



## 2019 Seating Details

### OVERVIEW

Our objective over the next 15-months is to personally engage every Trojan Athletic Fund (TAF) member and provide seating options that best suit each member's needs. In order to efficiently reach every member in this timeframe, there will be two simultaneous campaigns:

#### *"Champions" Campaign*

Scholarship Club Tower, Scholarship Club, Committee, Cardinal & Gold Premier

#### *"Leaders" Campaign*

Cardinal & Gold / Women of Troy, Trojan Club

The following information details how campaign engagement and seat selection will take place for each TAF member. Keep in mind, seat selection priority will be determined by current membership level and lifetime giving to USC Athletics.

### ENGAGEMENT

Each TAF member will receive an email notification in advance of their Engagement Period as illustrated in the timeline below. The Engagement Period will consist of the following:

- 1 Personal phone call from your TAF representative
- 2 Invitation to visit the Coliseum Renovation Preview Center
- 3 Opportunity to commit to 2019 TAF seats and corresponding Coliseum Restoration Gift

### SEAT SELECTION

Members will have the opportunity to select their 2019 TAF seats through an online selection process at the completion of their respective Engagement Period. Seat selection order within each membership level will be determined by lifetime giving to USC Athletics among members who have committed to a Coliseum Restoration Gift. Seat selection will be similar to the existing season ticket online upgrade process.

Members may only select seats within their current membership level and the corresponding sections as indicated on the 2019 seating map. For example, a current Cardinal & Gold member may only select seats within the designated Cardinal & Gold sections. Please reference the FAQ section for more information regarding membership upgrades.

### *"Champions" Campaign*

TAF Membership Level	2017												2018		
	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL
Scholarship Club Tower	Engagement Period														
Scholarship Club			Engagement Period												
Committee					Group 1		Group 2		Group 3		Group 4				
Cardinal & Gold Premier													Engagement Period		

### *"Leaders" Campaign*








TAF Membership Level	2017												2018		
	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL
Cardinal & Gold/ Women of Troy	Group 1			Group 2			Group 3			Group 4					
Trojan Club													Engagement Period		

Engagement Period

All campaign timelines subject to change

Note: Due to the large number of Committee and Cardinal & Gold / Women of Troy members, we have divided these membership levels into four groups based on lifetime giving to USC Athletics

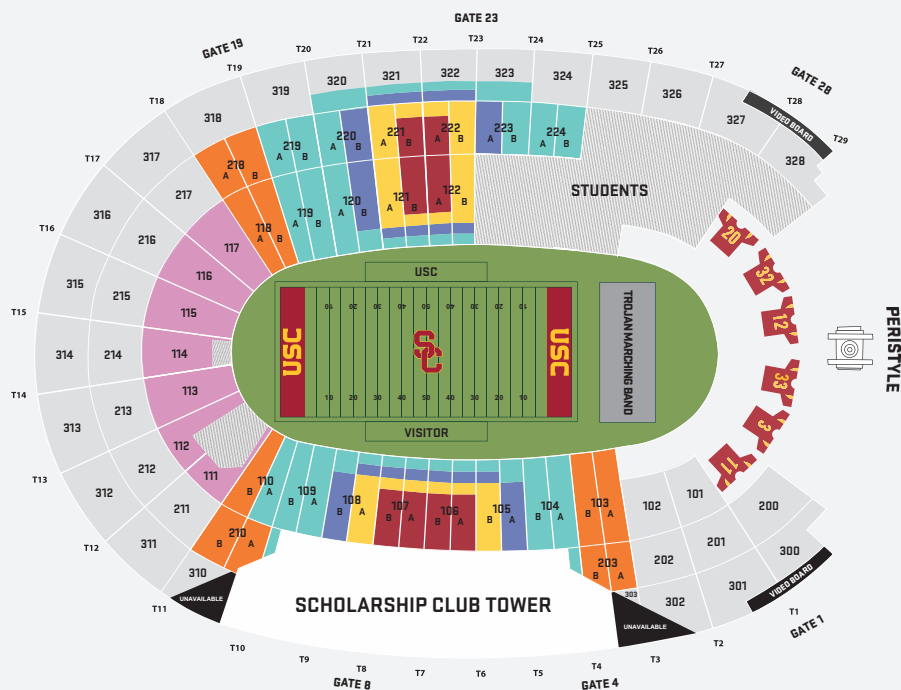
## 2019 Trojan Athletic Fund Seating Map

