



# — THE — HEART OF THE NATION

2022 MEMBERSHIP GUIDE



MESSAGE FROM THE AD

DEAR  
CYCLONE FANS,

Thank you for your loyalty and unwavering Cyclone Club support. Your generosity has helped fuel arguably the greatest run of athletics success in Iowa State history. In order to maintain that level of success, we need your support so we can continue to provide an outstanding academic and athletic experience for all 450 Iowa State student-athletes who proudly don Cardinal & Gold.

Intercollegiate athletics continues to undergo an unprecedented transformation, and we do not anticipate that changing anytime in the near future. To overcome the challenges we are facing, we must continue generating additional financial resources in order to provide our student-athletes with state-of-the-art facilities, enhanced support services, access to financial opportunities provided by peer institutions, and retain our most-successful coaches and staff. Unfortunately, our need to grow revenues also comes at a time where our television revenues will most likely decline because of conference realignment.

In addition, our athletics program does not receive any State or University funding to operate, thereby making it one of the nation's only financially self-sufficient athletic programs. In fact, Cyclone Athletics is responsible for paying the full tuition costs, along with expenses for room, board, books and other fees for our student-athletes.

Annual Cyclone Club gifts and season ticket purchases are the lifeblood of our program and represent Iowa State Athletics' second-largest revenue source behind Big 12/NCAA distributions. While it was not a decision that was made lightly, re-indexing the Cyclone Club's annual giving levels, as outlined in this publication for the 2022-23 academic year, will help us increase revenues to fund our programs.

Iowa State Athletics is riding a wave of momentum as we head into 2022. However, it is critical that we continue to grow our Cyclone Club membership to ensure our future success. That is why we need your assistance to help make that a reality. Your Cyclone Club donation will provide our student-athletes the opportunity to compete in their sport at the highest level, while preparing them to utilize their Iowa State degree once their athletic careers have concluded.

Thank you for your continued support of our student-athletes. Go Cyclones!

Sincerely,

*Jamie Pollard*

Jamie Pollard  
Director of Athletics

NEW 2022 CYCLONE CLUB LEVELS

- DIRECTORS - \$15,000
- VICTORY - \$7,500
- CAPTAINS - \$3,750
- GOLD - \$1,500
- CARDINAL - \$750
- STATES - \$300
- CENTURY - \$100

Renew your membership today at [am.ticketmaster.com/isu/](https://am.ticketmaster.com/isu/)

IMPORTANT DATES

- JANUARY 2022** January 1 – Cyclone Club drive year begins.
- FEBRUARY 2022** Cyclone Club donation & football season ticket/parking renewals begin.
- MARCH 2022** March 31 – Cyclone Club donation & football season ticket/parking renewal deadline.
- APRIL/MAY 2022** Football parking selection process begins.  
Football seating selection process begins.
- JULY 2022** Basketball season ticket renewals begin.
- AUGUST 2022** Basketball season ticket renewal deadline & seating allocations begin.
- DECEMBER 2022** December 31 – Cyclone Club drive year ends.

*\*All important dates are subject to change \**

 @CycloneClubISU  @Cyclone\_Club












## STUDENT-ATHLETE INVESTMENT

Iowa State University is committed to providing the resources for our student-athletes to pursue their dreams academically, competitively and socially.

Whether its state-of-the-art classrooms and laboratories, first-class medical and nutrition support, efficient travel for competition, hair-raising game-day environments, elite practice facilities, support for building their personal brands or learning opportunities outside of athletics, Iowa State University believes in total student-athlete investment.

Our Cyclones are our most-treasured resource. We support their growth as total persons and you can see the investment we make in each one.

\$37,964		TUITION, ROOM & BOARD (out-of-state) \$25,446 - Tuition & Fees \$9,088 - Housing & Food \$1,000 - Books & Supplies \$2,430 - Personal Expenses
\$11,829		TUTORING, ADVISING, SUMMER SCHOOL
\$9,685		SPORTS MEDICINE & INSURANCE
\$7,235		NUTRITION & STRENGTH/CONDITIONING
\$8,366		APPAREL & EQUIPMENT
\$27,249		TRAVEL TO COMPETITION
\$800		OPPORTUNITY FUND - Service Trips, Emergency Trips Home, Laptops, Life Skills

\$103,128 ANNUAL INVESTMENT  
x 5 YEARS = \$515,640

+ \$23,920  CYCLONE GRADUATION GRANT

= \$539,560 TOTAL INVESTMENT

#9 Will McDonald  
Iowa State Football  
Defensive End



## STUDENT-ATHLETE SUCCESS

The championships won, the records set and the game-winning plays are often celebrated as the return on investment that we make in our student-athletes. But beyond those accomplishments are what our current student-athletes do in our community and in our classrooms. We celebrate those as well.

