2016 Seat Selection Process

OHIO STADIUM
This is an exciting time to be a part of The Ohio State University. With the success of the newly implemented faculty/staff seat selection program for football and men’s basketball, we are expanding this opportunity to all football season ticket holders. Beginning with the 2016 football season, we are giving season ticket holders the opportunity to select their own seats. Once you have selected your seats for the 2016 season, you will be guaranteed those seats for four seasons (2016-2019). You have made Ohio Stadium one of the best college football venues in the country and in return for your generous support, we believe your seats should reflect your support.

The Department of Athletics, in conjunction with various representatives throughout the University, has conducted significant research and given much attention to this initiative. This is a process that will give season ticket holders more choices and allow you to be more involved in the seating process. We are confident this new seating process will positively impact Ohio State Athletics and make seating equitable for everyone.

The pages that follow explain in detail the football seat selection process. We recognize there will be questions and concerns along the way. Many of your questions may be answered in our FAQ section but if not, please contact the Buckeye Club office at (614) 292-9908, President’s Club at (614) 292-9550 or the Athletic Ticket Office at (614) 292-2624.

We encourage you to read through this publication and familiarize yourself with all of the information. Thank you for your continued support of The Ohio State University.

GO BUCKS!
The new Ohio State Football Virtual Venue™ is a fully-immersive 3D interactive seating diagram of Ohio Stadium. Developed by IOMEDIA, this technology allows customers to virtually place themselves inside any section at Ohio Stadium and experience the view from that location. You can view the new Ohio State Football Virtual Venue™ [http://ohiostatefb.io-media.com/](http://ohiostatefb.io-media.com/)

Customers will have several options to virtually explore Ohio Stadium.
- **Overview** provides an aerial view of Ohio Stadium with the option of viewing the stadium from different vantage points.
- **Section view** provides customers a 360 degree panoramic view from the seat and allows for the comparison of two different seat locations simultaneously.
- **Expanded view** provides a more immersive, full screen experience.

During the seat selection process, additional functionality will allow customers to see real-time seat availability during their seat selection window.
THE 2016 SEAT SELECTION PROCESS

What
• The 2016 Seat Selection Process will allow full season ticket holders to select their season ticket locations through an online process. This online seat selection process will occur after all season ticket orders have been processed.
• The online seat selection process will be conducted using the new Ohio State Football Virtual Venue™ developed by IOMEDIA, a fully-immersive 3D seating diagram of Ohio Stadium.

When
• 2016 football season ticket invoices will be sent in March, 2016
• The 2016 seat selection period will occur in spring and early summer, 2016.
• Detailed step-by-step instructions for using the online site to select seats will be provided to each season ticket holder when appointment times are communicated in early spring, 2016.

Why
• The Ohio State University wants to empower each full season ticket holder with the opportunity to choose their own seat locations based upon the priority point system.
• Full season ticket holders will have the chance to utilize state-of-the-art technology in professional and collegiate seating selection. This technology has been used successfully by other major collegiate and professional sports programs and promises to make seat selection an easy, transparent and convenient process.

How
(This process will only apply to full season ticket holders)
• Full season ticket holders will be provided a scheduled window of time in which to log-in and choose their seats using the 3D interactive seat map.
• Selection windows will be assigned based on the donor priority point system.
• Ticket holders will receive a specific appointment time that their seat selection window opens, but may log into their account any time after their window opens to select their seats.
• Appointment times will be staggered, with a new window opening every 30 minutes. Seats may be selected any time after an appointment window opens through the end of the entire selection period.

Notes to consider
• In the case of identical donor point rankings, selection order will be determined at random.
• Season ticket holders that would like to sit together will have to select their seats during the selection window of the group member with the lowest point total.
THE 2016 SEAT SELECTION PROCESS

The seat selection process will give season ticket holders the opportunity to select their seating based on their overall giving to the University.

This process aims to integrate athletics giving, university giving, continuous years of season ticket purchases for an equitable priority order by which season tickets will be allocated.

Each account will be assigned an appointment time based upon its donor priority ranking and all seats will be selected using the order shown on this page.

Notes:
• Seats selected during the 2016 Seat Selection Process will be guaranteed for four seasons (through the 2019 season) but you will have the opportunity to select new seats annually from available inventory should you desire. All seats will be guaranteed only if appropriate qualifying gifts (if applicable) and season ticket invoices are paid by the deadlines.

• Club seats will not be subject to the 2016 Seat Selection process.

SEAT SELECTION WINDOWS

CURRENT BUCKEYE CLUB/PRESIDENT’S CLUB MEMBERS
Seat Selection windows based upon points as of the Dec. 31, 2015 point deadline.

