

MINUTES OF THE ANNUAL MEETING OF THE BOARD OF DIRECTORS OF THE
UNIVERSITY OF LOUISVILLE ATHLETIC ASSOCIATION, INC.

October 6, 2023

In Open Session

Members of the Board of Directors of the University of Louisville Athletic Association, Inc. met in the Jefferson room, Grawemeyer Hall, Belknap Campus, on October 6, 2023, at 9:00 a.m., with members present and absent as follows:

Present:	Dr. Kim Schatzel, Chair	Mr. Robert Kohn
	Dr. Larry Benz	Dr. Amy Lingo
	Dr. Gerry Bradley	Prof. Brandon McCormack
	Mr. Ryan Bridgeman	Prof. Sharon Moore
	Prof. Jeremy Clark	Ms. Angel Okorie
	Dr. Douglas Craddock	Mr. Sam Rechter
	Ms. Kari Donahue	Ms. Shannon Rickett
	Mr. Dan Durbin	Mr. Jim Rogers
	Prof. Meg Hancock	Ms. Gayle Saunders
	Ms. Katie Hayden	Dr. Sherri Wallace
	Mr. Dennis Heishman	Prof. Krista Wallace-Boaz
	Mr. Steve Jones	Ms. Sherrill Zimmerman
	Prof. Carolyn Klinge	

Absent: Prof. Claudia Angeli
Prof. Melissa Barnes
Mr. Lee Gill
Dr. Ron Wright

From the		
University:	Mr. Josh Heird	Mr. Zach Brooks
	Ms. Angela Curry	Mr. John Drees
	Mr. Nick Bowes	Ms. Brigid Gies
	Ms. Amy Calabrese	Mr. Allan Kellogg
	Mr. Marvin Mitchell	Mr. Pat Ivey
	Ms. Lottie Stockwell	Ms. Rachel Cosgrove
	Ms. Laura Clemente	Mr. Derek Cowherd
	Ms. Megan Edwards	Mr. Jake Beamer
	Mr. Zach Greenwell	

I. Call to Order

Chair Schatzel called the roll. Having determined a quorum present, she called the meeting to order at 9:00 a.m.

The President acknowledged the board's newest members: Melissa Barnes, Kari Donahue, Katie Hayden, Angel Okorie, and Sherri Wallace. Each member introduced themselves and shared their enthusiasm for Cardinal Athletics.

Chair Schatzel thanked each member for their service to the university and its athletic program.

Approval of Minutes, 7-28-2023

Prof. Hancock made a motion, which Prof. Wallace-Boaz seconded, to approve the minutes of the July 28, 2023 meeting.

The motion passed.

II. Action Item: Election of Officers, Committee Chairs

Chair Schatzel read the proposed slate of officers and committee chairs as follows:

Chair	Kim Schatzel
Vice Chair	Sherri Wallace
Treasurer	Kari Donahue
Secretary	Katie Hayden
Assistant Treasurer	Dan Durbin
Assistant Secretary	Jake Beamer

Chair of the Personnel Committee	Kim Schatzel
Chair of the Finance & Budget Committee	Kari Donahue
Chair of the Committee on Academic Performance	Krista Wallace-Boaz

Hearing no other nominations from the floor, Ms. Rickett made a motion, which Prof. Hancock seconded, to approve the

Recommendation regarding officers of the Board of Directors and Committee Chairs for 2023-2024.

The motion passed.

III. Action Item: 2024 Football Ticket Prices

Ms. Clemente briefed the board on the recommended Football ticket prices for the 2024 season. She and AD Heird then fielded questions from the board.

Mr. Rechter made a motion, which Mr. Kohn seconded, to approve the

Athletic Director's recommendation that the Board of Directors approve the ticket prices for the 2024 football season, as listed in the attached document.

The motion passed.

IV. Report of the Athletic Director

For his report, AD Heird and his Athletics team provided a budget update; discussed the ACC and its inclusion of Stanford University, University of California Berkeley, and Southern Methodist University; provided updates concerning Fall sports and various athletic departments; academic support; the Women of Influence program; health and performance; and NIL support/initiatives using the **attached** presentation.

AD Heird then fielded questions from board members.

Chair Schatzel thanked the Athletic Director and his administrative team for their updates.

V. Executive Session

Prof. Hancock made a motion, which Prof. Wallace-Boaz seconded, to recess to executive session to discuss proposed or pending litigation and personnel matters, pursuant to KRS 61.810(1)(c) and (f).

The motion passed and the open meeting recessed at 9:40 a.m.

VI. Open Meeting Reconvenes

Chair Schatzel reconvened the open meeting at 9:46 a.m. and reported that the board discussed proposed or pending litigation and personnel matters. Members then took the following action:

Personnel Matter

Prof. Hancock made a motion, which Prof. Clark seconded, to approve the

Athletic Director's recommendation that the ULAA Board of Directors approve the appointment of Megan Edwards as Associate Athletic Director for Development, as described.