75+ ANNUAL GRADUATES

375+ ANNUAL DEAN'S LIST HONOREES

150+ ANNUAL ACADEMIC ALL-BIG 12 HONOREES

2,500+ ANNUAL HOURS OF COMMUNITY SERVICE



USING PLATFORMS FOR ADVOCACY  
( Mental Health, Social Justice, Food Drives, Etc. )



ATHLETES MENTORING & HELPING OTHERS  
( Hospital Visits, Reading to Kids, Etc. )

#21 Lexi Donarski  
Iowa State Basketball  
Guard

# OUR COMMITMENT TO STUDENT-ATHLETES

CYCLONE CLUB — ANNUAL GIVING

		DIRECTORS \$15,000+	VICTORY \$7,500	CAPTAINS \$3,750	GOLD \$1,500	CARDINAL \$750	STATES \$300	CENTURY \$100
MEMBERSHIP BENEFITS	Priority Points	150	75	37	15	7	3	1
	Cyclone Merchandise Discount							
	Donor Recognition in Publications & on Website							
	Membership Packet (mailed Fall 2022)							
	Cyclone Club Appreciation Events							
	Facility Rental Discount for Special Events in Premium Spaces							
	Order of the Knoll Recognition							
	Johnny's at Hilton Access – Women's Basketball*	4	2					
	Johnny's at Hilton Access – Men's Basketball & Wrestling*	4						
	Invitation to Athletics Director's Reception	2						
TICKET & PARKING BENEFITS	Football Season Tickets	8	4	4	4	4	4	4
	Away Game – Football Tickets**	8	4	4	4	4	4	4
	Bowl Game – Football Tickets**	12 (8 Directors/4 Best Available)	8 (4 Victory/4 Best Available)	6 (4 Captains/2 Best Available)	4	4	4	4
	Men's Basketball Season Tickets	8	4	4	4	4	4	4
	Football Car Parking Pass	1 – Reserved & 1 – Best Available	1 – Reserved	1	1	1	1	
	<b>OR</b>	<b>OR</b>	<b>OR</b>	<b>OR</b>				
	Football RV Parking Pass	1 – RV Reserved & 1 – Car Reserved	1 – Reserved	1 – Reserved				
	Men's Basketball Parking Pass	1 – Reserved & 1 – Best Available	1	1	1	1	1	
	Women's Basketball Parking Pass	1 – Reserved & 1 – Best Available	1 – Reserved	1 – Reserved	1	1	1	
	Sukup End Zone Club Eligibility	16	12	8	6	4		
	Women's Court CYd & Wrestling Floor Seating Eligibility	2	2	2	2			
	Olympic Sports Pass***	2	2	2	2			
	Big 12 Football Championship Game – Tickets**	8	4	4				
	Big 12 Men's Basketball Championship – Tickets**	8 (4 Lower & 4 Best Available)	4 (Upper Level)	2 (Upper Level)				
	Jack Trice Club Eligibility	4	4					
	Men's Court CYd Eligibility	2	2					
	NCAA Men's Basketball Championship – 1 <sup>st</sup> /2 <sup>nd</sup> Round Tickets**	4						



# 2022 FOOTBALL

## JACK TRICE STADIUM — MIDAMERICAN ENERGY FIELD



### MINIMUM PRIORITY DONATION REQUIREMENT

(in addition to season ticket cost)

\$15,000/\$7,500

\$750

\$3,750

\$300

\$1,500

\$100

### SUKUP END ZONE CLUB

### SECTIONS WITH NO DONATION REQUIREMENT

(season ticket cost only)

GENERAL PUBLIC

GENERAL PUBLIC

STUDENT SECTION

JR. CYCLONE CLUB HILLSIDE

VISITING TEAM

Seats number left to right, as you sit in your seats, facing the field.

