WE ARE PURDUE

LIMITED TIME OFFER:
2X PRIORITY POINTS FOR ALL JPC GIFTS AND 3X PRIORITY POINTS FOR GIFTS TO MORE THAN A GAME
Boilermaker Family,

I can't help but reflect on what a different time it was when this letter was written last year. The landscape of college athletics certainly looks and feels a little different as we move into a post-COVID era. I often think about the decisions we've made along the way, the challenges we've faced, and the lessons learned. Today, though, I couldn't be happier to be looking forward – welcoming you to a new year of Purdue sports and all of the hope that comes along with it.

In the midst of last year's pandemic-related challenges, postponements, and feelings of disappointment - we saw even greater displays of selflessness, sacrifice, commitment, and unity. Our student-athletes rallied to the occasion, as Boilermakers so often do. The Purdue community embraced the Protect Purdue Pledge in a way that allowed campus operations to continue and instilled confidence in our ability to resume activity in a number of our sport programs in the fall. And you, our most loyal supporters, stood alongside us – even when you couldn't be here with us – to help us through our most challenging chapter yet.

Thanks to your unwavering support, our 500+ student-athletes continued to receive the academic, athletic, professional, and personal support they needed to succeed last year – and succeed they did, posting the second-highest GPA in school history (3.17) in the fall of 2020 with a record-high 96 student-athletes earning Academic All-Big Ten recognition. Outside of the classroom, they championed voter registration education and created the forum for an ongoing dialogue to discuss and advocate for positive change in our society. They launched initiatives to support mental health well-being and planned events and conversations to promote inclusion in the department and on campus. In short: 2020 was not an offseason.

Hopefully you noticed that the John Purdue Club launched two new initiatives last year as well: the More Than A Game campaign and the 1869 Society. The goal of the More Than A Game campaign is to raise $18 million to help offset the significant budget deficits we face today due to the reduction in number and scope of competition. The 1869 Society, a subset of the More Than A Game campaign, has a specific focus on businesses who invest in Purdue Athletics and offers an opportunity to engage with our student-athletes and coaches in meaningful ways while also being recognized on a prominent donor wall outside of Mackey Arena.

We have high hopes – and expectations – for our sport programs in 2021 and can't wait to see what they'll accomplish as they return fully to competition. Thank you for all you do for Purdue Athletics; it's going to be a special year for our student-athletes and we couldn't do it without you.

Boiler Up!

Mike Bobinski
Vice President – Director of Intercollegiate Athletics
RISING TO THE CHALLENGE. SEIZING THE OPPORTUNITY.

In previous editions of this guide, we have highlighted how Purdue Athletics maintains the same high standards as other schools in the Big Ten conference yet relies on one of the smallest operating budgets. We have never felt that pressure more than we do this year. Despite slashing all non-essential spending and consistently being fiscally conservative, our $18 million budget deficit cannot be overcome strictly by spending cuts.

While the past year has been more difficult than any in the history of college athletics, a great opportunity exists for institutions who rise to the challenge. Others have lost and will continue to lose talented student-athletes and staff who support them, but our mission is to position your Boilermakers ahead of their peers in every aspect of their student-athlete experience. This will be an uphill battle, but this is our opportunity to do something incredible for the Boilermakers that count on us.

We are not just any institution. We Are Purdue.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ticket Sales / Guarantees</td>
<td>$11,834,384</td>
<td>-$1,658,667</td>
</tr>
<tr>
<td>Cash Contributions</td>
<td>$19,051,496</td>
<td>$17,512,396</td>
</tr>
<tr>
<td>Big Ten, NCAA Distributions</td>
<td>$56,630,590</td>
<td>$43,045,757</td>
</tr>
<tr>
<td>Other</td>
<td>$15,002,619</td>
<td>$10,591,256</td>
</tr>
</tbody>
</table>

This chart reflects revenues only; not shown are the significant efforts to cut spending, such as furloughs, pay cuts, and staff reductions.
OUR FUTURE IS BRIGHT

When our student-athletes arrive on campus as freshmen, we make them and their families a promise: to support them however they need, on and off the playing field, and following graduation. We can’t go back on that promise.