The motion passed.

VII. Adjournment

Before adjournment, AD Heird shared a Cardinal Athletics promotional video with the directors.

Having no other business to come before the board, Mr. Bridgeman made a motion, which Mr. Rechter seconded, to adjourn the meeting.

The motion passed and the meeting adjourned at 9:49 a.m.

Approved by:


Signature on file
Assistant Secretary

MINUTES OF THE ANNUAL MEETING OF THE BOARD OF DIRECTORS OF THE
UNIVERSITY OF LOUISVILLE ATHLETIC ASSOCIATION, INC.

October 6, 2023

In Executive Session

Present:	Dr. Kim Schatzel, Chair	Mr. Robert Kohn
	Dr. Larry Benz	Dr. Amy Lingo
	Dr. Gerry Bradley	Prof. Brandon McCormack
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	Ms. Katie Hayden	Dr. Sherri Wallace
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	Mr. Steve Jones	Ms. Sherrill Zimmerman
	Prof. Carolyn Klinge	

From the
University:

- Mr. Josh Heird
- Ms. Angela Curry
- Mr. Nick Bowes
- Ms. Amy Calabrese
- Mr. Marvin Mitchell
- Ms. Brigid Gies
- Mr. Jake Beamer

I. Call to Order

Chair Schatzel called the executive session to order at 9:40 a.m.

II. Personnel Matter

AD Heird discussed with board members a personnel matter.

III. Proposed or Pending Litigation

Chair Schatzel and Vice Presidents Curry and Heird discussed proposed or pending litigation.

IV. Adjournment

Mr. Jones made a motion, which Ms. Hayden seconded to adjourn the executive session.

The motion passed and the session adjourned at 9:45 a.m.

Approved by:



Signature on file _____
Assistant Secretary

RECOMMENDATION TO THE BOARD OF DIRECTORS OF THE
UNIVERSITY OF LOUISVILLE ATHLETIC ASSOCIATION, INC.
REGARDING THE ELECTION OF OFFICERS AND
APPOINTMENT OF COMMITTEE CHAIRS FOR 2022-2023

Board of Directors – October 6, 2023

RECOMMENDATION:

The following proposed slate is recommended for election as officers of the Board of Directors of the University of Louisville Athletic Association, Inc. for 2023-2024.

Kim Schatzel	Chair
Sherri Wallace	Vice Chair
Karie Donahue	Treasurer
Katie Hayden	Secretary
Dan Durbin	Assistant Treasurer
Jake Beamer	Assistant Secretary

The following proposed chairs of committees of the Board of Directors of the University of Louisville Athletic Association, Inc. for 2023-2024:

Kim Schatzel	Personnel Committee
Kari Donahue	Finance & Budget Committee
Krista Wallace-Boaz	Committee on Academic Performance

BACKGROUND:

Per Section 3.3 of the board's bylaws, the Finance and Budget Committee is chaired by the Treasurer of the corporation.

Per Section 3.5 of the board's bylaws, the Committee on Academic Performance is chaired by the FAR.

Board Action:

Passed: X

Did not pass:

Other:

Signature on file
Assistant Secretary

RECOMMENDATION TO THE UofL ATHLETIC ASSOCIATION BOARD OF DIRECTORS
REGARDING 2024 FOOTBALL TICKET PRICES

Board of Directors – October 6, 2023

RECOMMENDATION:

The Athletic Director recommends the Board of Directors approve the ticket prices for the 2024 football season, as listed in the [attached](#) document.

Additional information is also [attached](#).

BOARD ACTION:

Passed X

Did Not Pass

Other

 Signature on file

Assistant Secretary

2024 PRICING

PREMIUM SEATING		
Location/Ticket Price Point	2023 Season Ticket Cost	2024 Season Ticket Cost
Suites	\$595	\$545
Clubs	\$595	\$545
Premium Boxes	\$595	\$545
Founder's Club – Home Sideline Sec. 130, 131, 230, 231	\$595	\$545
Lifetime Seats	\$595	\$595
LOWER BOWL		
Location/Ticket Price Point	2023 Season Ticket Cost	2024 Season Ticket Cost
Sections 106 & 206	\$455	\$420
Home Sideline (Excluding Founder's Club)	\$455	\$405
Visitor Sideline (Excluding 106, 206) & 100-Level Endzones	\$455	\$405
L-Club	\$441	\$391
Faculty & Staff	\$385	\$335
200-Level South Endzone	\$399	\$350
200-Level South Endzone Family Plan (4 or More Seats)	\$350	\$325
Lifetime Seats	\$455	\$455
300-LEVEL SIDELINE		
Location/Ticket Price Point	2023 Season Ticket Cost	2024 Season Ticket Cost
Sections 301 - 312	\$175	\$150
NORTH ENDZONE EXPANSION		
Location/Ticket Price Point	2023 Season Ticket Cost	2024 Season Ticket Cost
Sections 238 - 246	\$210	\$210



