

2023-24 Membership Guide



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A Message From Cal Athletics

Cal Family,

We are incredibly thankful for your support of our 850+ student athletes. Your generosity makes it possible for our Golden Bears to receive a world class education from the #1 public university in the world while also competing at the highest level. The achievements of our student-athletes in the classroom and in competition are a direct result of your unwavering commitment - we would not be where we are today without you.

To date, we have raised \$330 million during *The Light the Way Campaign*. With just a few months remaining, we are within striking distance of our \$350 million goal. We remain committed to our three bold goals (exceptional student-athlete experiences, team and individual competitive success, and attracting and retaining the best people to serve our student-athletes) which have guided our priorities and shaped the enhancements we have made to our department. During the last ten years of this campaign, the Cal community's support has made it possible for us to increase the number of scholarships from 179 to 221, build new facilities like the Legends Aquatic Center, and launch critical student-athlete resources such as The Cameron Institute. Support from you, our Cal family, has been instrumental in our success as an athletic department and ensures our student-athletes have the world-class experience they deserve.

As we navigate the ever changing landscape of college athletics and the existential threats that lie ahead, one thing is clear - your support is needed now, more than ever. Whether it's making a gift to the sport or program you love, engaging with our student-athletes at events or as mentors, or buying tickets and cheering on our teams - you are helping keep the spirit of Cal Athletics alive.

Thank you for being a Cal Athletics Fund member. Enclosed in this guide is information about your benefits and the unique experiences you have access to. This guide also includes information on ticketing, premium seating, and ways to further support our Golden Bear student-athletes.

I hope as you read through this guide, you consider renewing your membership to support Cal Athletics and our outstanding student-athletes.

Go Bears!

Beth Tafolla-Voetsch
Senior Associate Athletics Director, Development;
Chief Development Officer

YOUR IMPACT

Laying the foundation for success in competition and in life.

Our 850+ student-athletes and 30 athletic programs rely on support from generous donors like you to compete at the highest level. Your support makes an immediate impact in providing the resources needed to generate top rated experiences and opportunities such as scholarships, wellness and nutrition offerings, student-athlete support services, facility enhancements, team travel accommodations and more.



2023-24 Membership Levels & Benefits

For questions, contact the Cal Athletics Fund at:

(510) 642-2427

calathleticsfund@berkeley.edu

LEVELS		CAL CLUB	OSKI CLUB	BEAR CLUB	GOLDEN C CLUB	COACHES CLUB	ANDY SMITH CLUB	PAPPY WALDORF CLUB	SCHOLARSHIP CLUB
GIFT		\$100	\$250	\$600	\$1,200	\$2,500	\$5,000	\$10,000	\$25,000+
CAF MEMBERSHIP CARD*	Welcome Packet								
	Football Tailgate Access ¹								
	Cal Sports Pass								
	Cal Sports Quarterly Digital Access								
	Cal Sports Quarterly Mailed Version								
	Thank You Luncheon Invitation								
	Football Parking								
PREMIER CAF MEMBERSHIP CARD**	Men's Basketball Hospitality								
	Men's Basketball Parking								
	Hospitality Guest Passes ²								
	Invitation to Scholarship Banquet								
	Named Scholarship ³								

1. Football tailgate access is up to two individuals. Children 10 and under are free.
2. Hospitality guest passes are available for Cal football tailgate and Cal men's basketball hospitality.
3. Unique experiences such as a named scholarship are available with a four-year pledge.

* Membership cards are included starting at the Oski Club level.
 ** Premier membership card includes exclusive access to promotions, special events, and more.

WAYS TO SUPPORT

Cal Athletics offers a variety of ways to support our 850+ student-athletes, 30 sports, and student-athlete development programs.

Cal Athletics Fund

The primary mission of the Cal Athletics Fund is to ensure that all our student-athletes' scholarship needs are met. When you contribute to this unrestricted fund, you directly impact the financial aid packages and academic support services crucial to our student-athletes' success.

Campaign for Athletics Excellence

Cal strives to be the model of comprehensive excellence in intercollegiate athletics. Our vision focuses on three priorities: team and individual competitive success, exceptional student-athlete experiences, and attracting and retaining the best people. To continue to build a program of sustained excellence, our goal is to raise \$350 million in resources by December 2023 as part of the UC Berkeley campus-wide campaign – *Light the Way*. To date, Cal Athletics has raised \$330 million.

Sport-Specific Giving

Donors can designate gifts to support the operations of a specific sport. These gifts may go towards equipment, team travel, performance nutrition, academic resources, and more that help our student-athletes excel athletically and academically.