This has been a year of flexibility and compromise, and we are doing everything we can to give us a competitive advantage over our peer institutions long after this is over.

Despite slashing all non-essential spending and consistently being fiscally conservative, our $18 million budget deficit cannot be overcome strictly by spending cuts. Purdue Athletics is one of only a handful of Division I athletics departments that is entirely self-sustaining: it does not receive any taxpayer dollars, general fund support from Purdue University, or student fees.

THIS IS MORE THAN A GAME

The More Than A Game campaign was launched to help the athletics department navigate the financial ramifications of the COVID-19 pandemic and position Purdue Athletics for future success.

Those who pledge $5,000 or more to More Than A Game will have their names immortalized outside of Mackey Arena at the conclusion of the campaign, as cornerstones of both this campaign and of the department’s future success. All donors will receive additional JPC priority points, as detailed on page 6.

All gifts can be pledged over five years. To maximize the impact of your gift, the More Than A Game campaign will also be a giving option during Purdue Day of Giving on April 28, 2021.

THE $8.5M RAISED FOR MORE THAN A GAME TO DATE INCLUDES:

- 3,000+ INDIVIDUAL DONORS
- $1.3 MILLION IN FOOTBALL TICKET DOLLARS DONATED
- $850,000+ IN BASKETBALL TICKET DOLLARS DONATED
### ENGAGING THE COMMUNITY

The 1869 Society was launched with a specific focus on businesses who donate to Purdue Athletics. This first-of-its-kind program will offer an opportunity for Purdue student-athletes and coaches to better engage with the businesses who support them. In addition to the benefits student-athletes will receive through enhanced career development and networking opportunities with leaders of industry, our 1869 Society members will also receive the benefits listed below:

<table>
<thead>
<tr>
<th>$5,000+</th>
<th>$25,000+</th>
<th>$100,000+</th>
</tr>
</thead>
<tbody>
<tr>
<td>All benefits of the $5,000+ level, plus:</td>
<td>All benefits of the $25,000+ level, plus:</td>
<td></td>
</tr>
<tr>
<td>• 1869 Society Leadership Summit invitation</td>
<td>• Name a Student-Athlete Development program Pillar</td>
<td></td>
</tr>
<tr>
<td>• Opportunities to engage with student-athletes</td>
<td>• Private 1869 Society Leadership Summit</td>
<td></td>
</tr>
<tr>
<td>• Table at 1869 Society Networking and Job Event</td>
<td>• Table sponsor at Old Gold &amp; Black Dinner and A.D. Dinners</td>
<td></td>
</tr>
<tr>
<td>• Participate in student-athlete recruitment sessions</td>
<td>• Participate in student-athlete career development workshops and community service opportunities</td>
<td></td>
</tr>
<tr>
<td>• Purdue Student-Athlete Development website and Athlete Network visibility</td>
<td>• Keynote speaker opportunities within Purdue Athletics</td>
<td></td>
</tr>
<tr>
<td>• John Purdue Club website recognition</td>
<td>• Customized recruitment and hiring assistance</td>
<td></td>
</tr>
<tr>
<td>• Partnership opportunities at John Purdue Club Day, our signature golf tournament</td>
<td>• Recognition at signature Old Gold &amp; Black Dinner and exclusive A.D. Dinners</td>
<td></td>
</tr>
<tr>
<td>• Inclusion on the donor recognition wall</td>
<td>• Other VIP opportunities</td>
<td></td>
</tr>
</tbody>
</table>

All gifts can be pledged over five years. Benefits subject to change.

### CAREER DEVELOPMENT

Our student-athletes have packed schedules from sunrise to sundown, and they often miss out on experiences like job fairs and internships. In addition to generating critical financial support, the 1869 Society brings much-needed career development opportunities directly to our student-athletes.