Sections 130, 131, 230, 231							
Ticket Type	New Season Ticket Cost	Ticket Price	Donation	Previous 6-Game Cost	Ticket Price Change	Donation Change	Total Cost Difference
Full-Price Seats	\$ 1,295	\$ 545	\$ 750	\$ 1,210	\$ 35	\$ 50	\$ 85
Lifetime/Companion Seats	\$ 595	\$ 595	\$ -	\$ 510	\$ 85	\$ -	\$ 85
Section 106							
Ticket Type	New Season Ticket Cost	Ticket Price	Donation	Previous 6-Game Cost	Ticket Price Change	Donation Change	Total Cost Difference
Full-Price Seats	\$ 1,120	\$ 420	\$ 700	\$ 1,090	\$ 30	\$ -	\$ 30
Lifetime/Companion Seats	\$ 455	\$ 455	\$ -	\$ 390	\$ 65	\$ -	\$ 65
Sections 128, 129, 132, 133, 228, 229, 232, 233							
Ticket Type	New Season Ticket Cost	Ticket Price	Donation	Previous 6-Game Cost	Ticket Price Change	Donation Change	Total Cost Difference
Full-Price Seats	\$ 805	\$ 405	\$ 400	\$ 740	\$ 15	\$ 50	\$ 65
Lifetime/Companion Seats	\$ 455	\$ 455	\$ -	\$ 390	\$ 65	\$ -	\$ 65
Section 206							
Ticket Type	New Season Ticket Cost	Ticket Price	Donation	Previous 6-Game Cost	Ticket Price Change	Donation Change	Total Cost Difference
Full-Price Seats	\$ 675	\$ 420	\$ 250	\$ 640	\$ 30	\$ -	\$ 35
Sections 126, 127, 134, 135, 136, 227, 234							
Ticket Type	New Season Ticket Cost	Ticket Price	Donation	Previous 6-Game Cost	Ticket Price Change	Donation Change	Total Cost Difference
Full-Price Seats	\$ 655	\$ 405	\$ 250	\$ 590	\$ 15	\$ 50	\$ 65
Lifetime/Companion Seats	\$ 455	\$ 455	\$ -	\$ 390	\$ 65	\$ -	\$ 65
Sections 108 & 208							
Ticket Type	New Season Ticket Cost	Ticket Price	Donation	Previous 6-Game Cost	Ticket Price Change	Donation Change	Total Cost Difference
Full-Price Seats	\$ 655	\$ 405	\$ 250	\$ 590	\$ 15	\$ 50	\$ 65
Sections 107 & 207 (Faculty/Staff & L-Club)							
Ticket Type	New Season Ticket Cost	Ticket Price	Donation	Previous 6-Game Cost	Ticket Price Change	Donation Change	Total Cost Difference
Full-Price Seats	\$ 655	\$ 405	\$ 250	\$ 590	\$ 15	\$ 50	\$ 65
Faculty/Staff	\$ 585	\$ 335	\$ 250	\$ 530	\$ 5	\$ 50	\$ 55
L-Club	\$ 641	\$ 391	\$ 250	\$ 578	\$ 13	\$ 50	\$ 63
Sections 104, 112, 116-121, 125, 137, 138, 139, 141, 143, 145, 146, 147, 204							
Ticket Type	New Season Ticket Cost	Ticket Price	Donation	Previous 6-Game Cost	Ticket Price Change	Donation Change	Total Cost Difference
Full-Price Seats	\$ 520	\$ 405	\$ 115	\$ 490	\$ 15	\$ 15	\$ 30
Lifetime/Companion Seats	\$ 455	\$ 455	\$ -	\$ 390	\$ 65	\$ -	\$ 65
Sections 101-103, 201-203, 210-211, 226, 235-236							
Ticket Type	New Season Ticket Cost	Ticket Price	Donation	Previous 6-Game Cost	Ticket Price Change	Donation Change	Price Change
Full-Price Seats	\$ 405	\$ 405	\$ -	\$ 390	\$ 15	\$ -	\$ 15

Sections 212-225							
Ticket Type	New Season Ticket Cost	Ticket Price	Donation	Previous 6-Game Cost	Ticket Price Change	Donation Change	Price Change
Full-Price Seats	\$ 350	\$ 350	\$ -	\$ 342	\$ 8	\$ -	\$ 8
Family Plan	\$ 325	\$ 325	\$ -	\$ 300	\$ 25	\$ -	\$ 25
Sections 105 & 205 (Faculty/Staff & L-Club)							
Ticket Type	New Season Ticket Cost	Ticket Price	Donation	Previous 6-Game Cost	Ticket Price Change	Donation Change	Price Change
Full-Price Seats	\$ 405	\$ 405	\$ -	\$ 390	\$ 15	\$ -	\$ 15
Faculty/Staff	\$ 335	\$ 335	\$ -	\$ 330	\$ 5	\$ -	\$ 5
L-Club	\$ 391	\$ 391	\$ -	\$ 378	\$ 13	\$ -	\$ 13

