...one Pirate at a time.

ALL HANDS ON DECK

PIRATE CLUB

2018 MEMBERSHIP GUIDE
Dear Pirate Nation,

As we begin a new year, a new chapter in ECU Athletics history is unfolding. Progress on the Dowdy-Ficklen Stadium Southside Renovation project continues each day. It is because of your support and commitment to ECU Athletics that this transformational project moves closer to completion.

Beyond the renovation project, you have shown your generous support through our annual scholarship fund supporting our more than 470 student-athletes. However, we are currently funding only 80% of the annual scholarship bill. The remaining 20% is funded through the athletics operations budget, which inhibits our department from investing in other areas in our effort to achieve academic and athletic excellence. It is our goal to do everything possible to bridge this gap. But, we cannot achieve this goal without each of you - one Pirate at a time.

In an effort to continue to enhance these programs and to remain competitive in the ever changing landscape of college athletics, the Pirate Club is excited to unveil our All Hands on Deck membership drive. With a five-year goal of reaching 20,000 members and $12 million in annual scholarship fund support, this initiative will engage, motivate, and empower all members of Pirate Nation to make a positive impact on ECU Athletics for years to come. More information on this initiative is explained later in this membership guide.

Go Pirates!

Phillip Wood
Senior Associate Athletics Director
Executive Director | Pirate Club
BY THE NUMBERS
2016-17

3.02 ANNUAL GPA
INCREASED FROM 2.93
OVER THE LAST FOUR YEARS

ECU STUDENT-ATHLETES
GRADUATE AT A 10.9%
HIGHER RATE THAN THE
GENERAL STUDENT BODY

COMMUNITY SERVICE
9,275 HOURS

53 ALL-CONFERENCE
SELECTIONS

3 ALL-AMERICAN
SELECTIONS

220 ALL-ACADEMIC
SELECTIONS

WITHOUT YOUR GENEROSITY,
I WOULD NOT BE THE STUDENT,
ATHLETE OR PERSON I AM TODAY.
I AM SO INCREDIBLY GRATEFUL
TO CALL MYSELF A PIRATE.

CATHERINE ASHWORTH
WOMEN’S GOLF
JUNIOR | FUQUAY-VARINA, N.C.
WHY GIVE?

ATHLETIC SCHOLARSHIP COSTS PER YEAR

ATHLETICS DEPARTMENT FUNDED
$1,606,817
$1,142,540
$1,824,875
$2,083,028
$2,452,393

PIRATE CLUB FUNDED
$5,324,413
$5,908,300
$5,956,162
$6,309,953
$6,419,713

ATHLETIC SCHOLARSHIP COSTS HAVE INCREASED NEARLY $2 MILLION SINCE 2012

ECU WILL FOREVER BE IN MY HEART AND I THANK YOU FOR MAKING MY DREAMS POSSIBLE. I AM BLESSED TO HAVE YOUR SUPPORT!

ALEX FRAZIER
WOMEN’S BASKETBALL
JUNIOR | LAWRENCEVILLE, GA.
IMPORTANCE OF REACHING OUR GOAL

Now more than ever, we need to provide our student-athletes with the appropriate resources needed to compete against the nation’s best. Due to increases in tuition costs, removal of the out-of-state scholarship exemption and the addition of full cost of attendance, the total scholarship bill has increased by 116% since 2010.

Even with an increase in Pirate Club scholarship support, there is still a shortfall of roughly $2.5 million needed to fully fund scholarships for our 20 sports.

While our ticket sales and Pirate Club support consistently top the American Athletic Conference, both state and university support is significantly less than that of our conference peers, positioning us 11th out of the 12 football member institutions in The American for overall athletic budget.

In order to fill this gap, the athletic department has to allocate dollars that could be used in other critical areas of need, such as recruiting, facilities, strength and conditioning, nutrition, and academics. It is imperative that we reach this goal as these resources have a direct competitive impact on our over 470 student-athletes.

ANNUAL SCHOLARSHIP COSTS

<table>
<thead>
<tr>
<th></th>
<th>IN STATE</th>
<th>OUT OF STATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition (Average)</td>
<td>$4,409</td>
<td>$20,729</td>
</tr>
<tr>
<td>Fees</td>
<td>$2,691</td>
<td>$2,691</td>
</tr>
<tr>
<td>Room (Average)</td>
<td>$5,679</td>
<td>$5,679</td>
</tr>
<tr>
<td>Board</td>
<td>$3,800</td>
<td>$3,800</td>
</tr>
<tr>
<td>Books</td>
<td>$800</td>
<td>$800</td>
</tr>
<tr>
<td>NCAA Cost of Attendance</td>
<td>$4,142</td>
<td>$4,142</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$21,521</td>
<td>$37,841</td>
</tr>
</tbody>
</table>

UNDERSTANDING COST OF ATTENDANCE

The NCAA Cost of Attendance legislation allows ECU Athletics to offer full athletic scholarships to also include costs associated with attending the university over the course of an academic year. What this means to the Pirate Club and ECU Athletics is nearly $1,000,000 (or approximately $4,100 per full scholarship) has been added to our scholarship commitment for our more than 470 student-athletes.
AMERICAN ATHLETIC CONFERENCE

The American Athletic Conference consists of 13 prestigious institutions. The conference mission is to provide students with the highest quality education and level of competition. Working together with a collective strength and spirit, the universities are committed to the students’ health and well-being, and to providing the essential skills and training to empower them in their lives and careers after graduation.