### A DAY IN THE LIFE OF A PURDUE STUDENT-ATHLETE

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>8-9 AM</td>
<td>Lift</td>
</tr>
<tr>
<td>9:30 AM</td>
<td>COVID-19 test</td>
</tr>
<tr>
<td>10:30 AM</td>
<td>Appointment with athletic trainer</td>
</tr>
<tr>
<td>11-1:20 PM</td>
<td>Two classes</td>
</tr>
<tr>
<td>2:15-3 PM</td>
<td>Position practice</td>
</tr>
<tr>
<td>3-5 PM</td>
<td>Team practice</td>
</tr>
<tr>
<td>5:30 PM</td>
<td>Dinner with team</td>
</tr>
<tr>
<td>7-9 PM</td>
<td>Homework and studying</td>
</tr>
</tbody>
</table>
NEW VARSITY P ENHANCEMENTS

Operating under the umbrella of the John Purdue Club, Varsity P are JPC members who are also athletics alumni: former varsity student-athletes, managers, coaches, athletic trainers, practice players, and spirit squad members. Alumni do not need to have lettered or graduated from Purdue to join.

We are proud of what our alumni have accomplished and they will always be a part of our Athletics family. We want to give them the opportunity to invest in their legacy after their time here at Purdue.

With lofty goals in mind for the future of Purdue Athletics, we are excited to relaunch Varsity P.

EXCITING NEW BENEFITS:

• Receive all John Purdue Club membership benefits at your level
• Varsity P Pregame Lounge: this all-new benefit will provide Varsity P members with the exclusive opportunity to entertain guests in the J.Nine Club in Mackey Arena prior to football home games
• Biannual Varsity Press newsletter
• Invitation to the Varsity P Homecoming Tailgate
• Access to both virtual and in-person networking opportunities
• Discount on John Purdue Club and new Varsity P gear
• Exclusive video calls with your program’s leadership
• And more!

The John Purdue Club has made a conscious effort in recent years to include more Purdue student-athlete alumni on our staff, and Varsity P is led by three Boilermaker alumni:

CARLY MERCER SCHMITT ’15
Swim & Dive Alum
Development Associate - Annual Giving
camercer@prf.org
765.496.2531

MARK HERRMANN ’81
Football Alum
Director of Leadership and Alumni Engagement
mdherrmann@prf.org
765.496.5079

RYAN ISAAC ’14
Football Alum
Assistant Director of Development - Varsity P
rcisaac@prf.org
765.494.8671
Priority points are used to determine priority for seating assignments. During allocation, members will be ranked based upon total priority points and tickets are allocated in that order. Parking passes are allocated FIRST by giving level, THEN by priority points within that level.

Those who contribute to More Than A Game will receive additional priority points as follows:

- 3 priority points per $100 for all cash gifts to the campaign until June 30, 2021
- 1 priority point per $100 for all remaining pledge payments scheduled between June 30, 2021 and June 30, 2025
- In addition, JPC members will automatically receive 2 points per $100 for their annual gift made between May 1, 2020 and April 30, 2021.

The categories in which you can earn points are:

- **JPC membership bonus**: all active members are awarded 50 points
- **Cumulative cash contributions**: 1 point/$100
- **Continuous years of JPC/Varsity P membership**: 2 points/year
- **Referral of new JPC/Varsity P members**: 1 point/$100 of new member's first gift
- **Varsity P membership bonus (see page 6)**: 4 points
- **Irrevocable deferred gifts**: 1 point/$500
- **Premium seating license fee**: 1 point/$100
- **Football season-ticket holder status**: 3 points/year
- **Men's basketball season ticket holder status**: 3 points/year
- **Women's basketball season ticket holder**: 3 points/year
- **Volleyball season ticket holder status**: 3 points/year
- **Baseball/softball season ticket holder status**: 3 points/year
- **President’s Council membership ($1,000 in total donations to the University for the year)**: 3 points
- **Purdue Alumni Association Plus Member**: 3 points
- **Football bowl ticket purchases**: 2 points/year

These categories are summed to determine your total points.