NEW BUCKEYE CLUB/PRESIDENT’S CLUB MEMBERS
Seat selection windows based upon the level at which a donor joins after Jan. 1, 2016 and when 2016 full season ticket applications are sent.

ATHLETIC COMMITTEEMEN (AC)
Seat Selection windows based primarily upon points as of the Dec. 31, 2015 point deadline. Those who have no points under the donor priority point system will select seats based on years of consecutive football season ticket purchase.

LONG TIME PURCHASERS (LTP)
Seat Selection windows based primarily upon points as of the Dec. 31, 2015 point deadline. Those who have no points under the donor priority point system will select seats based on years of consecutive football season ticket purchase.

ANY DONOR who joins or reactivates their account after ticket applications have been sent.

VARSITY O FOOTBALL “VOF”

FACULTY/STAFF “FAC/STAFF”

Groups in gray will have exclusive seat selection windows that allow access to seats only in their designated sections.

Any qualifying members of these groups who also are donors will have the opportunity to select all seats during their donor selection window, if desired.
SEAT SELECTION PRIORITY BREAKDOWN

Qualifying Donors Groups:
• **Current Donors:** Donors who have made qualifying gift(s) before Dec. 31, 2015
• **New Donors:** Donors who have made qualifying gift(s) after Jan. 1, 2016
  – New member priority will be determined by membership level

<table>
<thead>
<tr>
<th>Gift Type</th>
<th>Priority Points (from Jan. 1, 2015 - Dec. 31, 2015)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Gift</td>
<td>x 4%</td>
</tr>
<tr>
<td>Past Gift</td>
<td>x 2% (Prior to Jan. 1, 2015)</td>
</tr>
<tr>
<td>Irrevocable Gift</td>
<td>x 1% (Sum of face values)*</td>
</tr>
<tr>
<td>+ Revocable Gift</td>
<td>x 0.5% (Sum of face values)**</td>
</tr>
</tbody>
</table>

Total Priority Points

• These groups will select seats based on priority point ranking; donors with the top ranks will be assigned the first seating windows
• Priority point ranking encompasses total giving to the University based upon the calculation shown above

*Note: Gifts made after Dec. 31, 2015 will not be factored into the 2016 priority point calculation*

**ADDITIONAL SELECTION GROUPS**

**Varsity-O Football Group**
• Varsity O sections will be available to only Varsity O Football members
• This group will select seats in specific Varsity O sections, with selection windows based primarily upon the donor priority point system
• Those Varsity O members who have no points under the donor priority point system will select seats based upon the last year in which they lettered in football. Of the lettermen with 0 points, the oldest lettermen will select first and the youngest lettermen will select last

*Note: Any qualifying members of this group who also are donors will have the opportunity to select all seats during their donor selection window.*

**Faculty/Staff Group**
• This group will select seats in faculty/staff sections based on the faculty/staff priority point system as established by the Athletic Council
• Faculty/staff sections will be available only to faculty/staff members

*Note: Any qualifying members of this group who also are donors will have the opportunity to select all seats during their donor window.*
To help frame expectations for seat selection, the adjacent seating diagram is provided. More than 25,000 ticket holders purchase season tickets in Ohio Stadium. This color-coded diagram and corresponding point total chart represent an estimation of which seating areas in Ohio Stadium might be available to you during the 2016 seat selection process based on your donor point total.

- This is a representation of the seating assignments based upon priority points from the 2014 football season.
- **Black numbers** in sections indicate minimum donor priority point value per section, based on 2014 allocations.
- Any sections with no point value or designation are used as single game inventory.
- This map does not reflect actual inventory that may be available during the 2016 Seat Selection process. When logging in to select seats, you may see more or less desirable seating inventory available. This reflects the seating preferences of those people who chose their seats before you. You are welcome to select any available seats from the online map once your seating window opens.

**PLEASE NOTE:** This data is only an estimation based on previous ticket ordering statistics and seating level preferences. It is provided to help you form expectations for seating. It does not guarantee seating within a specific section at a specific point total.
FREQUENTLY ASKED QUESTIONS

**Why is the seat selection process taking place now?**
This program enables season ticket holders to select their own seats in a transparent and convenient way. By utilizing this new technology, ticket holders will be able to take ownership of their seating assignment. Each customer will be able to establish his or her own preferences (seating deck, low or high, aisle or middle, etc.) and choose accordingly.

