



**Great university traditions begin with the bond that unites students with their professors and classmates.**

**Casual and social interactions grow into shared experiences that create lifelong friendships, lasting memories and loyal commitment to one's alma mater.**

**A top priority at Florida Atlantic University is to provide programs, places and experiences that will heighten the traditional university experience.**

FAU's Residence, Recreation & Retail Initiative

**Innovation Village will offer unique opportunities for living, learning, dining, shopping, having fun and building traditions.**

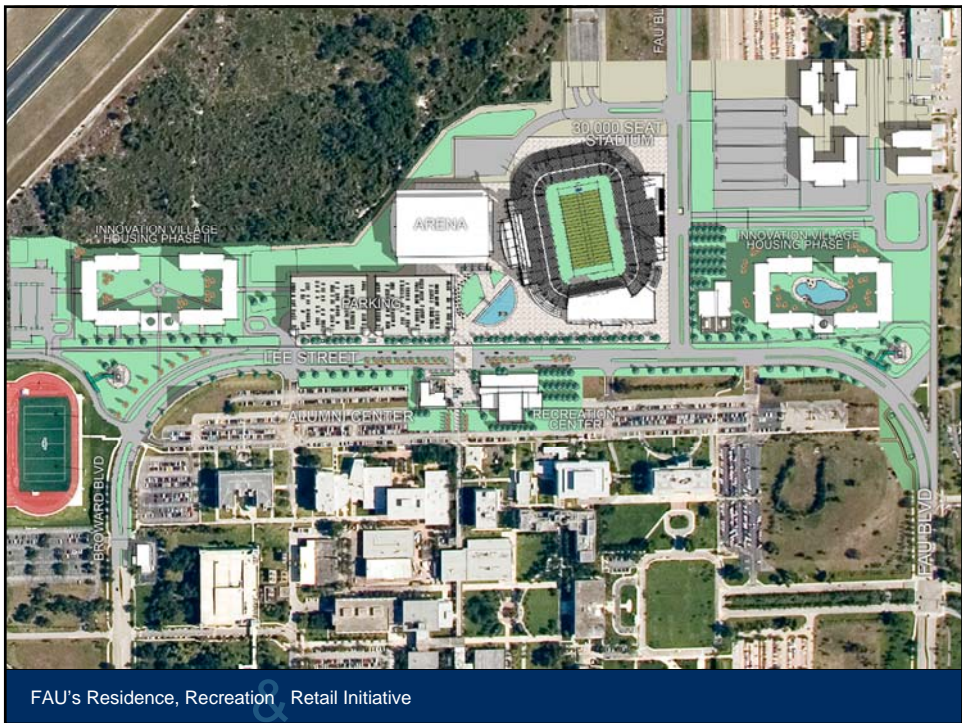


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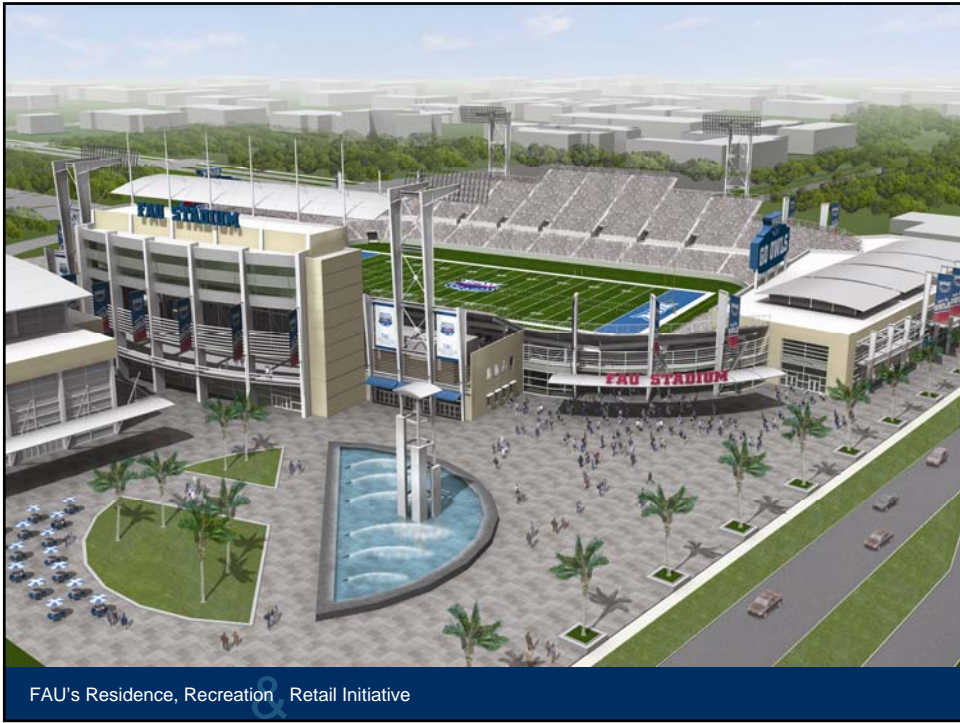
**The Boca Raton campus' central Breezeway will serve as the gateway to Innovation Village — connecting it with the student recreation/fitness center and the Marleen & Harold Forkas Alumni Center.**



FAU's Residence, Recreation & Retail Initiative







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## BRING IT HOME

THE CAMPAIGN FOR FAU STADIUM

FLORIDA STATE UNIVERSITY  
INNOVATION

VILLAGE

BRING IT HOME

### FAU Football

- Reached Division I-AA semifinals faster than any other football team in history; Ranked #4 in the nation
- Advanced to Division I-A competition in fourth season
- Defeated Hawaii in fourth season
- Defeated Minnesota in seventh season (first Sun Belt team to beat a Big Ten powerhouse)
- Competed against Connecticut, Kansas, Oklahoma State, Louisville, Minnesota, Clemson, Kansas State, South Carolina, South Florida, Kentucky, Hawaii and the national champion Florida Gators
- Scheduled Texas, Michigan State and Nebraska for future games
- Named the 2007 Sun Belt Conference Champions, defeating Troy 38-32
- Made NCAA history as youngest team to clinch a Bowl berth; made history again as youngest team to win a Bowl