2019 TAF Membership Level	Map Color <sup>†</sup>	2019 TAF Annual	Maximum TAF Seats	Coliseum Restoration Gift*
Scholarship Club		\$50,000 \$30,000 \$20,000	12 8 8	\$6,000
Committee		\$10,000	6	\$3,000
Cardinal & Gold Premier		\$5,500	4	\$1,500
Cardinal & Gold/ Women of Troy**		\$3,000 \$2,500 \$2,000	4	\$500
Trojan Club (North & South)		\$1,000 \$500 \$200	4	\$100
Trojan Club (West)		\$200	4	N/A
General Seating		N/A	N/A	N/A

<sup>†</sup>TAF membership seating boundaries subject to change

\*Coliseum Restoration Gift per seat amount

\*\*Cardinal & Gold / Women of Troy includes Junior (ages 31-35) and Freshman (age 30 and younger)



### Answering Your Questions...

#### Will Trojan Athletic Fund members have an opportunity to select a seat location within a different membership level?

Every Trojan Athletic Fund member has the opportunity now to upgrade their membership level and be considered for selection in that new membership group. For example, if you are a Cardinal & Gold member who would like seats in the 2019 Committee designated areas, we encourage you to join Committee this year to be contacted with other Committee members when their selection process begins. The priority ranking of lifetime giving to Athletics would still apply when selecting seats among other Committee members.

#### When will my annual Trojan Athletic Fund membership dues increase?

USC Athletics will not raise annual membership dues prior to the 2022 football season. Annual membership dues have not been raised since the 2005 season.

#### What is a Coliseum Restoration Gift?

A Coliseum Restoration Gift is a one-time gift associated with certain priority seats. These gift amounts were determined based on construction costs only associated with stadium seating enhancements, not the construction of The Scholarship Club Tower. Restoration gifts are payable over four years and have the same tax deductibility characteristics as an annual TAF membership.

#### What is the Coliseum Renovation Preview Center?

The Coliseum Renovation Preview Center is a facility located outside the peristyle that allows TAF members to visualize new amenities and conceptualize the future game-day experience. A mock section, complete with seats, cup holders and additional legroom, lets TAF members personally experience the 2019 enhancements. Each TAF member will be invited for a personal tour and have the opportunity to learn more about the renovation, ask questions and consider various seating options.

#### I have sat with friends for many years in the Coliseum. Will we be able to continue to sit together after the renovation is complete?

We will do our best to keep groups of friends together; however, every member will need to meet the required minimum annual membership and Coliseum Restoration Gift amount designated for that seating section.

#### How does this renovation affect LegaSC members?

In recognition of their endowed gift, LegaSC members will continue to retain an annual credit for their membership. All LegaSC members will be required to meet the minimum Coliseum Restoration Gift amount to select priority TAF seating. If LegaSC members do not wish to contribute a Coliseum Restoration Gift, USC Athletics will designate seats in the LegaSC sections located on the north side of the Coliseum.

#### What is the new seating configuration, including the re-numbering of sections, rows and seats?

The new seating configuration will feature three levels of seating: 100, 200 and 300. We will no longer feature a H (high) or L (low) seating distinction. Rather, sections split in half with the addition of a new aisle will be distinguished as A and B. A will always be on the right side of the section when looking toward the field, B on the left. All sections, including A and B sections, will begin with seat number 1 on the right when looking toward the field.

#### Will some TAF members have temporary seat locations for the 2018 season?

Yes. The construction of The Scholarship Club Tower begins in 2018 and will require moving the seats of affected TAF members. We will work individually with these members to ensure they are provided seating options for the 2018 season.