



Department of Intercollegiate Athletics  
Jacobson Athletic Building  
1800 South Fourth Street  
Ames, Iowa 50011-1140  
515 294-3662  
cyclones.com

Jan. 30, 2007

Dear Cyclone Nation,

The number of headlines generated, chat room threads started, talk radio hours dedicated and general discussion around the water cooler about Iowa State's 2007 season football ticket plan is surely unprecedented. The buzz generated from beginning our season ticket renewal period a few weeks earlier than normal has kept Iowa State football on the front page, and it's still more than 200 days until the season opener. In other words, it's a marketing director's fantasy.

Our January sales push for season football tickets was the direct result of the excitement generated by the hiring of Gene Chizik. Immediately after that announcement, Cyclone fans flooded our lines with inquiries about tickets and donations. So, we pushed the sales timeline forward and started renewing season tickets. Our sales strategy for 2007 was to sell more season tickets than last fall. After a year in which we smashed the school's previous record for season tickets sold (30,722) and registered the two largest crowds in Jack Trice Stadium history, we decided that an even stronger commitment to season tickets was in order.

The single largest revenue producer for a Division IA Athletics Department is football ticket revenue. That income is dependent upon growing the season ticket base. The Top 10 schools in the nation for total home football attendance last season included, among others, Florida and Ohio State. The Gators and Buckeyes, of course, played for the national football title and boasted Top 10 basketball programs as well. Texas and Nebraska ranked 11th and 12th nationally in football attendance and, not surprisingly, finished first and second in the most-recent Big 12 All-Sports standings.

According to data compiled by the Department of Education, Iowa State generated \$13.8 million from its football program in 2005. Among Big 12 schools, only Baylor and Kansas generated less. The average revenue generated by football programs at Big 12 schools in 2005 was \$23.3 million, or nearly \$10 million more than ISU.

The simple fact is that we must raise our season ticket base to become more competitive. The question is, how do you do that? Our staff decided that leveraging one of our most-desired assets – admittance to the Iowa football game – was something that might help. When Iowa made its last visit to Ames, our department received 36,000 single-game requests from Cyclone season ticket holders. Filling that many orders, obviously, limits the available inventory for season sales. We decided that anything which could deter season ticket sales was to be avoided.

What emerged was the plan requiring fans to purchase a football season ticket – and we have multiple price points – to gain admittance to the match-up with Iowa. The result is that Cyclone fans have stepped up. It is important to underline that single-game tickets will be sold for the six home games this fall other than Iowa. There has been incorrect information circulating that ISU won't sell any single-game tickets for

those fans who want to take in just a game or two. It also isn't true that we'll open up single-game sales for the Iowa game this fall. That is not going to happen.

The cold, hard reality is that we cannot survive financially and compete with our peers by selling a small number of season tickets and trying to live off one huge crowd every two years. One thing is certain; that formula has not worked in the past.

And yet, to meet the wishes of Cyclone Nation (providing things you've asked for like coaching changes, a scoreboard with the score on it, new seats in Hilton, more restrooms, parking spaces and concessions), it takes money. Football season ticket sales are where it starts. To become more competitive and meet the visions that you have shared with me for this department, we need to upgrade our financial base

I hope you entertain seriously the opportunity to join us for seven outstanding home football games this fall and one of Iowa State's top traditions, tailgating. Thanks for your loyal support and Go Cyclones!

Sincerely,

A handwritten signature in black ink that reads "Jamie Pollard". The signature is written in a cursive, flowing style with a large initial "J".

Jamie Pollard  
Director of Athletics