



2021-22
MEMBERSHIP GUIDE



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Clockwise from top left: Eloise Riley, Emily Gantriis, Isabel Ivey and Elise Garcia Women's Swimming & Diving • 2021 National Champion • 200 Free Relay

FROM THE DIRECTOR OF ATHLETICS

TO OUR CAL FAMILY,

On behalf of the hundreds of student-athletes, coaches and staff, thank you for your tremendous and generous support as we continue to strive for academic and athletic excellence. Our success would not be possible without your dedication. You provide our athletics department with the critical resources to allow us to invest in our student-athletes and continue our mission to *Educate, Compete, Serve and Excel – Developing Leaders of Tomorrow.*

Time and time again, especially this past year, you have stepped up when our student-athletes and coaches have needed it the most. Even as the pandemic continued, with your dedicated support, we were able to provide all 850+ student-athletes and 30 sports the opportunity to thrive in the classroom and compete for championships – creating the best student-athlete experience possible at the top public university in the world.

As members of the Cal Athletics Fund, you are part of a special group of devoted and loyal supporters. Enclosed in this guide are your benefits as a member, along with opportunities for experiences – such as meeting coaches, interacting with student-athletes, and catching up with Cal alumni. Additionally, information regarding ticketing, premium hospitality and signature events are included as well.

I am delighted to welcome you back to our campus and events this fall, and I look forward to seeing you in the stands cheering on our Golden Bears. I hope, as you read through this guide, you consider making a gift and renewing your membership to reinforce your support of our student-athletes, sports and programs as we strive to be a model of comprehensive excellence in intercollegiate athletics.

Go Bears!



Jim Knowlton
Director of Athletics





YOUR IMPACT

Teaming up to reach excellence in the classroom, in competition and in the community.

Your generous support impacts more than 850 student-athletes and 30 sports as they strive to reach their maximum athletic and academic potential. As members of the Cal Athletics Fund, your contributions make an immediate impact and provide Cal the resources to create the best possible experience for our student-athletes – supporting areas such as scholarships, nutrition, equipment, athletic performance, team travel and more.

Because of you, we are able to make sure Cal continues its mission to *Educate, Compete, Serve, and Excel* – *Developing Leaders of Tomorrow* and striving for academic and athletic excellence.





42
All-Americans



385
All-Academic
Selections



8
Top-10 Finishes



26
Teams with 3.0+ GPA
in Spring 2021



3
Conference Champions
(Team)



8
National Champions
(Individual)



31
Conference Champions
(Individual)



750+
Student-Athlete
Development Sessions
Hosted by the
Cameron Institute



58
Cal Student-Athletes and
Coaches Participating in
the 2020 Tokyo Olympics



3.335
Cal Athletics
Cumulative GPA



WAYS TO SUPPORT

Cal Athletics offers a variety of opportunities to the Cal family to support our 850+ student-athletes and 30 sports.

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.

Sport Specific Giving

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

Cameron Institute

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 preparation, personal growth, leadership development, mental health and community service.

Beach Volleyball & Softball Facilities • Gender Equality

The Gender Equality campaign's goal is to build modern facilities for the beach volleyball and softball programs. These two new venues will give both teams equitable resources to enhance the student-athlete experience, compete for championships and improve academics.



Ryan Hoffer • Men's Swimming & Diving
2021 National Champion,
50 Free, 100 Butterfly, 100 Free,
200 Free Relay, 400 Free Relay

Campaign for Athletics Excellence

Cal Athletics 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 attract and retain 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 an integral part of the UC Berkeley campus-wide campaign — Light the Way.

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. To learn more about endowment opportunities, contact the Cal Athletics Fund.

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 the Director of Athletics Jim Knowlton.

METHODS OF GIVING

Gifts to the Cal Athletics Fund may be made year round. If you have an interest in membership benefits for 2022-23, please make a gift prior to June 30, 2022. 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 give.berkeley.edu/athletics



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 one of 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, retirement plans, charitable remainder trusts, charitable gift annuities, publicly traded securities and business interests. For information on how to leave your legacy, please contact the Cal Athletics Fund.



Tax Information Reminder

All gifts and contributions that involve the right to purchase tickets at 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.



Maya Bordas • Women's Gymnastics
2021 Co-National Champion, Uneven Bars



MEMBER BENEFITS

Your gifts transform the lives of our 850+ student-athletes and make an immediate impact on their Cal experience. This chart is a reference to unique opportunities and benefits tied to your giving level. Don't miss the chance maximize your Cal Athletics Fund experience!

Membership levels are determined by annual giving from the 2020-21 academic year.

For information regarding priority points, please see the next page.