All minimum priority seating donation requirements are estimated. Seating availability may be limited (or not available) in some priority sections.

## FAQS: ANNUAL GIVING LEVELS

### Are Jack Trice Stadium and Hilton Coliseum being re-seated?

**NO.** We are **NOT** re-seating either venue, nor are we changing the priority seating sections for either facility.

We are simply increasing the amounts tied to our annual giving levels (except Century). The amount tied to the majority of our annual giving levels — Century, States, Cardinal, Gold, Captains and Victory — has not changed in over 35 years.

As long as you make the **NEW** annual donation amount, at your respective level, your seat location will remain the same for the 2022 football and 2022-23 men's basketball seasons.

## FAQS: PRIORITY SEATING

### Will current Cyclone Club donors have the first opportunity to retain their present season ticket location in Jack Trice Stadium and/or Hilton Coliseum?

**YES.** Your current priority seating location will remain the same, but the respective annual donation tied to each giving level will increase (see pages 6 & 7).

### What if I decide **NOT** to make the increased annual gift amount required for my current seats and/or parking location?

We understand that your annual gift is your personal choice, and you may decide not to make the increased donation required to maintain your current annual giving level and benefits. Individuals who do not wish to make the increased donation to maintain their current giving level (and to retain their current seating or parking locations), may move their seats to a location that better fits their desired situation.

However, please know that since all donors can retain their current seats, changing seat locations will be based upon availability and there is no guarantee your desired location will have openings. This could be especially true given the record number of season ticket holders in Jack Trice Stadium and with historically strong season ticket demand in Hilton Coliseum.

### If I increase my gift to the **NEW** minimum annual amount required at my current membership level, will my seat locations in football and/or men's basketball improve?

**NO.** The **NEW** annual giving amount for your respective membership level is currently tied to your current seat and/or parking locations (football and/or men's basketball).

During the seating selection process for football (May) and basketball (August), you may be able to move seats within your respective giving level locations based on availability. Please know that many priority seating sections in both Jack Trice Stadium and Hilton Coliseum are full or have limited availability given traditionally high renewal rates and record season tickets sales.

### Can I bump someone from their current seats if I donate at a higher level than the respective individual does, or can someone bump me from my seats if they donate at a higher level than I do?

**NO.** All current season ticketholders in both football and basketball will retain their current seat locations if they make the annual gift required for their current seats.

Renew your membership today at [am.ticketmaster.com/isu/](https://am.ticketmaster.com/isu/)



# FOOTBALL PARKING



## FAQS: FOOTBALL PARKING

### How has donor RV parking changed for 2022?

The **NEW** RV parking lot (RV Village) will be completed for the 2022 season. All donor RV parking will be re-located to the **NEW** RV Village, which is located east of University Boulevard (formerly lot G-7). The RV Village will feature reserved stall parking for 330 RVs. Each reserved stall features a concrete pad, an adjacent grass area (approx. 14' wide x 55' long) and an electrical hookup. In addition, the **NEW** Gateway Pedestrian Bridge that spans over University Boulevard and connects to Jack Trice Stadium will make stadium access from RV Village very convenient.

### What will the required minimum donation be to secure an RV parking pass?

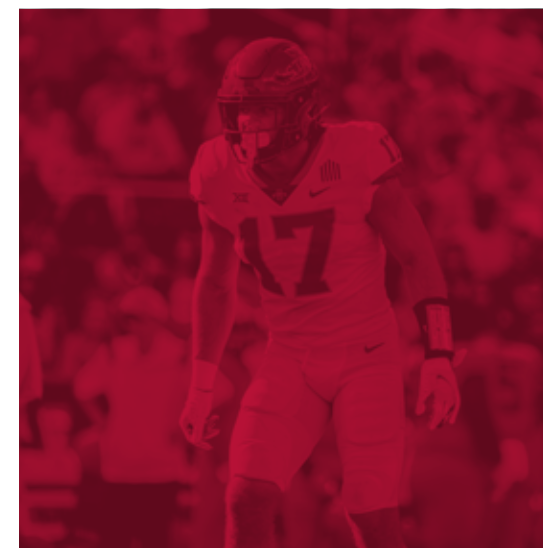
The **NEW** required minimum donation to request an RV parking pass will be at the Captains Level (\$3,750). All RV parking is based on availability and stalls will be assigned by donor level, then priority points within that level (starting with Directors Level donors, then Victory, then Captains). More information on selecting your reserved stall location will be sent to donors who request RV parking in April. The cost of a season RV parking pass will be \$250.