Athletic Endowments

By establishing an athletic endowment, you will provide Cal Athletics a lasting stream of income that supports our programs and enhances the student-athlete experience for future generations of Golden Bears. Endowment opportunities exist for sports, scholarships, and coaching positions.

Diversity, Equity, Inclusion, Belonging and Justice (DEIBJ)

The DEIBJ office aims to Educate, Celebrate, and Accelerate the value of every person in and associated with Cal Athletics by providing resources for listening sessions, heritage celebrations, and leadership development.

Athletic Director's Excellence Fund

The Athletic Director's Excellence Fund supports initiatives and strategic opportunities integral to the success, growth, and overall improvement of Cal Athletics and its student-athletes. Decisions on fund usage are at the discretion of Director of Athletics.

Cameron Institute for Student-Athlete Development

Cal Athletics, along with C. Bryan Cameron, established the Cameron Institute for Student-Athlete Development. This advanced program takes a holistic approach to developing our student-athletes – providing support in areas for career development, community engagement, and mental performance & leadership development.



METHODS OF GIVING

Gifts to the Cal Athletics Fund can be made year-round. If you have an interest in membership benefits for 2024-25, please make a gift prior to June 30, 2024. For more information on how to make gifts to Cal Athletics, visit calathleticsfund.com/make-a-gift.



Gift by Check

Please make your check payable to the *UC Berkeley Regents* and send it to: **Cal Athletics Fund, 195 Haas Pavilion, Berkeley, CA 94720-4422**



Online Gift

Please visit calbea.rs/give-2024



Gift by Publicly-Traded Securities

UC Berkeley accepts publicly-traded securities as gifts. Members who want to make a gift of publicly-traded securities are encouraged to transfer their gift to UC Berkeley Foundation's brokerage accounts. A transfer form is necessary for completion of a securities gift.

For the transfer form and to make a publicly traded securities gift, please call (510) 642-6791 or contact givesecurities@berkeley.edu.



Gift via Wire Transfer to UC Berkeley Foundation

Wire transfers are most commonly used for gifts made from outside the United States. Please alert UC Berkeley Gift Services if a wire transfer has been made. Automated Clearing House (ACH) transfers can be sent only from domestic banks, and a unique routing number must be used for ACH transfers: 121000358. ACH transfers will not work from international banks.

For additional support with a wire or ACH transfer, please contact gifthelp@berkeley.edu or call (510) 643-9789.



Gifts-in-Kind

Donating tangible personal property is a popular and useful way to support Cal Athletics. To determine if your item is appropriate as a gift-in-kind, please contact University Development and Alumni Relations (UDAR) at (510) 642-6791 or email giftinkind@berkeley.edu.



Corporate and Foundation Philanthropy Match

UC Berkeley offers gift-matching through its strategic partnerships with corporations and foundations. To see if your company or foundation will match your gift, go to give.berkeley.edu/faq and scroll down to the "Employer Matching Gift Search" section.

For questions regarding corporate and foundation matches, contact matchinggifts@berkeley.edu or call (510) 643-9789.



Legacy Gifts

Legacy gifts offer creative and flexible ways for you to pursue your financial and charitable planning goals while creating a large and lasting impact on Cal Athletics. Legacy gift options include bequests, publicly traded securities, business interests, charitable remainder trusts, retirement plans and charitable gift annuities. For information on how to leave your legacy, please contact the Cal Athletics Fund.



Leaving Cal in your Estate

Support Cal Athletics highest priorities, programs, and student-athletes by leaving Cal in your estate plans. Consider giving all of or a portion of your assets, such as property and investments. The proceeds from the sale of your estate assets will be used to support the area(s) you designate. For more information about leaving Cal in your estate, go to planyourlegacy.berkeley.edu.



Tax Information Reminder

All gifts and contributions that involve the right to purchase tickets for our athletic events are not deductible for federal income tax purposes. Please verify this with your own tax advisors. Neither UC Berkeley Foundation, University of California, Berkeley, nor Cal Athletics Fund is permitted to provide tax advice.

PRIORITY POINTS

What Are Priority Points?

Cal Athletics uses a priority points system to equitably assign donor and season-ticket benefits. While your annual giving level determines the benefits received, priority points are used to rank patrons receiving those benefits. These points determine items such as season-ticket locations, parking lot locations, and single-game or postseason ticket locations.

Points can be earned with a donation of \$100 and above to Cal Athletics or with the purchase of season tickets through a formula that also includes alumni and letterwinner points.

All priority point totals have been refreshed as of July 1, 2023 and are updated regularly throughout the year.