Priority points are especially significant as we reseat Mackey Arena for men's basketball beginning in May of 2022. We anticipate extremely high demand for tickets and a competitive process. On April 30, 2022, current priority points will freeze so the reseat process can begin, making the 2021-22 JPC membership year an ideal time to evaluate your support of Boilermaker student-athletes moving forward.

For additional information, please see the back cover of the donor guide. Your Boilermaker Athletics Representative (B.A.R.) will be in touch as more information becomes available.
### JOHN PURDUE CLUB MEMBERSHIP BENEFITS

#### BENEFITS OUR STUDENT-ATHLETES RECEIVE FROM YOUR GIFT

<table>
<thead>
<tr>
<th>Benefit</th>
<th>First Team</th>
<th>Captain</th>
<th>MVP</th>
<th>All-American</th>
<th>Legend</th>
<th>Olympian</th>
<th>Hall of Fame</th>
<th>Champion</th>
<th>Brees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provides a student-athlete with books for one semester</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>Provides a student-athlete with books for one year</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>Covers one semester of room</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>Covers one semester of room and board</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>Covers one year of in-state tuition</td>
<td></td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>Covers a full ride in-state scholarship for one year</td>
<td></td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>Covers a full ride out-of-state scholarship for one year</td>
<td></td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td></td>
</tr>
</tbody>
</table>

#### BENEFITS YOU RECEIVE WITH YOUR GIFT

<table>
<thead>
<tr>
<th>Benefit</th>
<th>First Team</th>
<th>Captain</th>
<th>MVP</th>
<th>All-American</th>
<th>Legend</th>
<th>Olympian</th>
<th>Hall of Fame</th>
<th>Champion</th>
<th>Brees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subscription to Forge Magazine and Gold &amp; Black Illustrated Express</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>John Purdue Club Calendar</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>Birck Boilermaker Golf Complex Discount Card</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>20% Discount on Purdue Athletics’ Facility Rentals</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>Ticket Priority</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>Postseason Ticket Priority</td>
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<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>Parking for football, men’s &amp; women’s basketball and volleyball</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>Men’s basketball lower arena/upper preferred ticket limit</td>
<td>2</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>6</td>
<td>6</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Bowl tickets available for purchase</td>
<td>REQUEST</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>President’s Council Membership</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>Invitation to the Old Gold &amp; Black Dinner</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>Final four tickets available for purchase</td>
<td>REQUEST</td>
<td>REQUEST</td>
<td>REQUEST</td>
<td>REQUEST</td>
<td>2</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Eligible to request to establish a corporate membership</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>Invitation to athletics director dinners</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>MBB lower parking lot pass available for purchase</td>
<td>REQUEST</td>
<td>REQUEST</td>
<td>REQUEST</td>
<td>REQUEST</td>
<td>REQUEST</td>
<td>REQUEST</td>
<td>REQUEST</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Lower/club level crossroad classic tickets available for purchase</td>
<td>REQUEST</td>
<td>REQUEST</td>
<td>REQUEST</td>
<td>REQUEST</td>
<td>REQUEST</td>
<td>REQUEST</td>
<td>REQUEST</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Complimentary reserved parking space with ticket purchase</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>Champion Travel Opportunity</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>MBB NCAA tournament regional tickets available for purchase</td>
<td>REQUEST</td>
<td>REQUEST</td>
<td>REQUEST</td>
<td>REQUEST</td>
<td>REQUEST</td>
<td>REQUEST</td>
<td>REQUEST</td>
<td>4</td>
<td>4</td>
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<tr>
<td>Lower/club level MBB Big Ten tournament tickets available for purchase</td>
<td>REQUEST</td>
<td>REQUEST</td>
<td>REQUEST</td>
<td>REQUEST</td>
<td>REQUEST</td>
<td>REQUEST</td>
<td>REQUEST</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>JPC Retreat</td>
<td></td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>Exclusive Nike gear</td>
<td></td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>MBB NCAA tournament first and second round tickets available for purchase</td>
<td>REQUEST</td>
<td>REQUEST</td>
<td>REQUEST</td>
<td>REQUEST</td>
<td>REQUEST</td>
<td>REQUEST</td>
<td>REQUEST</td>
<td>REQUEST</td>
<td>2</td>
</tr>
</tbody>
</table>
WAYS TO SUPPORT PURDUE STUDENT-ATHLETES

CASH GIFTS

ONLINE: The most convenient way to make a gift for student-athlete scholarships. Visit JohnPurdueClub.com to upgrade, renew or join.