AMERICAN

OPERATING EXPENSE BUDGET

ECU

$45,814,967

MEDIAN

$52,204,566

HIGHEST

$79,211,704

RANK 11TH AMONG 12 FOOTBALL MEMBER INSTITUTIONS IN OVERALL ATHLETIC BUDGET

ECU

$608,354 *

$17,609,027 MEDIAN

* IN COMPLIANCE WITH THE NORTH CAROLINA STATUTES FOR ALLOWABLE SUPPORT FROM STATE FUNDING

DATA OBTAINED AS REPORTED IN THE NCAA AGREED-UPON PROCEDURES ANNUAL REPORT FOR 2015-16 YEAR. THE LATEST PUBLISHED REPORT FOR THIS INFORMATION.
With a five-year goal of reaching 20,000 members and $12 million in annual scholarship fund support, the Pirate Club is excited to unveil our All Hands on Deck membership drive.

This initiative will engage, motivate, and empower all members of Pirate Nation to make a positive impact on ECU Athletics for years to come.

The All Hands on Deck membership drive will require all of Pirate Nation to join together and take part in forever changing the course of ECU Athletics. Whether you are a current or previous Pirate Club member, Young Grad member, SPC member, Pirate letterwinner or faculty and staff member, we need everyone to get involved for this goal to become a reality.

Every Pirate desires for our student-athletes to succeed on and off the field. Your financial support positions our student-athletes to not only compete with the nation’s elite, but also enjoy their time in Greenville and have lasting memories as a Pirate.

To enhance ECU Athletics and impact the lives of Pirate student-athletes we are challenging Pirate Nation... it’s time for All Hands on Deck.
## 2018 Benefits

<table>
<thead>
<tr>
<th>Ticket Purchase Priority</th>
<th>Skull &amp; Crossbones ($500-$699)</th>
<th>Purple Pirate ($1,400-$1,999)</th>
<th>Golden Pirate ($2,000-$2,299)</th>
<th>Scholarship ($3,500-$6,999)</th>
<th>Golden Sabre ($7,500 &amp; Above)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership Cards, Window Decals and Sticker</td>
<td>FB2 BB2 BA2</td>
<td>FB4 BB2 BA2</td>
<td>FB4 BB2 BA4</td>
<td>FB8 BB4 BA4</td>
<td>FB10 BB4 BA6</td>
</tr>
<tr>
<td>Recognition in Football Game Day Program</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Halftime Men’s Basketball Hospitality</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Football Parking *</td>
<td>$140/CB ZONE 3</td>
<td>$70/CB ZONES 1&amp;2</td>
<td>$70* $140**</td>
<td>NP $140*</td>
<td>NP** $140*</td>
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<tr>
<td>Basketball Parking</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$70</td>
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<tr>
<td>Field Level Club</td>
<td></td>
<td></td>
<td></td>
<td>$1,000 PER PASS*</td>
<td>$1,000 PER PASS*</td>
</tr>
<tr>
<td>Baseball/Softball Parking</td>
<td></td>
<td></td>
<td></td>
<td>$1,000 PER PASS*</td>
<td>$1,000 PER PASS*</td>
</tr>
<tr>
<td>Recognition Plaque</td>
<td></td>
<td></td>
<td></td>
<td>$1,000 PER PASS*</td>
<td>$1,000 PER PASS*</td>
</tr>
<tr>
<td>Pre-Game Men’s Basketball and Football Hospitality</td>
<td></td>
<td></td>
<td></td>
<td>$1,000 PER PASS*</td>
<td>$1,000 PER PASS*</td>
</tr>
<tr>
<td>Access to Harvey Hall on Football Gamedays</td>
<td></td>
<td></td>
<td></td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Premium Seating (FB, BB, BA)</td>
<td></td>
<td></td>
<td></td>
<td>6</td>
<td>8</td>
</tr>
</tbody>
</table>

* = All donors (except Sabre Society) parking at Elmhurst and Stratford Arms will pay a parking fee of $140  
** = Option to purchase second parking pass, location based upon availability and purchase of a minimum of six season tickets.
† = Denotes Stratford Arms Lot  
*** = Second parking pass, location based upon availability and purchase of a minimum of six season tickets.  
** CODES: NP - Private, numbered spots assigned; Lot CB - Carol Belk Building  
^ = Able to purchase Field Level Club passes at a cost of $1,000 per pass, also requires purchase of a game ticket with each pass.
» Construction of a Southside tower resulting in the creation of 1,000 premium seats through the addition of a new club level, loge boxes, standard suites and founder’s suites available for the scheduled 2019 seating and parking adjustment

» Game day experience enhancement with a new pirate club level and premium parking spaces

» Improvements to the Ward Sports Medicine building including the construction of a football team lounge and renovation of the football locker room and sports medicine center to enhance the student-athlete experience. Also, the development of an indoor hitting facility adjacent to Clark-LeClair Stadium

FIELD LEVEL CLUB
AVAILABLE 2018 SEASON

An on-field experience in the west endzone. The patio places each pass holder in the heart of the action with a private bar and seating availability. Take in the pre-game festivities as you watch the team charge out of the skull.