### What will the required minimum donation be to secure a CAR parking pass?

With the addition of the **NEW** RV Village in 2022, approximately 800 parking stalls directly east (lot S-8) and north (lots D-1, D-2, D-3 and D-4) of the stadium will now be available for car parking. We anticipate that all donors at the States Level (\$300) and above will be able to secure a car parking pass in a paved lot.

### Where will donors who parked in G-7 park now, given that lot is being converted to RV parking?

We are excited to share that donors who had previously parked in lot G-7 (grass) will now be able to park in a paved lot north of the stadium (lots B-1, C-1, C-2 surrounding Hilton Coliseum & Scheman Building). As a result, these donors will no longer have to worry about parking issues and closures due to rain or wet grounds. In addition, these lots feature several entry and exit points (Lincoln Way to the north, University Boulevard to the east and Beach Avenue to the west) for easy access.





# 2022-23 MEN'S BASKETBALL

## HILTON COLISEUM



MINIMUM PRIORITY DONATION REQUIREMENT (in addition to season ticket cost)	
\$15,000/\$7,500	\$750
\$3,750	\$300/\$100
\$1,500	NO DONATION REQUIRED
STUDENT SECTION	
Seats number right to left, as you sit in your seats, facing the court. All minimum priority seating donation requirements are estimated. Seating availability may be limited (or not available) in some priority sections. Seats will be assigned according to best available/donor request at the time of your Cyclone Club priority.	
PLEASE NOTE: Season tickets have been previously sold out. All requests for new or additional tickets in 2022-23 will be limited and based upon availability.	

## FAQS: ANNUAL GIVING LEVELS

### Are Hilton Coliseum & Jack Trice Stadium being re-seated?

**NO.** We are **NOT** re-seating either venue, nor are we changing the priority seating sections for either facility.

We are simply increasing the amounts tied to our annual giving levels (except Century). The amount tied to the majority of our annual giving levels — Century, States, Cardinal, Gold, Captains and Victory — has not changed in over 35 years.

As long as you make the **NEW** annual donation amount at your respective level, your seat locations will remain the same for the 2022 football and 2022-23 men's basketball seasons.

## FAQS: PRIORITY SEATING

### Will my annual donation decrease if I reduce the number of my seats from four (4) to two (2)?

**NO.** Remember your annual Cyclone Club donation covers up to four (4) season tickets, respectively, for both football and men's basketball (up to eight [8] for Directors donors), as well as your parking locations for both football and basketball. So reducing your seats from four (4) to two (2) will **NOT** decrease the amount of your annual donation to maintain your current seats.

### What if I have more than four (4) seats for football or basketball respectively, (or more than eight [8] if a Directors donor)?

If a donor has more than four (4) seats (or more than eight [8] if a Directors donor) for either sport in a priority seating area, an additional 25% of their annual club giving level is required for each additional seat. Otherwise, the additional seats will be located in a non-priority area.

### When do I need to make my annual Cyclone Club contribution, and what are my payment options?

To maintain or receive priority seating and/or parking locations for the 2022-23 football and basketball seasons, your gift must be received (paid or pledged) by March 31 for football seating/parking or by June 30 for basketball only seating.

The Cyclone Club offers a variety of easy payment methods (check, credit card or security transfers), as well as convenient payment plan options (semi-annual, quarterly or monthly) when making your annual contribution. Go to [cycloneclub.org](https://cycloneclub.org) or to your online Ticketmaster Account Manager for more information.

### PRORATED EXAMPLES

#### DONOR A

6 Football Seats in Section 31 = **\$2,250** donation needed

2 Basketball Seats in Section 210 = **\$1,500** donation needed

\*DONOR A must make a minimum \$2,250 donation, as their football requirement is larger.