PHONE: Call your Boilermaker Athletics Representative or 765.494.CLUB and we will be happy to assist you in making your contribution over the phone.

MAIL: Checks should be made payable to “Purdue Foundation” with John Purdue Club in the memo line.

Purdue Foundation
Gift Processing
P.O. Box 772401
Detroit, MI 48277-2401

MONTHLY PAYMENT PLANS

Your annual contribution to Purdue student-athletes does not have to be made all at once. Give us a call and we can set up a monthly contribution that allows you to take full advantage of the benefits at your total giving level for the year.

MATCHING GIFTS

Many companies participate in a matching gift program, allowing you to increase your contribution to the John Purdue Club and earn more priority points at no additional cost to you. Please research whether your employer will match your gift towards athletic scholarships or facility projects. It is a benefit to you and our student-athletes!

STOCK GIFTS

Stock gifts also may be made and can help you avoid capital gains taxes. Please be sure your stock gift includes your name and contact information. To learn more about specific transfer options and to obtain the Gift of Security Transfer Notification form, please contact your Boilermaker Athletics Representative.

PLANNED GIFTS

Leaving a legacy gift is encouraged because it provides a lasting contribution to Purdue Athletics. Planned gifts may include will provisions or the establishment of a trust with the John Purdue Club as a beneficiary. Irrevocable deferred gifts earn priority points immediately.

REFERRAL PROGRAM

You can earn additional priority points (1 point/$100 of new member’s first gift) by referring new members to the John Purdue Club. We know we can achieve our goal of 10,000-plus members by engaging Boilermakers who already are connected to our current JPC members.

CURRENT MEMBERS BY GIVING LEVEL

<table>
<thead>
<tr>
<th>Level</th>
<th>Annual Gift</th>
</tr>
</thead>
<tbody>
<tr>
<td>53</td>
<td>Brees</td>
</tr>
<tr>
<td>142</td>
<td>Champion</td>
</tr>
<tr>
<td>50</td>
<td>Hall of Fame</td>
</tr>
<tr>
<td>122</td>
<td>Olympian</td>
</tr>
<tr>
<td>225</td>
<td>Legend</td>
</tr>
<tr>
<td>832</td>
<td>All-American</td>
</tr>
<tr>
<td>1,489</td>
<td>MVP</td>
</tr>
<tr>
<td>1,606</td>
<td>Captain</td>
</tr>
<tr>
<td>3,074</td>
<td>First Team</td>
</tr>
<tr>
<td>138</td>
<td>Young Professionals</td>
</tr>
</tbody>
</table>
FOOTBALL SEASON-TICKET PURCHASE AND RENEWAL INSTRUCTIONS

We encourage you to set up your online account so you can renew online. This will give you access to manage your tickets from your mobile device! There will be no paper renewal forms this year.

If you decided to roll your payment from 2020 to 2021, you do not owe anything at this time. You will need to make your parking selection, if applicable, either online or with your B.A.R.

EASY STEPS TO RENEW OR PURCHASE ONLINE
• Go to PurdueSports.com/MyAccount
• Log in to your account or click on Link Your Account*
• Select Season Renewal Application
• Select Football 2021 Renewal

*IF YOU HAVE NEVER PURCHASED PURDUE ATHLETICS TICKETS ONLINE:
• Contact the Hayes Family Athletics Ticket Office at 800.49.SPORT to find out your PIN.
• Select Activate and enter your customer number and PIN.
• Verify your account information and follow the online steps to renew.

POLICIES AND IMPORTANT INFO
• Per Big Ten Conference regulations, all individuals, including children of any age, must have a ticket for admission.
• Purdue faculty/staff get a 20% discount off season ticket price up to two tickets for all categories except in South End Zone, Value End Zone and the “4 or more” discounted season tickets.