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# BRING IT HOME

THE CAMPAIGN FOR FAU STADIUM

FLORIDA STATE UNIVERSITY  
**INNOVATION**

**VILLAGE**  
GOING TO HOME

## Goals of FAU Football:

- Bring the Owls home by raising the funding necessary to break ground for FAU Stadium
- Repeat as Sun Belt Conference Champions
- Repeat as New Orleans Bowl Champions
- Bring home more wins against nationally ranked, non-conference teams
- Bring FAU Football home in 2010 to FAU Stadium on the Boca Raton campus before a sell-out, standing-room-only crowd of 30,000 fans as the Owls host Michigan State

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FLORIDA STATE UNIVERSITY  
**INNOVATION**

**VILLAGE**  
BRING IT HOME

## Timeline:

- Fall 2007 - Board of Trustees approves FAU Stadium
- Fall 2007 - *Bring It Home* campaign launched for fundraising, naming rights and sponsorship
- Spring 2008 - Stadium architect/engineers selected  
- Design phase begins  
- Credit provider selected for financing
- Fall 2008 - Florida Board of Governors gives approval for financing plan
- Spring 2009 - Groundbreaking
- Fall 2010 - **OPENING DAY** against Big Ten powerhouse Michigan State University

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# BRING IT HOME

FAU's Residence, Recreation & Retail Initiative



## BRING IT HOME

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FLORIDA ATLANTIC UNIVERSITY  
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### Four Ways to Participate:

- Naming opportunities through philanthropy
- Marketing and sponsorship opportunities to achieve recognition for your company or organization
- Owl Club membership to enhance funding for scholarships and athletic operations
- Preferred seating options that include suites, club seats and priority seating

