year.

IPTAY

TABLE OF CONTENTS

- 2 ABOUT IPTAY
- 5 BLOCK C CLUB
- 6 SUPPORTING STUDENT-ATHLETES
- 12 SUPPORTING CAPITAL PROJECTS
- 14 WAYS TO GIVE TO IPTAY
- 18 SEAT EQUITY / FOOTBALL TICKET INFORMATION
- 20 FOOTBALL PARKING INFORMATION
- 22 FOOTBALL PREMIUM SEATING
- 24 BASEBALL/BASKETBALL PREMIUM SEATING
- 26 BASEBALL INFORMATION
- 28 IPTAY PROGRAMS
- 29 IPTAY REPRESENTATIVES
- 30 IPTAY GOVERNANCE
- 30 FAQs
- 32 IPTAY STAFF

SHARE

2-3 / 36

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IPTAY GIVING LEVELS & BENEFITS

CLICK ON LEVEL NAME TO SEE ASSOCIATED BENEFITS | COMPARE BENEFITS BY CLICKING ON MULTIPLE LEVEL NAMES

PAW
\$60

PURPLE
\$180

ORANGE
\$450

CHAMPION
\$900

TIGER
\$1,700

TO SEE MORE IPTAY GIVING LEVELS, SCROLL WITH THE ORANGE BAR AT THE TOP.

*TICKET REQUESTS ALLOCATION IS BASED ON AVAILABILITY | **PARKING BENEFITS ARE EXTENDED AS A MEMBERSHIP BENEFIT ONLY TO THOSE WHO PURCHASE A MINIMUM OF TWO SEASON TICKETS | BASED ON IPTAY PRIORITY & AVAILABILITY

PAW \$60	PURPLE \$180	ORANGE \$450	CHAMPION \$900	TIGER \$1,700
	<p>NUMBER OF DONORS IN 2019 2,291</p> <ul style="list-style-type: none"> 3 PRIORITY POINTS FINANCIAL SUPPORT OF STUDENT-ATHLETES IMPACT ON STUDENT-ATHLETE: 15 TUTORING SESSIONS MEMBERSHIP PACKET MY ORANGE UPDATE: IPTAY'S E-NEWSLETTER PARTICIPATION IN THE IPTAY DISCOUNT PROGRAM DISCOUNT AT SHOP.CLEMSONTIGERS.COM 8 ISSUES OF <i>ORANGE: THE EXPERIENCE</i> *SINGLE GAME TICKET PRE-SALE FOR HOME EVENTS (FOOTBALL, MEN'S BASKETBALL AND BASEBALL) *AWAY GAME FOOTBALL TICKET REQUEST OPPORTUNITY *ACC BASKETBALL TOURNAMENT TICKET 	<p>NUMBER OF DONORS IN 2019 2,338</p> <ul style="list-style-type: none"> 5 PRIORITY POINTS FINANCIAL SUPPORT OF STUDENT-ATHLETES IMPACT ON STUDENT-ATHLETE: SEMESTER BOOK STIPEND MEMBERSHIP PACKET MY ORANGE UPDATE: IPTAY'S E-NEWSLETTER PARTICIPATION IN THE IPTAY DISCOUNT PROGRAM DISCOUNT AT SHOP.CLEMSONTIGERS.COM 8 ISSUES OF <i>ORANGE: THE EXPERIENCE</i> *SINGLE GAME TICKET PRE-SALE FOR HOME EVENTS (FOOTBALL, MEN'S BASKETBALL AND BASEBALL) *AWAY GAME FOOTBALL TICKET REQUEST OPPORTUNITY *ACC BASKETBALL TOURNAMENT TICKET 		



[DONATE NOW](#)

[MY ACCOUNT](#)



FOOTBALL

- TICKETS & PARKING INFORMATION
- FOOTBALL PARKING MAP
- INTERACTIVE FOOTBALL PARKING MAP
- MEMORIAL STADIUM MAP
- BOWL TRAVEL PACKAGES
- STUDENT TICKETS
- BUY TICKETS

BASKETBALL

- TICKETS & PARKING INFORMATION
- BUY TICKETS

OLYMPIC SPORTS

- TICKETS & PARKING INFORMATION
- BUY TICKETS

MAKE MOMENTS LIKE THIS POSSIBLE! YOU MAKE MOMENTS LIKE THIS POSSIBLE! YOU MAKE MOMENTS LIKE THIS POSSIBLE! YOU MAKE MOMENTS LIKE THIS POSSIBLE!

SUPPORTING CLEMSON STUDENT-ATHLETES SINCE 1934



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