View Your Priority Points

To view your priority point total, log into your Cal Athletics ticket account via CalBears.com/ViewMyPoints.

CATEGORY	DESCRIPTION
Consecutive years of season tickets	Consecutive years of season tickets purchase runs through the 2020-21 season as files for the 2022-23 season have not been closed.
Consecutive years of donations (5 points per year)	Minimum gift at Cal Club level (\$100) to receive credit
Current year of giving (1 point per \$100)	Gifts July 1, 2023 through June 30, 2024
Lifetime giving (1 point per \$200)	Gifts prior to July 1, 2023
Volunteer/bonus points	Contact Cal Athletics Fund for details about upcoming opportunities to volunteer or receive bonus points at (510) 642-2427.
Alumni (5 points/10 points max with spouse)	Degrees must be verified with campus – proof of marriage required
Cal Athletics letterwinners (5 points/10 points max with spouse)	Letter must be verified with Big C Society – proof of marriage required



CAL ATHLETICS TICKETING INFORMATION

How to Purchase Tickets

To purchase tickets to Cal Athletics games and matches, or if you have any ticketing questions, please contact the **Gold Standard Service Team at (800) GO BEARS (462-3277) and press option 1.** Their team can assist with ticket purchases, seat upgrades and premium options for football and men's and women's basketball.

Other Ticketed Sports

In addition to football and men's and women's basketball, Cal Athletics offers ticketed admission to the following sports:

- Baseball
- Women's Gymnastics
- Rugby
- Men's Soccer
- Women's Soccer
- Softball
- Volleyball
- Men's Water Polo

Cal Athletics Fund members at the Oski Club level and above will have access to an annual membership card that also serves as a *Cal Sports Pass*, granting

access to the eight ticketed sports listed to the left. To redeem, please show your membership card at the box office to pick up your ticket. If you wish to purchase additional tickets, contact the **Gold Standard Service Team** or visit the game day box office.

Non-Ticketed Sports

Cal Athletics offers free admission to 15 of its sports. No ticket is necessary to enter and enjoy these events:

- Beach Volleyball
- Cross Country
- Field Hockey
- Men's Golf
- Women's Golf
- Men's Gymnastics
- Lacrosse
- Men's Rowing
- Women's Rowing
- Men's Swimming & Diving
- Women's Swimming & Diving
- Men's Tennis
- Women's Tennis
- Track & Field
- Women's Water Polo



GAME DAY HOSPITALITY

Football

Cal Athletics Fund members at the Oski Club level and above (\$250+) have access to the CAF Football Pregame Tailgate. This space offers our supporters the opportunity to sit down and mingle with fellow fans, coaches, student-athletes, and alumni. Each game features unique programming, such as remarks from the Director of Athletics and appearances from Oski, the Cal Marching Band, and other members of the Cal Community! Complimentary game day fare will be provided. Beverages are available for purchase.

To gain entry for you and a guest, show your 2023-24 Cal Athletics Fund membership card at the check-in table. The tailgate opens three (3) hours prior to kickoff.

Premier Card holders will receive additional benefits at our CAF Football Pregame Tailgate. Benefits include complimentary beverages and exclusive promotions.



Men's Basketball

Cal Athletics Fund members at the Coaches Club level and above (\$2,500+) have access to Haas Club Room pregame and halftime hospitality for all men's basketball home games. Supporters are able to enjoy complimentary snacks and a cash bar while mingling with fellow Cal fans prior to tipoff and during halftime.

At selected home games, we will be offering upgraded fare with additional premium offerings for our members to enjoy.

Prior to the start of the men's basketball season, our premier card holders (Coaches Club level and above) will receive their digital passes to Haas Club Room for the year. To gain entry into the hospitality area, please show your pass at the door.

PREMIUM GAME DAY HOSPITALITY

California Memorial Stadium features premium hospitality clubs and locations throughout the stadium. For more information regarding availability and pricing of Premium Club Seating, please contact our team at **(800) GO BEARS (462-3722)** and press option 2.

Field Club

An upscale club with a “sports bar” feel, the Field Club provides fans with the closest premium seats to the playing field. The club space features a private bar area, flat screen TVs and private club restrooms throughout the lounge area.