Adidas 3-Stripe - Sections 238, 239, 241, 243, 245, 246							
Ticket Type	New Season Ticket Cost	Ticket Price	Donation	Previous 6-Game Cost	Ticket Price Change	Donation Change	Total Cost Difference
Full-Price Seats	\$ 325	\$ 210	\$ 115	\$ 280	\$ 30	\$ 15	\$ 45
Sections 238, 239, 241, 243, 245, 246							
Ticket Type	New Season Ticket Cost	Ticket Price	Donation	Previous 6-Game Cost	Ticket Price Change	Donation Change	Total Cost Difference
Full-Price Seats	\$ 210	\$ 210	\$ -	\$ 180	\$ 30	\$ -	\$ 30
Family Plan	\$ 210	\$ 210	\$ -	\$ 168	\$ 42	\$ -	\$ 42

Mezzanine - Sections 305-308							
Ticket Type	New Season Ticket Cost	Ticket Price	Donation	Previous 6-Game Cost	Ticket Price Change	Donation Change	Total Cost Difference
Full-Price Seats	\$ 300	\$ 150	\$ 150	\$ 250	\$ -	\$ 50	\$ 50
Mezzanine - Sections 301-304 & 309-312							
Ticket Type	New Season Ticket Cost	Ticket Price	Donation	Previous 6-Game Cost	Ticket Price Change	Donation Change	Total Cost Difference
Full-Price Seats	\$ 200	\$ 150	\$ 50	\$ 150	\$ -	\$ 50	\$ 50
Flight Deck - Sections 301-312							
Ticket Type	New Season Ticket Cost	Ticket Price	Donation	Previous 6-Game Cost	Ticket Price Change	Donation Change	Total Cost Difference
Full-Price Seats	\$ 150	\$ 150	\$ -	\$ 175	\$ (25)	\$ -	\$ (25)
Family Plan	\$ 150	\$ 150	\$ -	\$ 140	\$ 10	\$ -	\$ 10

PNC Club							
Ticket Type/Location	New Season Ticket Cost	Ticket Price	Donation	Previous 6-Game Cost	Ticket Price Change	Donation Change	Total Cost Difference
\$500 Donation	\$ 1,095	\$ 545	\$ 550	\$ 1,010	\$ 35	\$ 50	\$ 85
\$1,000 Donation	\$ 1,595	\$ 545	\$ 1,050	\$ 1,510	\$ 35	\$ 50	\$ 85
Lifetime Seats	\$ 595	\$ 595	\$ -	\$ 510	\$ 85	\$ -	\$ 85
Angel's Envy Bourbon Club							
Ticket Type/Location	New Season Ticket Cost	Ticket Price	Donation	Previous 6-Game Cost	Ticket Price Change	Donation Change	Total Cost Difference
\$300 Donation	\$ 895	\$ 545	\$ 350	\$ 810	\$ 35	\$ 50	\$ 85
\$500 Donation	\$ 1,095	\$ 545	\$ 550	\$ 1,010	\$ 35	\$ 50	\$ 85
\$1,000 Donation	\$ 1,595	\$ 545	\$ 1,050	\$ 1,510	\$ 35	\$ 50	\$ 85
Lifetime Seats	\$ 595	\$ 595	\$ -	\$ 510	\$ 85	\$ -	\$ 85
Pepsi Club							
Ticket Type/Location	New Season Ticket Cost	Ticket Price	Donation	Previous 6-Game Cost	Ticket Price Change	Donation Change	Total Cost Difference
\$500 Donation	\$ 1,095	\$ 545	\$ 550	\$ 1,010	\$ 35	\$ 50	\$ 85
Premium Boxes							
Ticket Type/Location	New Season Ticket Cost	Ticket Price	Donation	Previous 6-Game Cost	Ticket Price Change	Donation Change	Total Cost Difference
Full-Price Seats	\$ 1,595	\$ 545	\$ 1,050	\$ 1,510	\$ 35	\$ 50	\$ 85
Field Suites							
Ticket Type/Location	New Season Ticket Cost	Ticket Price	Donation	Previous 6-Game Cost	Ticket Price Change	Donation Change	Total Cost Difference
Full-Price Seats	\$ 545	\$ 545	\$ -	\$ 510	\$ 35	\$ -	\$ 35
Suites							
Ticket Type/Location	New Season Ticket Cost	Ticket Price	Donation	Previous 6-Game Cost	Ticket Price Change	Donation Change	Total Cost Difference
Full-Price Seats	\$ 545	\$ 545	\$ -	\$ 510	\$ 35	\$ -	\$ 35