**Is there a website to view information regarding the seat selection process?**
There is information online at OhioStateBuckeyes.com/seatselection. From this site, customers have the opportunity to explore the Ohio State Football Virtual Venue™, become familiar with how it works, and ask any questions well before seat selection takes place. Specific step-by-step instructions for selecting seats will be provided in spring of 2016.

**What other universities/colleges utilize a similar program?**
Numerous schools use a similar process to adjust seating on a regular basis including: Iowa, South Carolina, Penn State and Tennessee. Some of these schools utilize a seat selection process annually while others stagger the seat selection process.

**Why do donors receive priority in the seat selection process?**
It is important to our institution to have a system in place that properly rewards those who support Ohio State. The University appreciates the support from all of our season ticket holders. Our loyal and generous donors have supported Ohio State with resources and generous contributions. This support should be reflected in seating selection.

**Will I purchase season tickets during the seat selection process?**
No. As in past years, you will receive your ticket renewal email and will complete the online ticket renewal process during the month of March. If you submit payment for your ticket renewal by the payment deadline, you will receive your seat selection time shortly after the renewal period has ended.

**Will I make my donation during the 2016 seat selection process?**
No. If you want to make a donation that will impact your donor priority points for the 2016 season, you should make your Buckeye Club or President’s Club contribution by Dec. 31, 2015.

**How many tickets can I order?**
Season ticket qualifications will not change. You will be able to order and select as many seats as you qualify for based upon your membership level(s) at the time.
FREQUENTLY ASKED QUESTIONS

Can I still have my Buckeye Club/President’s Club seats next to other season tickets I am eligible to purchase?
Yes. Buckeye Club/President’s Club full season ticket holders who wish to have their seats assigned next to their other season tickets (i.e. Athletic Committeemen, Faculty/Staff, Long Time Purchaser, Varsity O) will be able to indicate that choice during the online season renewal process. Buckeye Club/President’s Club members have two options:
1) select all seats during your donor selection window;
2) select your donor seats during your donor selection window and your other seats during the window for your other designated group;

If I have club seats, will they be subject to the seat selection process?
No. Each club seat holder will retain their current seats during the 2016 seat selection process as long as you qualify for your club seats and continue to fulfill the obligations in your contract.

How often will the seat selection process take place?
The seat selection process will occur every four years, starting with the 2016 season. Season ticket holders may adjust their selection each season based on availability. The next full seat selection is scheduled to take place prior to the 2020 season.

How will I be notified about my Seat Selection Window?
Season ticket holders will be sent seat selection window information via email and U.S. Postal Mail. This mailing will include step-by-step instructions for using the online site to select seats.

If I have B-Box or D-Box seats in 2015, will I be able to retain them during the seat selection process?
Possibly. B-Box and D-Box seats will be made available to qualifying groups during the seat selection process. When your selection window opens, you will have the opportunity to pick these seats, if available. Please keep in mind, there is a price difference for B-Box and D-Box seats.

What is my donor priority point ranking and how can I improve my ranking?
Your 2014 priority points are shown in the enclosed letter. The seating chart on page six of this brochure will show an estimated location of qualifying point totals for each section of the stadium for the 2014 season. The best way to improve your points is to make a contribution to the Buckeye Club or the President’s Club by Dec. 31, 2015.

Past Gift(s) x 2% (Prior to Jan 1, 2015)
Irrevocable Gift x 1% (Sum of face values)*
Revocable Gift x 0.5% (Sum of face values)**

*(Annuities and trusts established through the University)
**(Annuities and trusts held outside the University, bequests and insurance for donors 65 years of age and older)

Note: Payments for season tickets and parking are not considered gifts
Who do I contact for questions about my eligibility and points?
You may contact the Buckeye Club at (614) 292-9908 or the President’s Club at (614) 292-9550 for more information regarding your priority point total.

Will I lose my seats in Ohio Stadium if I do not make a donation to the Buckeye Club or the President’s Club?
Everyone who has season tickets for the 2015 season will retain the same number of seats in 2016, as long as the appropriate qualifying gifts are made. Your seat location may change based upon your ranking within the seat selection process.

How can I improve my rank and position myself to choose the best available seat location?
You may improve your rank by increasing your Buckeye Club and/or President’s Club donation prior to Dec. 31, 2015. Your priority point ranking as of Dec. 31, 2015 will determine the order in which you will choose your seats during the 2016 seat selection process. Final priority is based on total points and not membership level. For more information on accruing and/or increasing your donor priority points, please contact the Buckeye Club or President’s Club.

If I order fewer tickets, will I improve my location?
Not necessarily. A lesser quantity ordered may provide more flexibility in selecting seats, but it will be impossible to predict availability prior to the online selection process.

