



CAL ATHLETICS FUND
2022-23 MEMBERSHIP GUIDE

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THE STANFORD
FORCED MARCH
CAPTURED BY CALIFORNIA
RECAPTURED BY STANFORD
TO BE AWARDED ANNUALLY TO THE WINNER

1933 STANFORD	7-3	1956 CALIFORNIA	20-18	1976 STANFORD	27-24	1997 STANFORD	21-3
1934 STANFORD	9-7	1957 STANFORD	14-12	1977 STANFORD	21-3	1998 STANFORD	31-7
1935 STANFORD	13-0	1958 CALIFORNIA	16-15	1978 STANFORD	30-10	1999 STANFORD	27-25
1936 CALIFORNIA	20-0	1959 CALIFORNIA	20-17	1979 CALIFORNIA	21-14	2000 STANFORD	24-14
1937 CALIFORNIA	13-0	1960 CALIFORNIA	21-10	1980 CALIFORNIA	28-23	2001 STANFORD	27-25
1938 CALIFORNIA	9-0	1961 STANFORD	20-7	1981 STANFORD	42-21	2002 CALIFORNIA	25-20
1939 CALIFORNIA	32-14	1962 STANFORD	30-13	1982 CALIFORNIA	25-20	2003 CALIFORNIA	27-18
1940 STANFORD	13-7	1963 STANFORD	29-17	1983 CALIFORNIA	27-18	2004 CALIFORNIA	27-10
1941 CALIFORNIA	16-0	1964 STANFORD	21-3	1984 STANFORD	27-10	2005 CALIFORNIA	24-22
1942 STANFORD	26-7	1965 STANFORD	9-7	1985 STANFORD	24-22	2006 CALIFORNIA	17-11
1943 CALIFORNIA	25-6	1966 STANFORD	13-7	1986 CALIFORNIA	31-7	2007 STANFORD	38-21
1944 CALIFORNIA	21-8	1967 CALIFORNIA	26-3	1987 STANFORD	17-11	2008 CALIFORNIA	19-19
1945 CALIFORNIA	7-6	1968 STANFORD	20-0	1988 TIE GAME	19-19	2009 CALIFORNIA	24-14
1946 CALIFORNIA	33-14	1969 STANFORD	29-28	1989 STANFORD	27-25	2010 CALIFORNIA	27-25
1947 CALIFORNIA	7-7	1970 CALIFORNIA	22-14	1990 STANFORD	38-21	2011 CALIFORNIA	24-14
1948 CALIFORNIA	20-7	1971 STANFORD	14-0	1991 STANFORD	41-21	2012 STANFORD	24-23
1949 CALIFORNIA	26-0	1972 CALIFORNIA	24-21	1992 STANFORD	41-21	2013 STANFORD	24-23
1950 TIE GAME	26-0	1973 CALIFORNIA	26-17	1993 CALIFORNIA	46-17	2014 STANFORD	29-24
1951 CALIFORNIA	21-21	1974 STANFORD	22-20	1994 CALIFORNIA	24-23	2015 STANFORD	29-24
1952 CALIFORNIA	28-20	1975 CALIFORNIA	48-15	1995 STANFORD	29-24	2016 STANFORD	29-24
1953 CALIFORNIA	19-0						

A Message From The Director Of Athletics

Greetings Cal Family,

We can not thank you enough for your incredible support and generosity in providing our 850 student-athletes with exceptional academic and athletic opportunities and experiences at the No. 1 public university in the world. The passion for Cal Athletics is evident in everything we do and from all corners of our Golden Bear community. Our student-athletes, coaches, and support staff would not be able to perform at the highest level without your commitment to our mission to Educate, Compete, Serve, and Excel – Developing Leaders of Tomorrow. After a challenging past few years, our Golden Bears have returned to competition on the national stage and you, our fans and friends, have returned to the stands and sidelines to cheer for them.