LOUISVILLE FOOTBALL

2024 SEASON TICKET PRICING

LOUISVILLE

2024 FOOTBALL: SEASON TICKET PRICING

Goals for Today

- Review current trends
 - Most popular areas
 - Areas of opportunity
- Review 2024 strategy & pricing recommendations
 - Create season ticket package that is consistent year-over-year; doesn't fluctuate with number of games on schedule
 - Pricing recommendations and seat donation strategy



WHERE WE ARE: 2023 TRENDS

Year-Over-Year

- From 2022 to 2023:
 - Season tickets sold = approximately 20% increase
 - Season ticket revenue = over 30% increase
 - Went from 6 to 7 games – additional game can attribute to some of the increase; is also a factor in our overall strategic shift

Current Sell-Thru Rates

- Areas with very limited available inventory:
 - Home sideline = 90% of inventory sold on a season ticket basis
 - With 95% sell-thru in the 100 level
 - Mezzanine (north EZ expansion & 300-level) = ~ 95% of seats sold on a season ticket basis
- Growth opportunity areas:
 - 200-level south EZ
 - 300-level sideline, excluding mezzanine



WHERE WE'RE GOING: 2024 STRATEGIC SHIFT

Goal

Leveraging pricing study recommendations, create a season ticket package that is consistent year-over-year, rather than a cost that's tied to 6 vs. 7 games.

Analysis & Adjustments

To create a baseline, the following adjustments are reflected in the 2024 proposed pricing:

- Home & visitor sidelines (85%+ sell-thru rates) = remain largely at the current 7-game rate
- North EZ & sideline mezzanines (approx. 95% sell-thru) = price increase
- 100-level north & south endzones = average of the 6 and 7 game cost
- 200-level south EZ & 300-level (sell-thru rates < 70% - most distressed/hard to sell areas) = price decrease

Implementation

For the first time in recent history, the incremental price adjustments are made on the seat donation and not the ticket cost, for the following reasons:

- Incremental revenue goes directly back to supporting our student-athletes
- Provides more year-over-year financial stability
- Allows greater flexibility on ticket packages and group tickets/community engagement
 - Group sales have been a successful new area of focus in 2023
 - Rep hired in June and has already generated over 3,000 seats sold and more than \$200K



2024 PRICING

PREMIUM SEATING		
Location/Ticket Price Point	2023 Season Ticket Cost	2024 Season Ticket Cost
Suites	\$595	\$545
Clubs	\$595	\$545
Premium Boxes	\$595	\$545
Founder's Club – Home Sideline Sec. 130, 131, 230, 231	\$595	\$545
Lifetime Seats	\$595	\$595
LOWER BOWL		
Location/Ticket Price Point	2023 Season Ticket Cost	2024 Season Ticket Cost
Sections 106 & 206	\$455	\$420
Home Sideline (Excluding Founder's Club)	\$455	\$405
Visitor Sideline (Excluding 106, 206) & 100-Level Endzones	\$455	\$405
L-Club	\$441	\$391
Faculty & Staff	\$385	\$335
200-Level South Endzone	\$399	\$350
200-Level South Endzone Family Plan (4 or More Seats)	\$350	\$325
Lifetime Seats	\$455	\$455
300-LEVEL SIDELINE		
Location/Ticket Price Point	2023 Season Ticket Cost	2024 Season Ticket Cost
Sections 301 - 312	\$175	\$150
NORTH ENDZONE EXPANSION		
Location/Ticket Price Point	2023 Season Ticket Cost	2024 Season Ticket Cost
Sections 238 - 246	\$210	\$210



REVENUE IMPACT

Price-Adjusted Revenue Projection*

\$17.4M

Previous 6-Game Model Revenue Projection

\$16.1M

Incremental Revenue

\$1.3M

* Projection is based on current season ticket numbers. If we are able to launch 2024 sales during the current season, we anticipate an increase in the season ticket total and revenue.





ULAA BOARD MEETING

LOUISVILLE ATHLETICS | OCTOBER 2023

LOUISVILLE

AGENDA

- Budget Update
- ACC/National Landscape
- Fall Sports/Department Updates
- Recommendation and Seeking Approval
 - 2024 Football Ticket Pricing
 - Personnel Matters
- Department Video

BUDGET UPDATE



ACC/NATIONAL LANDSCAPE



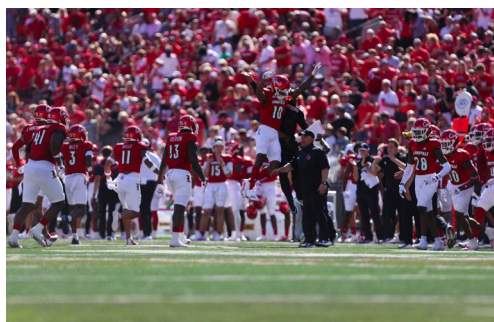
QUESTIONS?