How will the seat selection process take place?
The 2016 seat selection will utilize the new Ohio State Football Virtual Venue™ to assist in the seat selection process. This online system allows season ticket holders to choose seats during a specific window of time. Each full season ticket holder will have a scheduled window of time in which to log-in to their online ticket account and choose their seats. A 3-D view of Ohio Stadium from the seats will be available to preview before choosing your seats. Appointment times will be assigned based on the donor priority point system. Ticket holders with the highest point totals will select first. Appointment times will be staggered, every 30 minutes.

Can I see the Ohio State Football Virtual Venue™ before I log in to select seats?
A link to the Ohio State Football Virtual Venue™ is available at OhioStateBuckeyes.com/seatselection. While this Virtual Venue will not show you the exact seat inventory available for you to select, it will allow you to familiarize yourself with the look and feel of the seating map. You will not be able to see actual seating availability until you log into your Ohio State Buckeyes Account during your seat selection window.

What if I miss my appointment time?
Your assigned seating window reflects the earliest time you may log-in to select seats. Those who miss their scheduled appointment time may log-in to self-select seats at any time after their appointment time has started. Please keep in mind that if you miss your scheduled appointment time, other season ticket holders may be choosing seats at their assigned times which will affect seating availability.
FREQUENTLY ASKED QUESTIONS

Is there an option to select my seats if I do not own a computer?
Yes. Many libraries have free computer access and you can always ask a family member or friend to help you with this process.

Can I log-in and select different seats after I’ve already selected seats?
No. You can browse available inventory for as long as you would like after your seat selection window opens. But, you may only complete the actual seat selection process one time. Once you have finalized your seat selection, you will not be able to log back in and alter your seat selection.

What if I want to sit with a group of people?
With the online selection process, each individual will be given an appointment time for seating based on their respective donor priority point ranking. Each group member needs to coordinate his or her selection with the appointment time of the lowest ranked person within their group; and, at that time, each group member can log into the online system and choose their seats together. NOTE: since all seats will be selected online, each person in the group will need access to a computer when coordinating the location of their seating location to simultaneously make their selections.

Each group member can log in at their assigned time and check the availability of seats, having the opportunity to make their selections at that point, should they wish to forgo their group seating based on the lowest ranked person’s selection time within the group.

Will anyone retain their current seats?
Seats contractually committed by the University to club seat holders, corporations, as well as commitments to student seating, visiting teams, media, government officials and other Athletics/University departmental commitments are not subject to the seat selection process.

All full season ticket holders will receive a selection time per their donor priority point total, and, if their previous seats are available, will have the opportunity to select them.

Can I select different seats in 2017?
Yes, but it will be based on availability. The seats you select during the online selection process in 2016 will be guaranteed for four years. Each season within that four year period, you will have the opportunity to utilize the online system and select different seats, based both upon your donor priority points for that season and available seating inventory. If you wish to maintain the seats you select in 2016, you do not need to select new seats in 2017.
How do I obtain handicap accessible seats or seats because of mobility issues?
Full season ticket holders will be asked about special seating needs during the season ticket renewal process. All individuals requesting disability seating also will be required to submit a disability needs form indicating their particular needs. Individuals requiring seating in wheelchair accessible rows, or specific seating to meet other disability needs will be able to call 1-800-GOBUCKS during their assigned seat selection window for assistance with selecting seats from the available inventory that meet their specific needs. Once your disability needs form has been received, a member of the Athletics Ticket Office staff will follow up with you to give you instructions as to how to select appropriate seats during your seat selection window.

**NOTE:** A signed disability needs form must be received by the Athletics Ticket Office as part of your 2016 football renewal to ensure you have access to disability seating during your seat selection window.

Who do I contact for questions that may not be answered in this brochure?
You may email seatselection@osu.edu. You also may contact the Buckeye Club office at (614) 292-9908, the President’s Club at (614) 292-9550 or the Athletics Ticket Office at (614) 292-2624 for more information.

What’s Next?
A timeline of the Seat Selection Process and important dates is outlined below for your reference.

**TIMELINE**

- October 2014
  Official announcement of Ohio Stadium Seat Selection Process

- December 31, 2015
  Deadline to make gift for 2016 priority point consideration

- Ohio Stadium SSP brochure and 2014 ticket points are distributed to all eligible season ticket holders

- February 2016
  Final priority point calculation

- March 1, 2016
  Season ticket applications mailed

- March 31, 2016
  Season ticket renewal deadline

- Mid-March, 2016
  Seat selection windows assigned and communicated to all eligible season ticket holders

- Early April, 2016
  First Seat Selection windows open for eligible season ticket holders