As members of the Cal Athletics Fund, you are part of a special group that demonstrates a strong loyalty to the standards and values of excellence our programs strive to achieve. Enclosed in this guide are your benefits as a member, as well as opportunities for experiences – such as meeting with coaches, gathering with alumni and supporters, and various hospitality events throughout the year. 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 funding for the world-class education and services that enable our student-athletes to win in competition and in life.

Go Bears!



Jim Knowlton
Director of Athletics



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 support services, facility enhancements, team travel accommodations and more.





2022-23 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.
 - Details on how to request guest passes will be shared at a later date.
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 opportunities 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 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 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 Jim Knowlton.

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.

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 an integral part of the UC Berkeley campus-wide campaign – *Light the Way*. At the end of June 2022, Cal Athletics had raised \$290 million towards this goal.

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.

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.



Cameron Institute presenting a mental health awareness workshop for student-athletes.

METHODS OF GIVING

Gifts to the Cal Athletics Fund can be made year-round. If you have an interest in membership benefits for 2023-24, please make a gift prior to June 30, 2023. 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 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, investments and others. 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, 2022 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 2019-20 season as files for the 2021-22 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, 2022 through June 30, 2023
Lifetime giving (1 point per \$200)	Gifts prior to July 1, 2022
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



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 have access to the CAF Football Pregame Tailgate - located on Maxwell Family Field in Tailgate Town. 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 2022-23 Cal Athletics Fund membership card at the check-in table. The tailgate opens three (3) hours prior to kickoff.

Premium Experiences

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 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.

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.



GAME DAY HOSPITALITY



Men's Basketball

All Cal Athletics Fund members at the Coaches Club level and above will have access to pregame and halftime hospitality for all men's basketball home contests in the Haas Club Room. Supporters are able to enjoy complimentary snacks and a cash bar while mingling with fellow Cal fans prior to tipoff and during halftime. Additionally, members can enjoy unique programming featuring our Director of Athletics, Cal alumni, and special guests.

To gain entry for you and a guest, show your 2022-23 Cal Athletics Fund premier membership card at the club room entrance.



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, contact us at calathleticsfund@berkeley.edu, by calling (510) 642-2427 or visit calathleticsfund.com/caf-events.

Cal Athletics Fund Events

- Away Game Tailgates & Hospitality
- Head Coach Chalk Talks & Fireside Chats
- Student-Athlete Meet & Greets
- Exclusive Team 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. These events showcase the impact and importance of our members' generosity on our athletics department.

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.

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 prestigious event features a program honoring the generosity of Cal Athletics donors with keynote speakers and recognition awards.



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 experiences and have the opportunity to mingle and discuss life post-Cal. Our bi-annual reunion culminates with a celebratory tailgate at a designated home football game.

Cal Athletics Coaches Caravan

The Cal Athletics Coaches Caravan is an annual summer 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.



MEET THE TEAM



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



Anthonia Edgren
Assistant Athletics Director,
Development



Alex Romagnolo
Assistant Athletics Director,
Leadership Giving



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



Henriette Mena
Senior Director, Special Events and
Donor Engagement



Brian Raney
Senior Director of Development,
Leadership Giving



Devin Shallowhorn
Associate Director,
Leadership Annual Giving



Heather Rapp
Associate Director, Special Events and
Donor Engagement



Ashton Clarke
Director of Development,
Leadership Giving



Alex Mirante
Associate Director,
Leadership Annual Giving



Jonathan Chew
Assistant Director, Donor Engagement



Adam Brooks
Director of Development,
Leadership Giving



Eric Eggleton
Associate Director,
Leadership Annual Giving



Emily Hicks
Assistant Director,
Donor Engagement – Stewardship



Tiffany Macon
Director of Development,
Leadership Giving



Marc Pugeda
Associate Director, Alumni Relations



Emily Jordan
Development Operations and
Events Intern

NCAA COMPLIANCE INFORMATION

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: 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 a Cal compliance officer below:

Justin DiTolla • Associate Athletics Director, Compliance & Student Services
• jditolla@berkeley.edu

Eric Sickles • Assistant Director, Compliance
• ericsickles@berkeley.edu





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