#### DONOR B

4 Football Seats in Section 5 = **\$750** donation needed

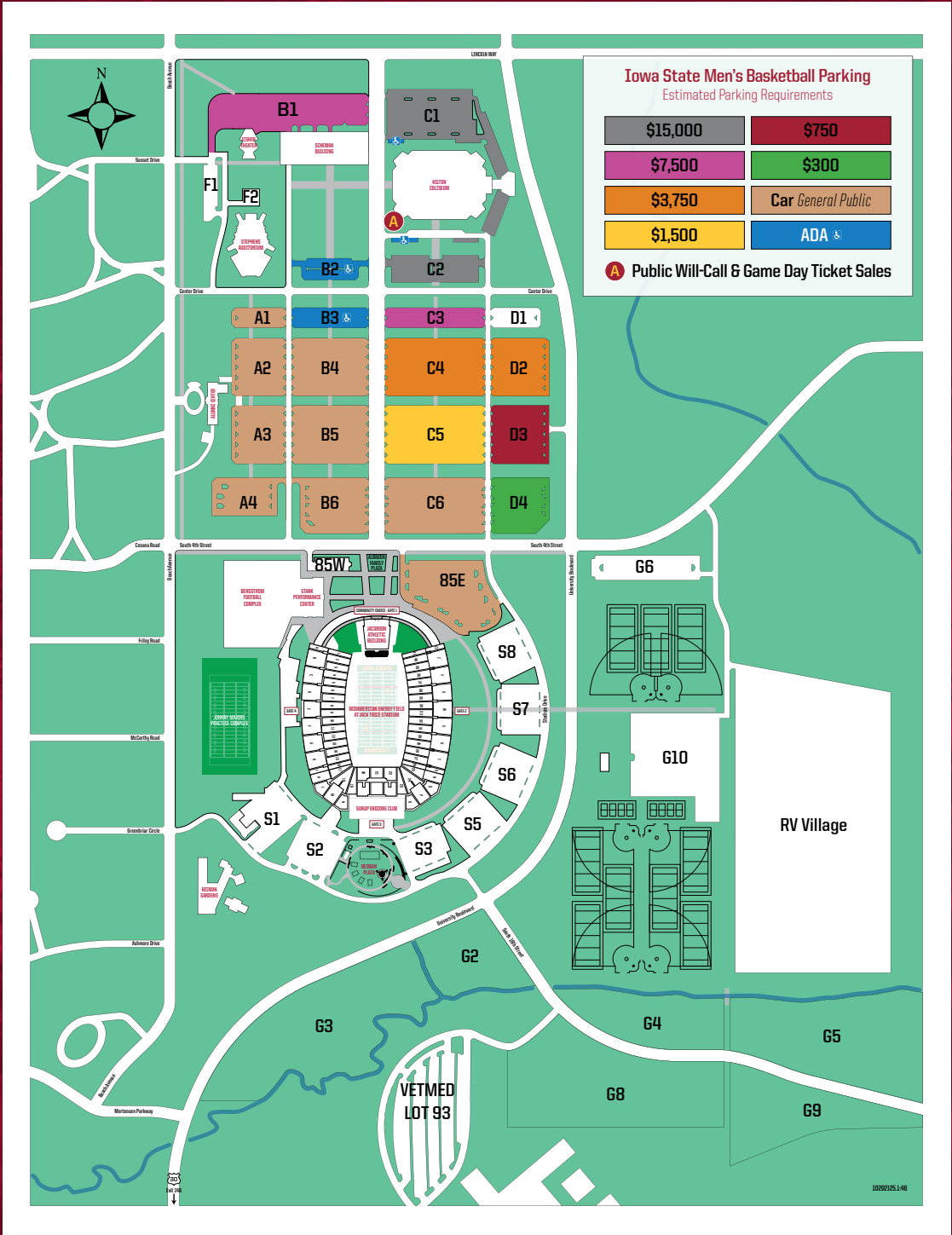
4 Football Seats in Section 4 = **\$300** donation needed (\$1,050 total football)

6 Basketball Seats in Section 230 = **\$1,125** donation needed

\*\* DONOR B must make a minimum \$1,125 donation, as their basketball requirement is larger.



