

PLAY BALL!

THE CAMPAIGN FOR COASTAL CAROLINA UNIVERSITY
BASEBALL & SOFTBALL



June 1, 2010

Dear Chanticleer Athletic Family:

As I become more familiar with the history of the Coastal Carolina University baseball and softball programs, I am amazed by the impressive level of success that has been experienced by each program. As I write this letter, our baseball team is in the midst what could be their most impressive season ever. A season that to date includes accolades such as; a 50+ win season, another Big South Regular Season and Tournament Championship, a #4 national seed and the opportunity to host a NCAA Regional and potentially a Super Regional in our community.

Through the years, our baseball and softball coaches and student-athletes have met the challenge of competing on a regular basis for conference and national success, with hard work, determination and a positive attitude. It is now time for the Coastal Carolina University community to step up to the plate for a challenge in support of these young men and women.

Play Ball, The Campaign for Coastal Carolina University Baseball and Softball, is your opportunity to hit a homerun in support of the Chanticleers.

Play Ball is focused on raising the funds necessary to upgrade our baseball and softball stadiums; thus creating facilities that will provide each program with the best opportunity to compete at the highest level. Whether it is taking advantage of one of the many available naming rights opportunities or by making a pledge towards a permanent priority seat, you can leave your mark on these projects.

The enclosed information will provide a broad campaign overview and demonstrate the commitment we can make to our Baseball and Softball programs with your assistance. The Chanticleer Athletics Foundation staff is ready to discuss the Play Ball campaign and the associated naming rights and priority seating options. Please take time to review this information and give serious consideration to making a contribution to this initiative. It is time to **PLAY BALL!**

Thank you for your continued support of Coastal Carolina Athletics and for the serious consideration I know you will give to further supporting our student-athletes.

Go Chants!



Hunter Yurachek
Director of Athletics



***SOFT
BALL***



***BASE
BALL***

COASTAL CAROLINA DEPARTMENT OF ——— ATHLETICS

OUR MISSION

The Coastal Carolina University Department of Athletics supports the University mission by providing opportunities for the student-athletes to reach their potential and experience success academically, athletically and personally. In providing student-athletes the opportunity to achieve excellence in these three areas we are developing Champions for Life.

OUR VISION

Chanticleer Athletics will become the premier Division I FCS institution in the country.

OUR PHILOSOPHY

The Coastal Carolina University Department of Athletics promotes success in collegiate athletics without compromising excellence in academics or compliance.

Department staff and coaches encourage student-athletes to maintain a balance between academics, athletics, and the social aspects of the collegiate experience. Athletic participation has the ability to provide an added dimension to the overall college experience of a student and to benefit the student in their personal and professional challenges.



2010 BIG SOUTH CONFERENCE
BASEBALL CHAMPIONS



GUIDING PRINCIPLES:

Each day the following principles will be the focus of the Department of Athletics staff:

- Educate our student-athletes on the importance and value of academic success and earning a degree from Coastal Carolina University
- Invest the resources necessary to develop competitive sports programs that compete for conference, regional and national championships on an annual basis.
- Create and implement programming to Teach personal growth characteristics and opportunities to each of our student-athletes.
- Develop the athletic department's annual operating and capital project budgets by maximizing current funding streams and creating new revenue opportunities.
- Commitment to Integrity by developing and maintaining a comprehensive internal and external compliance program.
- Financial stability by implementing a zero based budget process that identifies and addresses actual unit and sport program funding requirements.
- Create an environment where the spirit of Gender Equity and respect for Diversity are fundamental components of the decision making process.
- Unity through the creation of a family environment that values each and every employee.
- Embrace our community through public service projects and initiatives.

FOUR ACADEMIC ALL-AMERICANS



CAMPAIGN OVERVIEW

Coastal Carolina University has a long and proud history of success on both the Baseball and Softball diamonds. Between the two programs there have been 2000+ wins, 17 conference championships, 14 NCAA regional and 1 NCAA super regional appearance, numerous all-conference and all-America players and legendary coaches. The one missing ingredient in the storied history of our programs has always been a state-of-the-art stadium for each program.

This is your chance to step into the batter's box and truly make a lasting contribution towards the continued success of each program. Your generosity will assist Coastal Carolina in our efforts to build first class venues for our baseball and softball programs to compete. The home field advantage that will be created with the building of each of these venues will be a homerun as our programs continue to strive for their ultimate goal of a trip to the College World Series and an opportunity to compete for a National Championship.

The Play Ball! Campaign is your opportunity to help us make this happen.

For more information about **The Play Ball! Campaign** please contact the Chanticleer Athletic Foundation at 843-349-6670. We welcome the chance to discuss this exciting opportunity with you.