Ticket Access For Purchasing

Tier 1 - first priority for tickets

Tier 2 - second priority for tickets

Tier 3 - third priority for tickets

Annual Giving Level	Tier 1	Athlete Scholarship** \$25,000+									
		Pappy Waldorf Club* \$10,000+									
	Tier 2	Andy Smith Club \$5,000+									
		Coaches Club \$2,500+									
		Golden C Club \$1,200+									
	Tier 3	Bear Club \$600+									
		Cal Club \$100+									
			Membership Benefits	Olympic Sports Pass	Football Pregame Hospitality	Cal Sports Quarterly Magazine	Invitation to Annual Thank You Luncheon	*Complimentary Football Parking	Access to Men's Basketball Hospitality Area	*Complimentary Men's Basketball Parking	**Named Annual Scholarship

As a reminder, all gifts that involve the right to purchase tickets for seating at our athletic events are not deductible for federal income tax purposes.

* Football and basketball benefits are awarded based on gifts or pledges made at the time of renewal.

** With a four-year philanthropic pledge to your chosen annual scholarship fund.

MEMBER BENEFITS

What Are Priority Points?

The 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 also 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 or with season tickets to Cal Athletics through a formula that also includes alumni and letterwinner points.

All priority-point totals have been refreshed as of July 1, 2021. Priority-point totals are refreshed periodically throughout the year.

How to 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 2018-19 season as files for the 2019-20 season have not been closed.
Consecutive years of season tickets (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, 2021 through June 30, 2022
Lifetime giving (1 point per \$200)	Gifts prior to July 1, 2021
Volunteer/bonus points	Contact Cal Athletics Fund for details about upcoming opportunities to volunteer or 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



Camryn Rogers • Track & Field
 2021 National Champion, Hammer Throw
 Olympian • Tokyo 2020



CAL FOOTBALL



Cal Athletics Fund Pregame Hospitality

As a member of the Cal Athletics Fund, you will have access to the CAF Football Pregame Hospitality – located on Maxwell Family Field in Tailgate Town. This space offers our members a chance to sit down and mingle with other fans, coaches, student-athletes and alumni. Each game will feature unique programming, such as remarks from the director of athletics and appearances from Oski, the Cal Marching Band and other special guests!

To gain entry, show your Cal Athletics Fund membership card at the entrance. The hospitality area opens three hours before kickoff. Limited snacks will be available for members and additional food, soft drinks and alcoholic beverages are available for purchase in Tailgate Town.

In-Game Hospitality

California Memorial Stadium features three premium hospitality clubs located on the west side of the stadium, opposite the Cal home bench. For more information regarding availability and pricing of Premium Club Seating, please contact our team at (800) GO BEARS (462-3722) and press option 4.

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.

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. Additionally, members will have the ability for in-seat ordering and delivery via a mobile device.





Chase Garbers
Football • Quarterback

****Mobile Ticketing****



California Memorial Stadium will be a 100% mobile-ticket venue starting in fall 2021. The exception will be for University and Stadium Club members, who will continue to receive lanyards and crickets.

Information on the mobile-ticket process and guide on how to install and utilize the California Golden Bears app will be shared once it is available, courtesy of the Cal Athletics Ticket office. Additionally, box office staff will be on-hand during football gamedays to assist all fans with mobile ticketing questions to ensure a seamless experience.

Mobile Ticketing for Football Parking

All football parking EXCEPT traffic routed* parking lots will have digital parking delivered via the California Golden Bears app. Patrons will be able to display their parking passes on their mobile device, as well as forward and transfer to friends and family. Attendants at gameday lots will scan their mobile parking pass, and provide a paper hang tag to display in each vehicle.

*Traffic routed lots are as follows: SPG, Law School Lot, Bowles, Witter, Foothill and Upper Hearst.



CAL BASKETBALL

The Golden Way (Women's Basketball Exclusive)

The Golden Way, a special and unique experience from our women's basketball team, provides members with intimate access to the team and coaches through special events. These events include postgame chalk talks, meet-and-greets with coaches and student-athletes, exclusive access to watch the team practice, and much more.

Members who make an annual gift of at least \$100 to women's basketball join the Golden Way – receiving access to exclusive benefits such as pre-game chalk talks led by assistant coaches, exclusive gear and other special events. With an annual contribution of \$500 or more, members will receive additional benefits, including exclusive Beyond the Lair postgame talks with the head coach and more.

For information on how to join the Golden Way, please contact the Cal Athletics Fund.

Men's Basketball Pregame Hospitality

The Cal Athletics Fund offers pregame hospitality space for all men's basketball home games in the Haas Club Room. Open to those who are at the Coaches Club level and above, members are able to enjoy complimentary snacks, and sit down and mingle with other Cal fans prior to tipoff. Additionally, members can enjoy unique programming featuring our director of athletics, Cal alumni and special guests.

Food, non-alcoholic and alcoholic beverages are available for purchase. Members at the Andy Smith level and above will be able to enjoy this space at halftime, as well.



Joel Brown
Men's Basketball • Guard



Leilani McIntosh
Women's Basketball • Guard

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**. They will assist with all single-game purchases and seating options at our ticketed venues. They will provide information on how to upgrade your seats and premium opportunities at Cal football, and men's and women's basketball games.