# MEN'S BASKETBALL PARKING



# WOMEN'S BASKETBALL PARKING

Parking lot assignments for Iowa State women's basketball games are distributed as follows:

**RESERVED LOTS C1 AND C2**  
Directors, Victory and Captains Level members\*

**LOTS B1 AND C3**  
Gold, Cardinal and States Level members\*  
\*Lot requirements subject to change.

**LOTS A1-A4, B4-B6, C4-C6, D2-D4**  
General public parking (no donation required)\*

# FAQS: BASKETBALL PARKING

## How has donor parking changed for men's basketball?

The **NEWLY** expanded and re-configured parking lot B-1, north of the Scheman Building, will now be available for basketball donor parking. This lot was previously public parking for basketball or reserved for other events held at Scheman on basketball game days.

Lot B-1 will feature an entrance/exit point off Beach Avenue for easy access for donors arriving from either the north or south. Lot B-1 will also have an access point off Lincoln Way from the west (pre-game) and to the east (post-game). This lot also provides convenient access to Scheman for Stage Door and to Hilton Coliseum.

Lot B-1, along with lot C-3, will be for Victory (\$7,500) level donors who have men's basketball season tickets. Parking passes for one of these two lots will be allocated by priority points. More information on the selection process for lot B-1 and C-3 will be sent to Victory level donors this summer.

## With the significant increase of NEW parking stalls now available in lot B-1, will other donor levels see an improvement in parking locations or be assigned to a specific lot?

With the addition of lot B-1 for basketball, all Captains (\$3,750) and Gold (\$1,500) donors who park south of Center Drive will see improvements in their respective parking lot location.

We are also pleased to announce that all donors will be assigned to a specific parking lot starting in 2022-23, as opposed to areas or zones (several lots) like in past years. This will help in managing game day parking issues and assure space in your respective lot when you arrive.



PREMIUM SEATING AREAS



JACK TRICE SUITES

Full season or single-game suites are available to purchase for Iowa State football games. Whether entertaining business associates or relaxing with family and friends, these climate-controlled suites with food/beverage service and reserved parking provide the premier game day experience for all guests at Jack Trice Stadium.



JACK TRICE CLUB

To purchase Jack Trice Club seats, you must be a Cyclone Club member at the Victory Level (\$7,500) or above and each season ticket costs \$1,750. Any additional outside priority seating requires the appropriate annual contribution.



SUKUP END ZONE CLUB

To purchase Sukup End Zone Club seats, you must be a Cyclone Club member at the Cardinal Level (\$750) or above and each season ticket costs \$999. Existing Cyclone Club members who donate at the Cardinal Level (\$750) or above levels are not required to make any additional annual contribution.



COURTCYD SEATS

To purchase men's basketball CourtCYd seats, you must be a Cyclone Club member at the Victory Level (\$7,500) or above. Donors must be at the Gold Level (\$1,500) or above to purchase women's basketball CourtCYd seats.



JOHNNY'S

For men's basketball, Directors Level (\$15,000+) donors with men's basketball season tickets and CourtCYd seat holders receive access to Johnny's. For women's basketball, Directors and Victory Level (\$7,500+) donors with women's basketball season tickets and CourtCYd seat holders receive access to Johnny's.



WRESTLING FLOOR SEATS

To purchase wrestling floor seats, you must be a Cyclone Club member at the Gold Level (\$1,500) or above and each season ticket costs \$350 per seat.

PRIORITY POINTS

The Cyclone Club uses a priority points system to provide consistent, fair and equitable allocation of donor benefits. Benefits are allocated by Cyclone Club membership level and then by priority points within that level. Priority points are allocated to an account when a financial gift is received, not when a pledge is made. Priority points accumulate from year to year on a donor's account and are not transferable. Donations to other campus departments or units do not qualify for Cyclone Club priority points.

PRIORITY POINTS ARE AWARDED ANNUALLY FOR:

FACTOR	POINTS
Giving to Athletics	1 per \$100
Consecutive Years of Football Season Ticket Purchase	10 per year
Consecutive Years of Men's Basketball Season Ticket Purchase	10 per year
Consecutive Years of Women's Basketball Season Ticket Purchase	10 per year
Cyclone Club ALL IN Member	10 per year
Cyclone Club 110% Member	5 per year
ISU Letterwinners Club Member	5 per year
Cyclone Gridiron Club Member	5 per year
ISU Alumni Association Member	5 per year

DIGITAL TICKETING & PARKING INFORMATION

MOBILE TICKETING GUIDE

All fans are required to enter MidAmerican Energy Field at Jack Trice Stadium and Hilton Coliseum using a mobile ticket. Mobile tickets can be accessed via the free ISU Cyclones App or online using Account Manager.