Mark Roach
Executive Director/CAF



CONCEPTUAL ELEVATION
SOFTBALL STADIUM



CONCEPTUAL ELEVATION
**BASEBALL/SOFTBALL
HITTING FACILITY**



CONCEPTUAL ELEVATION
BASEBALL STADIUM

NAMING RIGHTS

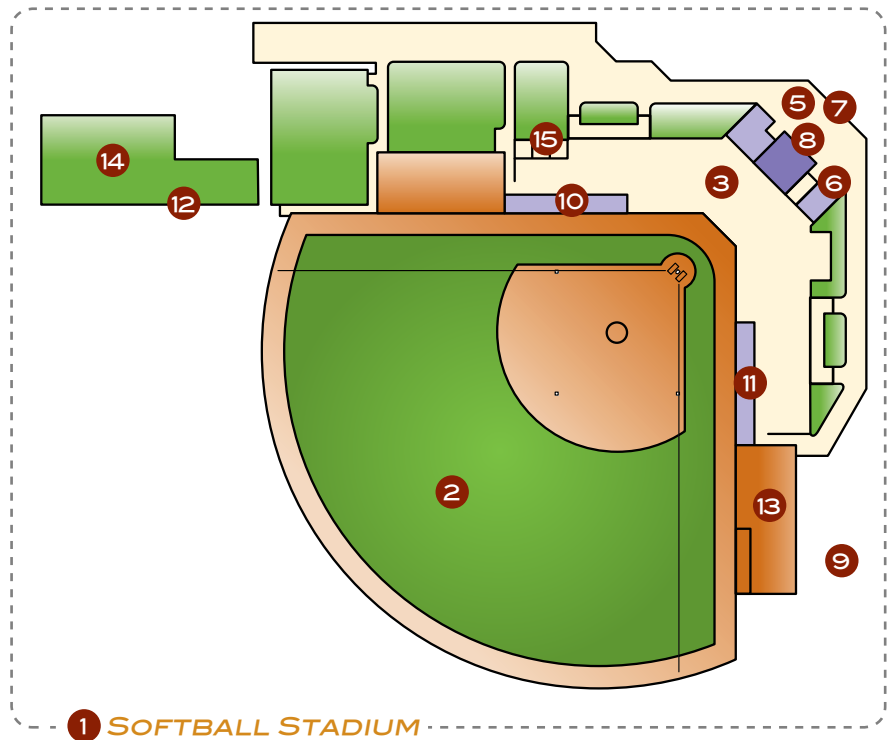
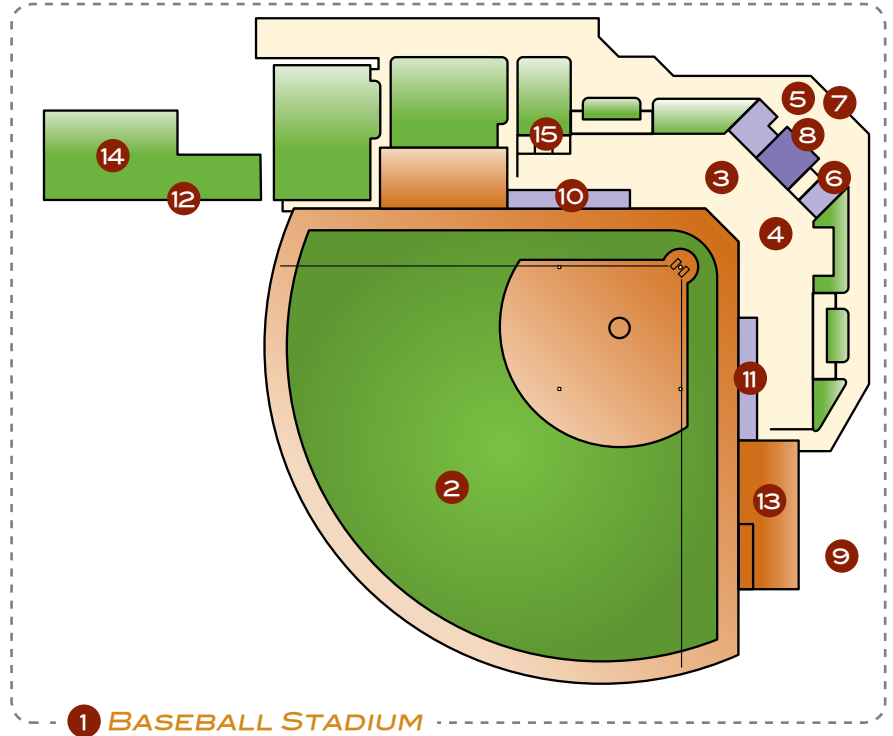
OPPORTUNITIES