FALL SPORTS/DEPARTMENT UPDATES



Fall Sports Update



Historic Start to Fall
Season:

20-0-1

**CARDS IN THE
TOP 5**

VOLLEYBALL

#2

FIELD HOCKEY

#4

MEN'S SOCCER


#5

ONE OF 2 SCHOOLS WITH AT LEAST 3 FALL PROGRAMS RANKED IN THE TOP 5 IN A MAJOR POLL




First time in department history to start a Fall season with four undefeated teams, enjoying a record 20-0-1; Ending 9/15 when FH lost at #2 UNC, remains FH's only loss on the season.

Volleyball



LOUISVILLE VOLLEYBALL



1000
DIGS

ELENA SCOTT

FOR THE VILLE



SR&R SOUTHERN
ROOFING & RENOVATIONS

2		25	25	25	-	-	3
21		19	23	18	-	-	0

LOUISVILLE VOLLEYBALL



12,760

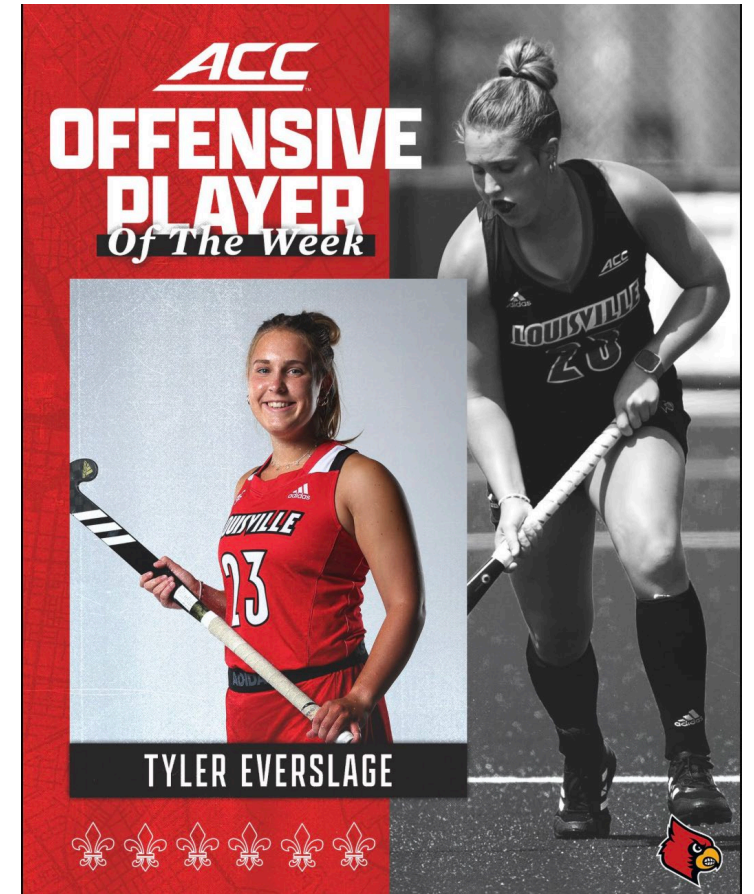
LOUISVILLE VOLLEYBALL
PROGRAM RECORD

 VS 

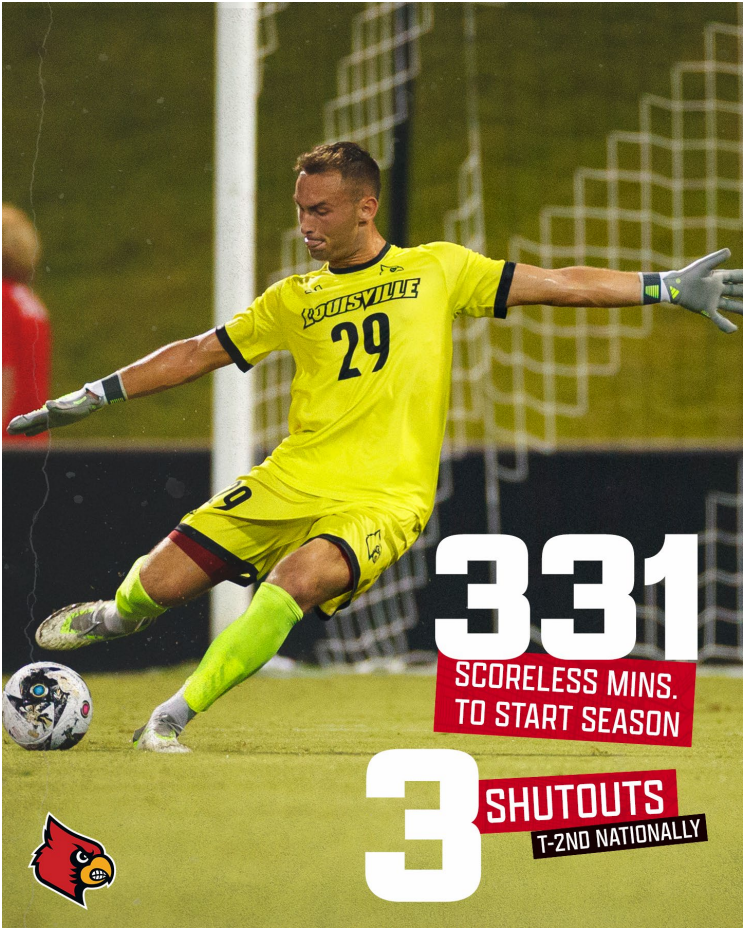


FOR THE VILLE.