DIGITAL-ONLY TICKETING OFFERS:

- Contactless entry for fans.
- Flexibility to easily manage tickets using the ISU Cyclones App (Apple | Google Play) or online using Account Manager.
- The ability to quickly & easily transfer tickets.
- An additional layer of security to guard against fraudulent and counterfeit tickets.

WE STRONGLY RECOMMEND THE FOLLOWING IMPORTANT TIPS:

- Add your ticket(s) to your phone's digital wallet in advance to avoid slow or weak Wi-Fi or cellular signals at the event.
- Make sure you have a full battery charge before you head to the game.
- If you are attending with guests, transfer (forward) each person their own ticket in advance.



DOWNLOAD THE ISU CYCLONES APP IN THE APPLE AND GOOGLE APP STORES



FOR MORE INFORMATION ON PREMIUM SEATING,  
PLEASE CONTACT THE CYCLONE CLUB AT 515.294.5022.



# BOOSTER INFORMATION

Iowa State is responsible for the actions of its boosters. If a booster violates an NCAA, Big 12 or ISU rule, the University may be subject to penalties. In addition, student-athletes or prospects may lose their eligibility for intercollegiate competition. Further, a booster found to have intentionally violated NCAA, Big 12 or ISU rules may be disassociated from Iowa State’s Athletics program, resulting in a loss of all benefits and privileges offered by the Department of Athletics.

## SOME IMPORTANT THINGS TO BE AWARE OF AS A BOOSTER:

- Boosters may not provide any extra benefits to prospects, current student-athletes or former student-athletes. Extra benefits include but are not limited to:
  - Cash or any type of gift
  - Loans or co-signing of loans
  - Vehicle or the use of a vehicle
  - Free or reduced-cost goods or services
  - Free or reduced-cost housing
- A permissible benefit a booster can be involved with is an occasional meal. Student-athletes may attend an occasional meal hosted by a booster held only at the home of the booster, and it may be catered. Occasional meals must be pre-approved by the Athletics Compliance Office.
- Boosters are not permitted to make in-person, on- or off-campus recruiting contacts with prospects, their relatives or friends. Boosters are also prohibited from initiating telephone or other electronic communication with prospects, their relatives or friends until the individual begins his or her first regular term (fall or spring) at ISU or begins pre-season practice (two-a-days).
- A booster may employ or arrange for the employment of a student-athlete as long as the student-athlete has registered the job with the Athletics Compliance Office before beginning work.
- Recent changes to the rules on student-athletes’ ability to profit from their name, image and likeness (NIL) allows student-athletes to receive compensation for nonathletic activities, such as business ventures, autographs, sport camps and endorsements. Any NIL agreement an ISU student-athlete enters in to must be disclosed to the compliance office.
- Boosters are not permitted to communicate with, make contact with or direct payments to a prospective student-athlete (recruit) in high school or another university, directly or indirectly, in order to influence their decision to attend ISU. Further, boosters cannot compensate a student-athlete for their NIL without the exchange of consideration.

## GOT QUESTIONS? ASK COMPLIANCE!

[compliance@iastate.edu](mailto:compliance@iastate.edu) | 515.294.4633

# FOR QUESTIONS OR MORE INFORMATION ON:

**Cyclone Club, major gifts/endowments,  
priority seating/parking or premium seating, contact:**

Cyclone Club  
Jacobson Athletic Building  
Ames, IA 50011  
515.294.5022  
888.478.2925 (toll free)  
[cyclclub@iastate.edu](mailto:cyclclub@iastate.edu)

**Season tickets, contact:**  
Athletics Ticket Office  
515.294.1816  
888.478.2925 (toll free)  
[tickets@iastate.edu](mailto:tickets@iastate.edu)

**Jr. Cyclone Club, contact:**  
Jr. Cyclone Club  
515.294.3558  
[jrcyclclub@iastate.edu](mailto:jrcyclclub@iastate.edu)





— THE —  
**HEART  
OF THE  
NATION**

**meyocks**  
MEAN MORE™