7th Floor Suites

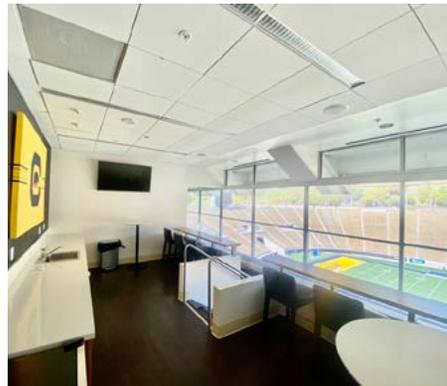
Located on the press level (7th floor), the 7th Floor Suites include two upscale suites for groups of 20. The **Champion Suite** at the 35-yard line has hosted donors and corporate clients since the club spaces opened in 2012, and the **Gridiron Suite** at the south end now offers another private, atrium-style space with a 270-degree view of the playing field and Bay Area.

Strawberry Canyon Terrace

Located at the top of Section Q, the Strawberry Canyon Terrace comprises of two suites that look out over the Southeast corner of Memorial Stadium from a deck that extends directly from the top of the East Rim. The recommended group size for these spaces is 15, but each suite can fit up to 20 guests.



South Endzone Terrace



Champions Suite



Strawberry Canyon Terrace



University Club

South End Zone Terrace

The South Endzone Terrace consist of three suites, each available for private group reservations, with space able to accommodate between 15-20 guests. These suites contain a variety of chairs, tables, and deck furniture, and are located where sections MM and M lead out into the South End Zone.

7th Floor Suites, Strawberry Canyon Terrace, and South End Zone Terrace offer advancing ordering from an expansive menu from our catering partner Levy Restaurants. In addition, these premium locations offer select access to club hospitality in the stadium tower on game days.

Stadium Club

Sitting between the 30-yard lines and located on the fourth floor of the stadium tower, the Stadium Club offers fans great comfort with views to match. Fans in this club receive complimentary catered food and beverages, including alcoholic beverages.

University Club

Our most exclusive and highest premium offering, the University Club provides guests with stunning views of both the game and the San Francisco Bay Area. Members in this club are provided with all-inclusive food and beverage.

EVENTS & EXPERIENCES

The Cal Athletics Fund hosts over 100 sport-specific and signature events per year. These events give our supporters the opportunity to meet with Cal coaches and student-athletes, hear firsthand updates and insights from department leadership, and come together with fellow fans to celebrate all Cal has to offer.

For more information about events, visit calathleticsfund.com/caf-events.

Cal Athletics Fund Events

- Away Game Tailgates & Home Game Hospitality
- Student-Athlete Meet & Greets
- Exclusive Team Events
- And many more!



Aquatics Gala



Away Game Tailgates



Regional Bear Territory Events

SIGNATURE EVENTS

The Cal Athletics Fund hosts several signature events throughout the year that offer members the chance to interact with our coaches, student-athletes, and staff. These events showcase the impact and importance of our members' generosity on our athletics department.

Cal Athletics Coaches Caravan Series

The Cal Athletics Coaches Caravan Series is a year-long event series that takes our head coaches on the road to a city near you! These fun, celebratory events give fans, supporters and alumni the opportunity to hear directly from our head coaches and learn what their upcoming seasons have in store.

Scholarship Banquet

The Cal Athletics Annual Scholarship Banquet is a festive celebration that honors the generosity of our scholarship supporters and the impact they have on providing well-rounded student-athlete experiences and opportunities.



Scholarship Banquet

Thank You Luncheon & Awards Celebration

The Annual Thank You Luncheon celebrates the philanthropy of those who make the Cal Athletics student-athlete experience possible. This lively event features a program honoring the generosity of Cal Athletics donors with keynote speakers and recognition awards. All members at the Golden C Club Level (\$1,200+) are invited to attend.

Cal Athletics Hall of Fame Induction Gala

Each year, Cal Athletics, in partnership with The Big C Society® inducts an exceptional class of student-athlete alumni from our varsity sports into the California Athletics Hall of Fame. This gala is a celebration of these remarkable individuals, who are highly regarded for their team achievements and/or prolific individual contributions to their sport and program.



Thank You Luncheon & Awards Celebration

MEET THE TEAM

Administration

Beth Tafolla-Voetsch
Senior Associate Athletics Director,
Development; Chief Development Officer



Leadership Giving

Adam Brooks
Assistant Athletics Director,
Leadership Giving

Willie McHargue
Senior Director of Development,
Leadership Giving

Ashton Clarke
Director of Development,
Leadership Giving

Tiffany Macon
Director of Development,
Leadership Giving

Lindsey Webster
Director of Development,
Leadership Giving (Southern California)

Devin Shallowhorn
Associate Director of Development,
Leadership Giving

Krissy Miyahara
Development Analyst

Leadership Annual Giving & Alumni Relations

Maggie Johnson
Assistant Athletics Director, Leadership
Annual Giving & Alumni Relations