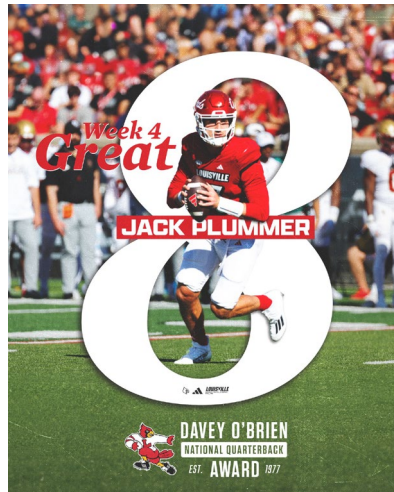
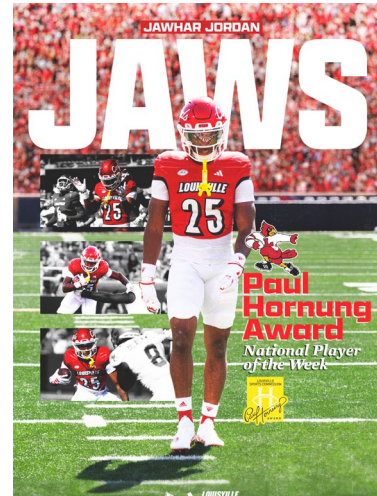
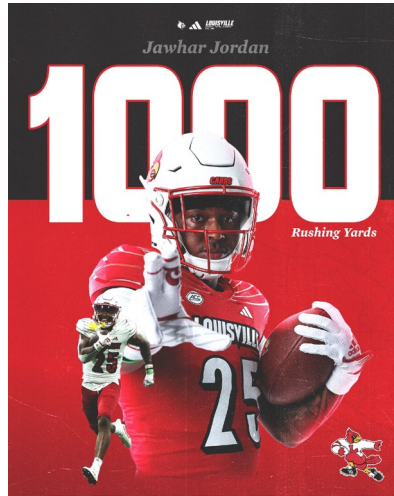
Field Hockey



Men's Soccer



Football



Men's Golf




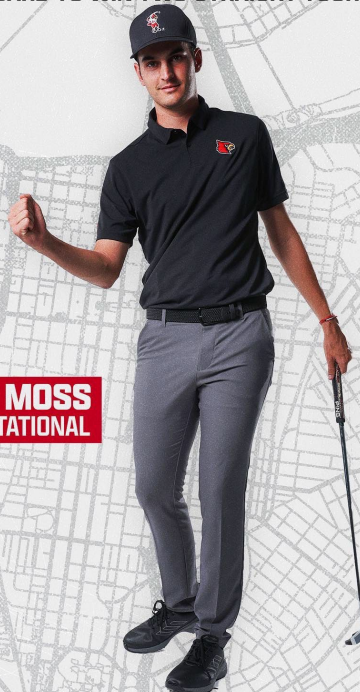
SCORECARD

ROD MYERS INVITATIONAL
HOSTED BY DUKE

PLACE	NAME	R1	R2	R3	TOTAL
1	SEBASTIAN MOSS	73	64	68	205 [-11]
T8	MAX KENNEDY	72	68	74	214 [-2]
T18	CLAY PENDERGRASS	74	73	71	218 [+2]
T44	EASTON JOHNSON	76	73	76	226 [+10]
T58	MADS RODDIK	74	78	78	230 [+14]
2	LOUISVILLE	293	278	290	861 [-3]

BACK TO BACK

FIRST EVER CARD TO WIN TWO STRAIGHT TOURNAMENTS





SEBASTIAN MOSS

ROD MYERS INVITATIONAL

CAREER LOW

64



ROD MYERS INVITATIONAL ROUND 2

Sebastian Moss carded the lowest single-round score of the tournament and the second lowest score in tournament history.