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# BRING IT HOME

THE CAMPAIGN FOR FAU STADIUM

FLORIDA ATLANTIC UNIVERSITY  
**INNOVATION**

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## Naming Opportunities:

- Stadium \$20 Million
- Innovation Village \$5 Million
- Field \$5 Million
- Clock Tower \$3 Million
- Press Box \$3 Million
- Scoreboard \$3 Million
- Family End Zone \$3 Million
- Stadium Boulevard \$3 Million
- Plaza \$2 Million
- Bronze Owl Sculpture \$1 Million
- Four Cornerstones \$1 Million / each
- Club Level \$500,000
- Training Room \$500,000

- Concourse East/West \$250,000 / each
- Four Entrances \$250,000 / each
- Recruiting Theatre \$500,000
- President's Suite \$250,000
- Press Room \$250,000
- FAU Locker Room \$250,000
- Visiting Locker Room \$150,000
- ~~Director of Athletics Suite \$100,000~~ NAMED
- ~~Head Coach Suite \$100,000~~ NAMED
- Broadcast Booth \$100,000
- Wall of Recognition \$100,000
- Plaques \$25,000 / each
- Concession Area (4) \$50,000 / each
- Ticket Booth (4) \$50,000 / each
- Elevators (2) \$50,000 / each
- Home Lockers (70) \$5,000 / each

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# BRING IT HOME

THE CAMPAIGN FOR FAU STADIUM



## Sponsorship and Marketing Opportunities

- Naming of FAU Stadium
- Media
- Inner bowl:
  - Scoreboard
  - LED sideline fascia
  - Inner bowl signage
  - In-game advertising and promotions
- Concourse
- Exterior signage
- Other advertising (vending deals, events, web sites, etc.)
- Telecommunications sponsorship
- Beverage pouring rights
- Automobile
- Hospital/Insurance/Healthcare

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THE CAMPAIGN FOR FAU STADIUM

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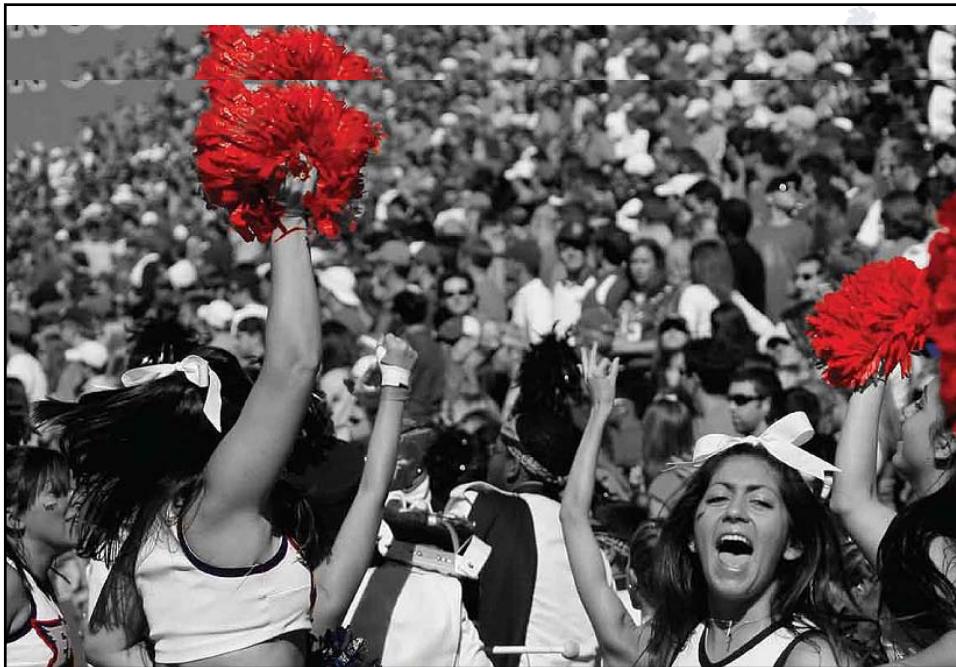
**VILLAGE**  
GOING TO HOME

## Owl Club Membership

The Owl Club provides operational funding that is vital to each of FAU's 18 Division I intercollegiate sports. Owl Club members give annually to provide financial assistance for scholarships, academic support, uniforms, equipment, team travel and other critical areas.