Annual capital campaign contribution of $1,000 per pass
Required annual fund giving level of Purple Pirate (currently $1,400)

*Pass holders are required to purchase a game ticket to gain access to Dowdy-Ficklen Stadium*
WAYS TO GIVE

ECUPIRATECLUB.COM/GIVENOW
Easiest. Quickest. You can donate online at ECUpirateclub.com/givenow. Login to manage your account, view your giving history and priority points and give online all in one location. If you have any questions contact the Pirate Club office at (252) 737-4540 or ecupirateclub@ecu.edu.

STOCK TRANSFER
Giving stock is a unique way to make a contribution by turning your original investment into an investment in ECU Athletics. Contact our office for information.

CASH/CHECK DONATIONS
Checks should be made payable to:

ECU Educational Foundation, Inc.

Mailed to:
ECU Pirate Club
304 Ward Sports Medicine Building
Mail Stop 158
East Carolina University
Greenville, NC 27858-4353

Cash donations can be made by visiting our office location at the address listed above.

CREDIT CARD AND BANK DRAFTS
You can divide your annual fund pledge into smaller monthly payments to make it easier to support the Pirate Club by setting up an automatic payment schedule by way of a credit card draft or bank draft.

Bank drafts occur on the 1st and 15th of each month or on the following business day. Credit Card drafts occur on the 10th of every month or the following business day. NOTE: Automatic billing will continuously occur until the Pirate Club is notified in writing or by phone to stop billing.
ECU EMPLOYEE PAYROLL DEDUCTION
ECU employees may set up their contribution through payroll deduction. Payroll deduction occurs on the 15th and 30th of every month or the following business day.

MATCHING GIFTS
Your employer’s matching gift program may include provisions for matching contributions to intercollegiate athletics. Check with the human resources or personnel department at your company to find out if your gift can be matched, as well as to obtain the appropriate matching gift form to send along with your contribution. If not, please send in your Matching Gift form so we may request a matching donation from your employer.

PLANNED GIVING
When you name the ECU Educational Foundation, Inc., as a beneficiary in your will or establish a life-income trust, you help to ensure the lasting strength and vitality of ECU Athletics. Bequests, trusts and gifts of appreciated securities, insurance policies, and real estate are additional options as you consider your estate planning. We welcome an opportunity to discuss these giving options with you. For additional planned giving information, please contact Mark Hessert at hessertm@ecu.edu or call (252) 737-4540.

MEMBERSHIP FORM
TO MAKE A GIFT BY CREDIT CARD OR TO SETUP A MONTHLY PLEDGE VISIT ECUPIRATECLUB.COM/GIVENOW OR CALL (252) 737-4540

NAME _______________________________
SPouse ______________________________
BUSINESS ______________________________
ADDRESS ______________________________
______________________________________
CITY ________________________________
STATE _________________ ZIP ______________
PHONE ______________________________
EMAIL _______________________________
RECEIVE PIRATE CLUB NEWS, SPECIAL EVENT AND CHAPTER INVITES AND OTHER EMAIL UPDATES

MAIL COMPLETED FORM TO
ECU PIRATE CLUB
304 WARD SPORTS MEDICINE BUILDING
MAILSTOP 158
GREENVILLE, NC 27858-4353

TURN TO COMPLETE PLEDGE INFORMATION
KIDS CLUB [BIRTH TO 17 YEARS OLD] ($25)
CREW ($100-$249)
SWASHBUCKLER ($250-$499)
BUCCANEER ($500-$749)
SKULL & CROSSBONES ($750-$1,399)
PURPLE PIRATE ($1,400-$1,999)
GOLDEN PIRATE ($2,000-$3,299)
JOLLY ROGER ($3,300-$5,299)
SCHOLARSHIP ($5,300-$8,249)
BRONZE SABRE ($8,250-$10,999)
SILVER SABRE ($11,000-$16,499)
GOLDEN SABRE ($16,500-$27,499)
PLATINUM SABRE ($27,500 AND ABOVE)

TOTAL PLEDGE $ ________________________

PAYMENT METHOD
[ ] PAYMENT IS ENCLOSED
MAKE CHECKS PAYABLE TO ECU EDUCATIONAL FOUNDATION, INC.
[ ] ECU PAYROLL DEDUCTION
[ ] I WILL MAKE MY GIFT ONLINE

FIELD LEVEL CLUB REQUIRED ANNUAL FUND GIVING LEVEL
PURPLE PIRATE ($1,400 OR MORE)
[ ] ONE-YEAR TERM
NUMBER OF PASSES: _____ X $1,000 PER PASS
COST: $ ____________________