Other Ticketed Sports

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

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

As members, your CAF membership card serves as an *Olympic Sports Pass*, granting you a ticket to the eight ticketed sports above. 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 event 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
- Women's Rowing
- Cross Country
- Men's Swimming & Diving
- Field Hockey
- Women's Swimming & Diving
- Men's Golf
- Men's Tennis
- Women's Golf
- Women's Tennis
- Men's Gymnastics
- Track & Field
- Lacrosse
- Women's Water Polo
- Men's Rowing



Katarina Pantovic
Volleyball • Outside Hitter



Mitchell Scott
Baseball • Pitcher



EVENTS & EXPERIENCES

The Cal Athletics Fund offers many events throughout the year in association with our 30 sports and programs. These events showcase the best Cal has to offer to our members and community, such as providing in-depth insights from coaches, experiences and stories from student-athletes, and learning what our Cal alumni are currently achieving.

As members, you have access to these unique opportunities and experiences. For more information about our events, contact us by phone (510) 642-2427, by email at calathleticsfund@berkeley.edu or visit calathleticsfund.com/caf-events.

List of Cal Athletics Fund Events

- Away Game Tailgates & Hospitality
- Head Coach Chalk Talks & Fireside Chats
- Student-Athlete Meet & Greets
- Exclusive Team Events
- Exclusive Virtual Events
- And many more!



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, learning the impact of their generosity on our athletics department.

Scholarship Banquet

Hosted annually at California Memorial Stadium, this dinner gives our **Athletics Scholarship** level members the opportunity to connect with student-athletes and chosen scholarship honorees. Members get to hear first-hand the impact their financial support has on our student-athletes and their Cal experience.

Thank You Luncheon & Awards Celebration

Hosted annually for members in our **Golden C Club** and above, the Thank You Luncheon brings together our members along with coaches, student-athletes and staff as we celebrate Cal's accomplishments and recognize the generosity of our supporters from the year.

Student-Athlete Alumni Reunion

The Student-Athlete Alumni Reunion brings together generations of Golden Bears and reunites them on the UC Berkeley campus. We introduce our current Cal student-athletes to our alumni, where they share their experiences and stories about being a student-athlete and post-Cal life. Our reunion culminates with a celebratory pregame tailgate at a designated home football game, giving our members the ability to mingle and interact with current and former student-athletes.

Cal Athletics Fund Caravan

The Caravan is an annual event series hosted in-person or virtually covering various topics with administrators, head coaches, alumni, Pro Bears and special guests. This year's series included an in-person "Bears in the Woods" in Lake Tahoe, and virtual events with topics such as "Olympics: Blue & Gold Edition" and "Women Win."





MEET THE CAF TEAM



Beth Tafolla-Voetsch
Associate Athletics Director, Development
Chief Development Officer (interim)



Anthonia Edgren
Senior Assistant Athletics Director,
Development (interim)



Alex Romagnolo
Assistant Athletics Director,
Leadership Giving Team Lead (interim)



Matthew Honerkamp
Senior Director of Development,
Leadership Giving



Brian Raney '05
Director of Development,
Leadership Giving



Ashton Clarke
Director of Development,
Leadership Giving



Adam Brooks
Director of Development,
Leadership Giving



Elaine F. Calip
Director of Development,
Leadership Giving



Tiffany Macon
Associate Director,
Leadership Annual Giving



Ali White
Associate Director,
Leadership Annual Giving



Devin Shallowhorn
Associate Director,
Leadership Annual Giving



Alex Mirante
Associate Director,
Leadership Annual Giving



Diana White
Director, Donor Engagement & Special Events
Donor Engagement Team Lead (interim)



Henriette Mena
Senior Director,
Donor Engagement & Special Events



Jonathan Chew
Assistant Director,
Donor Engagement



Kaleigh Anderson
Assistant Director,
Donor Engagement



Taylor Montgomery
Development Associate

NCAA COMPLIANCE

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:

1. Made any type of contribution to the Cal Athletics Department or athletics booster organization
2. Joined a Cal booster club or any sport-specific support group
3. Provided benefits to a prospective or enrolled student-athletes or their families
4. Assisted, in any manner, in the recruitment of a prospective student-athlete
5. Participated as a varsity student-athlete at the University of California, Berkeley
6. Is the parent or legal guardian of an enrolled student-athlete
7. 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

1. 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)
2. 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.
3. 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: A booster cannot provide any inducements to prospective student-athletes in the recruiting process. Boosters cannot provide benefits to incentivize a recruit to attend Cal.

GOLDEN

The *GOLDEN* program is a comprehensive set of resources for student-athletes to build their brands around NIL – taking advantage of Cal's resources as the No. 1 public university in the world and location in the San Francisco Bay Area. *GOLDEN* features four primary components and incorporates campus resources, including partnerships with the Haas School of Business, #INFLCR, the Cameron Institute, and the Cal alumni network to support our student-athletes and capitalize on industry access to leaders in Silicon Valley and beyond.



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

Justin DiTolla • jditolla@berkeley.edu

Jake Glaser • jakeglaser@berkeley.edu

ROLL ON YOU BEARS!

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