- The 94 Club           \$25,000
- Director's Club       \$12,500
- Coach's Club         \$5,000
- Varsity Owl           \$2,500
- Blue Owl             \$1,000
- Red Owl              \$500
- Silver Owl            \$250
- Burly Owl             \$100

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# BRING IT HOME

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FLORIDA ATLANTIC UNIVERSITY  
**INNOVATION**

**VILLAGE**  
GROWING IN HEIGHTS



## Premium Seating

### Suites

20 luxury suites in FAU Stadium are being planned to include 18 seats and standing room for an additional six fans, plus tickets and parking.

Suites may be leased as follows:

- 7-year lease \$45,000 annually
- 5-year lease \$50,000 annually
- 3-year lease \$55,000 annually

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# BRING IT HOME

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FLORIDA ATLANTIC UNIVERSITY  
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GOING TO HOME

## Premium Seating

### Club Seats

1,000 Club Seats in FAU Stadium will provide chair back seating, access to The Club and seat tickets. Lease terms:

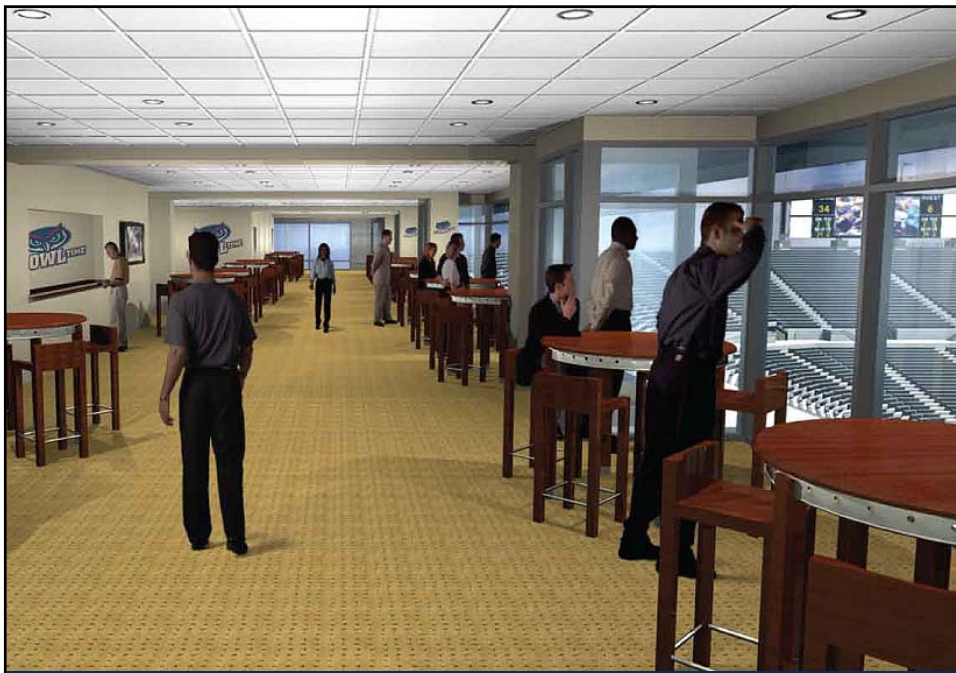
- \$1,750 per seat annually
- 3-year minimum term
- \$1,000 deposit

### Priority Seats

Priority Seats in FAU Stadium will provide fans with chair back seating. Lease terms:

- 3-year minimum term
- One-time gift of \$250 or more to FAU Stadium is required
- Annual membership at a minimum level of \$500
- Annual cost of tickets

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FLORIDA ATLANTIC UNIVERSITY

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