Naming Opportunity	Baseball Value	Softball Value
Stadium	Reserved	\$500,000
Field	Reserved	\$500,000
Lower Level Grandstand	\$250,000	\$100,000
Upper Level Grandstand	\$250,000	—
Concourse	\$100,000	—
Press Box	\$250,000	\$100,000
Main Gate	\$100,000	\$50,000
Entrance Plaza	\$50,000	\$25,000
Picnic Area	\$25,000	—
Home Dugout	\$100,000	\$50,000
Visiting Dugout	\$50,000	\$25,000
Home Bullpen	\$50,000	\$25,000
Visiting Bullpen	\$25,000	\$10,000
Player Locker Room	\$100,000	\$50,000
Player Lockers (35)	\$1,000	\$500
Team Lounge	\$50,000	\$25,000
Athletic Training Room	\$25,000	\$10,000
Coaches Locker Room	\$50,000	\$25,000
Coaches Lockers (5)	\$1,000	\$500
Umpire Locker Room	\$10,000	\$5,000

BASEBALL 2008 NCAA SUPER REGIONAL APPEARANCE

NAMING OPPORTUNITIES

- 1 Stadium
- 2 Field
- 3 Lower Level Grandstand
- 4 Upper Level Grandstand
- 5 Concourse
- 6 Press Box
- 7 Main Gate
- 8 Entrance Plaza
- 9 Picnic Area
- 10 Home Dugout
- 11 Visiting Dugout
- 12 Home Bullpen
- 13 Visiting Bullpen
- 14 Player Locker Room
Player Lockers (35)
Team Lounge
Athletic Training Room
Coaches Locker Room
Coaches Lockers (5)
- 15 Umpire Locker Room



PRIORITY CHAIRBACK SEAT SALES

(Pledge payable over two years) Annual season ticket purchase also required.

BASEBALL:

LOWER LEVEL PRIORITY SEATING:

1 seat	2 seats	3 seats	4 seats
\$1500	\$3000	\$4250	\$5250

UPPER LEVEL PRIORITY SEATING

1 seat	2 seats	3 seats	4 seats
\$1000	\$2000	\$2750	\$3500

SOFTBALL:

1 seat	2 seats	3 seats	4 seats
\$500	\$1000	\$1250	\$1500



COASTAL CAROLINA DEPARTMENT OF ——— ATHLETICS

Why are we building new stadiums for our baseball and softball programs?

We have a need to upgrade our baseball and softball facilities to provide the best experience possible for both our student-athletes and fans. These facilities will demonstrate a commitment to our baseball and softball programs and honor the proud and great tradition of each sport. The new stadiums will allow us to compete on a national level and to attract the best student-athletes to our campus.

Where will the stadiums be located?

Both venues will remain at their current locations on campus adjacent to Brooks Stadium and Arcadia Hall.

What features will be in the new stadiums?

The new stadiums will feature many great amenities for the teams and fans alike. Fans will be greeted with a plaza area that will service both

adjacent venues. The entry to each stadium will be designed to feel like you are entering a special, first-class venue; because you are! Each stadium will feature additional and upgraded seating, new concessions and restrooms, state-of-the-art media facilities, upgraded sound and lighting systems and high definition video boards.

What can I do to make this campaign a success?

There is an opportunity for everyone to contribute to ensuring the success of this campaign; (1) Making a capital gift to the project, or (2) Purchase priority chairback seats in the stadium, or (3) involve your company in the project through a capital gift or chairback seat purchase, or (4) identify potential donors.

What is considered a Capital Gift and how long do I have to pay off a Capital Gift Pledge?

Any pledge more than \$10,000 is considered a Capital Gift and a

donor will have up to four years to pay of this pledge.

What is priority chairback seating?

Priority chairback seats are the individual seats with backs and armrests and located behind home plate between first and third base. In baseball there will be a lower level chairback (\$1500) and upper level chairback (\$1000). When you purchase a chairback you receive a personalized name plate attached to your seat for a ten-year period.

Will I need to purchase a season ticket each year if a purchase a priority chairback?

Yes, you will be required to purchase a season ticket each year; the initial priority chairback purchase is a donation to the project and guarantees you the same seat(s) for a period of ten years.

“TALENT AND FACILITIES GO HAND IN HAND
ON OUR MARCH TOWARDS OMAHA.”

- Head Baseball Coach Gary Gilmore



WWW.COASTAL.EDU/CAF

P. O. BOX 261954, CONWAY, SC 29528 | 843-349-6670