GENERAL INFORMATION
• Season-ticket holders wishing to retain their same seats simply need to renew by the renewal deadline of April 30. Any requests to be moved can be listed in the comments box online. The JPC priority point system will be used when considering seating requests.
• If you wish to increase your order, the JPC priority point system will be used to assign the additional seats as close as we can to your current seats.
• Parking request information and any changes to parking policies will be addressed in detail separately via email and will be shared on PurdueSports.com. Parking requests are not guaranteed and are allocated first by JPC membership level and then by priority points.
• If you wish to purchase additional single-game tickets, you may do so online. The JPC priority point system will be used to assign seats.
• Any reduction of season tickets must be done by renewing over the phone. Reductions cannot be made online.
• Contact the Hayes Family Athletics Ticket Office at 800.49.SPORT with questions.
### 2021 Football Season-Tickets

#### Section Prices

<table>
<thead>
<tr>
<th>Section</th>
<th>Ticket Price</th>
<th>Legacy Fund</th>
<th>All-In Price</th>
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<tbody>
<tr>
<td>West Midfield</td>
<td>$270</td>
<td>$200</td>
<td>$470</td>
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<tr>
<td>Prime</td>
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<td>$445</td>
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<tr>
<td>West Sideline</td>
<td>$222</td>
<td>$100</td>
<td>$322</td>
</tr>
<tr>
<td>East Sideline</td>
<td>$222</td>
<td>$85</td>
<td>$307</td>
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<tr>
<td>Touchdown</td>
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<td>$222</td>
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<td>Lower End Zone</td>
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<td>Lower End Zone (4 or more)</td>
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<td>South End Zone</td>
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<tr>
<td>Value End Zone</td>
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</tr>
<tr>
<td>Value End Zone (4 or more)</td>
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<td>$0</td>
<td>$96</td>
</tr>
</tbody>
</table>

#### Season-Ticket Benefits

- Access to the South End Zone Patio
- Priority to purchase Purdue Athletics tickets
- Priority to purchase bowl game tickets
- Three JPC priority points
- Ability to set up a payment plan
- Dedicated Boilermaker Athletics Representative
- Save up to 28% off single-game ticket prices
- One Birck Boilermaker Golf Complex savings card per account
- Get up to 30% more with pre-purchased concessions cards
PREMIUM SEATING: THE ULTIMATE FOOTBALL GAMEDAY EXPERIENCE

Ross-Ade Stadium offers several premium seat options. Whether you enjoy the outdoor atmosphere (Shively), an all-inclusive experience (Buchanan) or the privacy of your own suite, we have it. Shively Club has a wait list and other availability is limited. All areas are anticipated to sell out this season.

SHIVELY OUTDOOR CLUB: STARTING AT $1,750
- Premium gameday fare available for no additional cost (excluding alcohol)
- Individual, extra-wide chairback seats
- Access to the comfortable, climate-controlled Shively Club Lounge

BUCHANAN INDOOR CLUB: $3,420
- A distinctive dining experience with gourmet chef tables for no additional cost
- Soft drinks, beer, wine and cocktails all at no charge
- Luxury, theater-style padded seats located in exclusive climate-controlled Buchanan Club Lounge

PRIVATE LUXURY SUITES: STARTING AT $49,800
- 18 season tickets included
- In-suite concierge staff
- Personalize your suite with your own graphics and photos

Pricing is listed on a season basis and includes ticket cost and license fee. In the interest of consistency with basketball contracts, all new contracts in 2021 and beyond will include only the license fee with tickets and parking purchased in addition.

To purchase, or for more information, please contact your Boilermaker Athletics Representative or reach out to JPC@purdue.edu or 765.496.2582.
FOOTBALL PARKING ENHANCEMENTS

We are excited to announce new measures to enhance the process by which John Purdue Club members request parking, providing more transparency and ensuring that our best parking passes remain in the hands of those who support Boilermaker student-athletes.