Alex Mirante
Director, Leadership Annual Giving

David Gilreath
Associate Director,
Leadership Annual Giving

Billy Miller
Associate Director,
Leadership Annual Giving

Marc Pugeda
Associate Director, Alumni Relations

Donor Engagement & Special Events

Anthonia Edgren
Assistant Athletics Director,
Development

Heather Rapp
Associate Director, Donor Engagement
& Special Events

Jonathan Chew
Associate Director, Donor Engagement

Emily Hicks
Assistant Director, Donor Engagement -
Stewardship

Blake McDonald
Development Associate





NCAA COMPLIANCE INFORMATION

Boosters play a role in providing student-athletes with a positive experience through their enthusiastic efforts. They can support teams and athletics departments through donations of time and financial resources which help student-athletes succeed on and off the playing field. Boosters play an integral role in the success of our Athletics Department. However, the NCAA has specific guidelines on how boosters may interact with Cal student-athletes.

What is a Booster?

Under NCAA rules, a representative of the institution's athletics interests ("booster") is any individual, independent agency, corporate entity or any other organization that has:

- Made any type of contribution to the Cal Athletics Department or athletics booster organization. This includes providing a donation in order to obtain season tickets
- Joined a Cal booster club or any sport-specific support group
- Provided benefits to a prospective or enrolled student-athletes or their families
- Assisted, in any manner, in the recruitment of a prospective student-athlete
- Participated as a varsity student-athlete at the University of California, Berkeley
- Is the parent or legal guardian of an enrolled student-athlete
- Promoted the Cal Athletics program in any way

Once an individual is identified as a booster, they retain that identity forever.

As a Booster you CANNOT

- Participate in the recruitment process for Cal prospective student-athletes, including making contact or communicating with a prospect (9th grade and above/ 7th grade for men's basketball and softball)
- Provide a prospective or current student-athlete and/or families with an extra benefit (i.e. any gift or arrangement provided to a student-athlete, prospect, and/or their families that is not available to the general student population). Examples of extra benefits are loans, money, co-signing a note, use of an automobile, tickets, clothing, use of a credit card, meals, etc.
- Serve as a "sponsor" for a student-athlete or prospect or their family

It is permissible for a booster to employ a student-athlete as long as they are paid the going rate for work actually performed. Contact the Compliance Office for pre-approval before beginning employment.

Ask Before You Act

As a member of the NCAA, the University of California, Berkeley, is responsible for the actions of its coaches, student-athletes, faculty and staff, alumni, donors, boosters, and friends. Boosters involved in NCAA violations may lose benefits and privileges associated with the athletic program (e.g. ticket privileges or priority seating).

Always remember to **ASK BEFORE YOU ACT.**

Name, Image, and Likeness (NIL)

The NCAA recently adopted updated rules and regulations which granted student-athletes the ability to receive compensation from sources outside their institution for the use of their name, image and likeness (NIL). Cal student-athletes may now earn compensation from sources outside of UC Berkeley as a result of NIL rule changes – subject to institutional policies and applicable state law.

Cal boosters may participate in NIL activities involving student-athletes, provided they adhere to NCAA extra benefit legislation. NCAA pay-for-play and extra benefit rules continue to apply in the NIL environment. Therefore, student-athletes may not receive compensation or accept a promise of compensation for participation in their sport (e.g., may not receive compensation unrelated to a legitimate NIL or employment activity). Prior to engaging in any NIL activity with a current Cal student-athlete, you must notify the Cal Athletics Compliance Office your intention to do so.

Note: As stated by the NCAA, third-party NIL groups or businesses often referred to as "collectives" and those individuals associated with them, are defined as Boosters. As such, collectives or those associated with collectives cannot be involved in the recruiting process of prospective student athletes. Boosters also cannot guarantee NIL deals for prospective student athletes or use them as recruiting inducement. Cal Athletics staff and coaches cannot be involved in any aspect of a collective's operation, nor can they be involved in securing NIL deals for current or prospective student-athletes.

For questions regarding NCAA compliance, please contact the Cal Athletics Compliance Office at (510) 643-9039 or reach out to the Cal Compliance Office below:

Justin DiTolla | Associate Athletics Director, Compliance & Student Services
Contact: jditolla@berkeley.edu • 510-642-5249

CONGRATULATIONS

TO OUR 2022-23 TEAM

NATIONAL CHAMPIONS!



Men's Water Polo



Men's Swimming & Diving



Men's Rowing

Cal Athletics Fund • 195 Haas Pavilion, Berkeley, CA 94720
(510) 642-2427 • calathleticsfund@berkeley.edu
calathleticsfund.com • Twitter @CalAthFund