SETTING OURSELVES APART

- Academic Support
- Women of Influence
- Health & Performance
- NIL Support/Initiatives
- Misc. Updates



QUESTIONS?





LOUISVILLE FOOTBALL

2024 SEASON TICKET PRICING

LOUISVILLE

2024: FB SEASON TICKET PRICING

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- ***Growth opportunity areas:***
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 - 300-level sideline, excluding mezzanine



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200-Level South Endzone	\$399	\$350
200-Level South Endzone Family Plan (4 or More Seats)	\$350	\$325
Lifetime Seats	\$455	\$455
300-LEVEL SIDELINE		
Location/Ticket Price Point	2023 Season Ticket Cost	2024 Season Ticket Cost
Sections 301 - 312	\$175	\$150
NORTH ENDZONE EXPANSION		
Location/Ticket Price Point	2023 Season Ticket Cost	2024 Season Ticket Cost
Sections 238 - 246	\$210	\$210



REVENUE IMPACT

Price-Adjusted Revenue Projection*

\$17.4M

Previous 6-Game Model Revenue Projection

\$16.1M

Incremental Revenue

\$1.3M

** Projection is based on current season ticket numbers. If we are able to launch 2024 sales during the current season, we anticipate an increase in the season ticket total and revenue.*



QUESTIONS?



PERSONNEL MATTERS





THANK YOU

LOUISVILLE ATHLETICS | OCTOBER 2023

LOUISVILLE

RECOMMENDATION TO THE EXECUTIVE COMMITTEE OF THE
UofL ATHLETIC ASSOCIATION, INC., BOARD OF DIRECTORS
REGARDING PERSONNEL MATTERS

Board of Directors – October 6, 2023

RECOMMENDATION:

The Athletic Director recommends the Executive Committee of the ULAA Board of Directors approve the following personnel matter:

Megan Edwards; appointment as Associate Athletic Director for Development, effective October 6, 2023. This position serves on the senior leadership team and develops and implements all fundraising strategies to advance the department's goals and increase the level of philanthropic support. Essential duties and responsibilities include directing all aspects of a comprehensive development program for ULAA; oversee the Cardinal Athletic Fund staff, donor engagement, and communication for an annual fund exceeding \$25,000,000 in annual revenue from over 8,000 individual donors and businesses; oversee all multi-million dollar capital campaigns; oversee the sale of all inventory and customer service of 146 suites, 74 Floor Seats, exceeding an annual revenue of \$11,000,000; and personally secure major gift, suite, and floor seat commitments as well as seven-figure corporate partnerships.

Education:

Master of Education: Sport Administration

(2014) Bowling Green State

Bachelor of Science: Education

(2009) Bowling Green State

Other Relevant Experience:

June 2015 - Present: Assistant Athletic Director/Exec Dir, Development, Louisville

Apr 2014 – June 2015: Director for Development, Bowling Green State University

Mar 2011 – Apr 2014: Assistant Director for Development, Bowling Green State University

Notable Accomplishments:

A veteran administrator, Megan Edwards enters her 13th year working in intercollegiate athletics. Edwards is a proven fundraiser and sales professional. She is a passionate leader possessing a communication-based leadership style with emphasis on integrity and positivity. She has proven time management and networking abilities.

Edwards has personally secured over \$55M in new capital gifts during her tenure at Louisville, including one of the largest naming rights agreements in college football with the naming of a 60,000-seat football stadium. Additionally, she secured seven figure gifts which include the naming rights for the volleyball arena, athletic residence hall, two premium areas within the football stadium, student-athlete leadership academy, and several athletic endowments. Edwards actively works 275 assigned prospects to renew \$3.5M in annual donations, averaging 90% renewal rate each year. She helped create, implement, and grow the Women of Influence program, which connects over 250 influential female executives in Louisville with mentoring and networking opportunities for female student-athletes.

During her time at Bowling Green State, Edwards managed university fundraising efforts in Arizona, Illinois, Iowa, Minnesota, Missouri, and Wisconsin. She helped secure over \$1.3M in twelve months to benefit scholarships and programs throughout campus, which was over 186% of her assigned goal. Additionally, she helped secure over \$815K throughout three fiscal years while increasing the total dollars raised for Falcon Club by 34%. She expertly worked with 15 head coaches on the development of program priorities and donor strategy.

Edwards is a former student-athlete on the women's golf team at Bowling Green State University, earning NGCA All-American Scholar honors and selection as team captain. She graduated with a Bachelor of Science in Education and later earned her Master of Education in Sports Administration from Bowling Green State University.

Salary data:

Current salary: \$108,786

Proposed salary: \$145,000

FY24 Budget impact: \$31,023 (plus benefits)

BOARD ACTION:

Passed X

Did Not Pass

Other

 Signature on file

Assistant Secretary