All parking for the 2021 season will be renewable starting in 2022 for those who maintain their John Purdue Club membership level and remain above the level and number of tickets required to maintain their parking passes. Lots will be grouped into “Gold” and “Black” lots. All parking passes are subject to one per four tickets, but additional limits are in place on Gold lots by JPC level with the remaining passes being allocated in the Black lots.

GOLD LOTS
A, B, C, D, F, H, K, Q, R, R2, S, T, Y, Z, RV1, RV3, R2

BLACK LOTS
AA, BB, CC, EE (ADA), M, W, O (ADA), IM, NORTHWESTERN GARAGE, UNIVERSITY GARAGE, RV2, RV4

GOLD LOT LIMITS
BREES/CHAMPION – 4 PASSES MAX
HALL OF FAME/OLYMPIAN/LEGENDS – 3 PASSES MAX
MVP/ALL AMERICAN – 2 PASSES MAX
CAPTAIN – 1 PASS MAX
FIRST TEAM – 0 PASSES

*Map Subject to Change*
MEN'S BASKETBALL SEASON-TICKETS

Tickets to 2021-22 men’s basketball games will be available for purchase online at PurdueSports.com, at the Hayes Family Athletics Ticket Office located in Mackey Arena or by calling the John Purdue Club this summer. The Hayes Family Athletics Ticket Office opens two hours prior to the start of each men’s basketball game.

Ticket priority for season allocations and single-game on-sale dates are given to John Purdue Club members. Lower-arena tickets and premium tickets in the gold, black and courtside sections are sold out. To join the waitlist, please reach out to your B.A.R. or call 765.494.CLUB.

Parking passes are available for purchase by John Purdue Club members only. Current membership level will dictate lot availability.

TICKET DATES AND DEADLINES FOR 2021-22 PURDUE MEN'S BASKETBALL
• June 2 – Season tickets and waitlist open
• July 22 – Season ticket priority deadline
• September 30 – Crossroads Classic priority deadline
• January 13, 2022 – Men’s Big Ten Tournament ticket priority deadline
• Spring 2022 – reseat process begins (see back cover)

WOMEN'S BASKETBALL SEASON-TICKETS

Tickets to 2021-22 women’s basketball games will be available for purchase online at PurdueSports.com, at the Hayes Family Athletics Ticket Office located in Mackey Arena or by calling the John Purdue Club this summer. The Hayes Family Athletics Ticket Office opens one hour prior to the start of each women’s basketball game.

Ticket priority for season allocations and single-game on-sale dates are given to John Purdue Club members. Premium tickets in the gold, black and courtside sections are available only by calling your B.A.R. or 765.494.CLUB.

Parking passes are available for purchase by John Purdue Club members only. Current membership level will dictate lot availability.

TICKET DATES AND DEADLINES FOR 2021-22 PURDUE WOMEN’S BASKETBALL
• June 2 – Season tickets on sale
• July 22 – Season ticket priority deadline
• January 13, 2022 – Women’s Big Ten Tournament ticket priority deadline
MEET THE JOHN PURDUE CLUB TEAM

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IMPORTANT REMINDER:
MEN’S BASKETBALL RESEAT PROCESS MOVED TO 2022

Mackey Arena is reseated periodically to offer a path for loyal JPC members and men’s basketball season-ticket holders to improve their seating over time. This allows members who have supported Purdue student-athletes a fair opportunity to enjoy the best available seats. As an added benefit for our premium seat-holders, because their seats are part of multi-year contracts, they will not be reseated unless seating is impacted by a renovation. Previously scheduled to take place in 2021, this process has been delayed a year to begin in 2022.

There is no question that Purdue men’s basketball is an exciting team to watch! With a roster full of returning young talent, an appearance in the Sweet 16 or better in each of the last three NCAA Tournaments, and one of the top recruiting classes in the country, we anticipate extremely high demand for tickets after selling out the 2019-20 season.

Please review the enclosed materials thoroughly to learn more about how you can best position yourself for this competitive reseat process.