



# 2017-18 GOPHER LOYALTY PROGRAM









# OVERVIEW

The new Gopher Loyalty Program – a first in college athletics – provides a customized experience, enabling Gopher fans to select the benefits most important to them. The program moves away from a one-size-fits-all approach and offers fans the ability to opt into engagement and benefits that excite them. Like many other colleges around the country, Minnesota had previously outlined different benefit levels for only its donors. These were matched annual giving totals pre-assigned to stewardship opportunities. In contrast, the Gopher Loyalty Program allows Gopher fans to select their own benefits and customize their engagement. The number of choices an individual receives will be determined by their Gopher Score.

Thank you for supporting the Golden Gophers. We hope you enjoy the opportunity to build your own benefits package with the Gopher Loyalty Program.







# YOUR NUMBER OF SELECTIONS & TIMING

The number of benefits and your selection date will be determined by your Gopher Score ranking.

Gopher Score Rank	Number of Selections	Selection Begins
1 – 500	8	Monday, August 7
501 – 1,500	7	Tuesday, August 8
1,501 – 5,000	6	Wednesday, August 9
5,001 – 10,000	5	Thursday, August 10
10,001 +	4	Friday, August 11

Selections are available on a first-come, first-served basis. The date above indicates when your selection time begins. You can continue to select benefits throughout the year (subject to availability).



# HOW TO INCREASE YOUR GOPHER SCORE

Gopher Score is the priority ranking system used to sell and allocate tickets and parking for Gopher Sports. All current season ticket holders (all sports) and current athletics donors have a score and rank. The primary goals of the Gopher Score Program are to reward financial support of Gopher Athletics and to create a system that is easy to understand and use.

Gopher Score primarily considers the two main sources of financial support to Gopher Athletics – philanthropic giving to athletics and consecutive years of season tickets.

- **Current Year Giving to Athletics** (July 1 – June 30) – 10 points per \$100
- **Lifetime Giving to Athletics** – 3 points per \$100
- **Consecutive Years of Season Ticket Purchase** – 10 points per year
- **Gopher Athletics Letterwinner** – 25 points (one time allocation)

To reward and encourage giving to athletics on a consistent basis, current year giving to athletics is the most heavily weighted component in each Gopher Score. These philanthropic gifts support our student-athletes, both academically and athletically, and provide them with the best experience possible at the University of Minnesota. Consecutive years as a season ticket holder is also heavily weighted and is very important to Gopher Sports.

To increase your Gopher Score prior to the June 30, 2017 deadline, you can make a gift online at [z.umn.edu/GopherScoreGift](http://z.umn.edu/GopherScoreGift) or call the Golden Gopher Fund to make a gift over the phone at 612-626-4653 (GOLD).



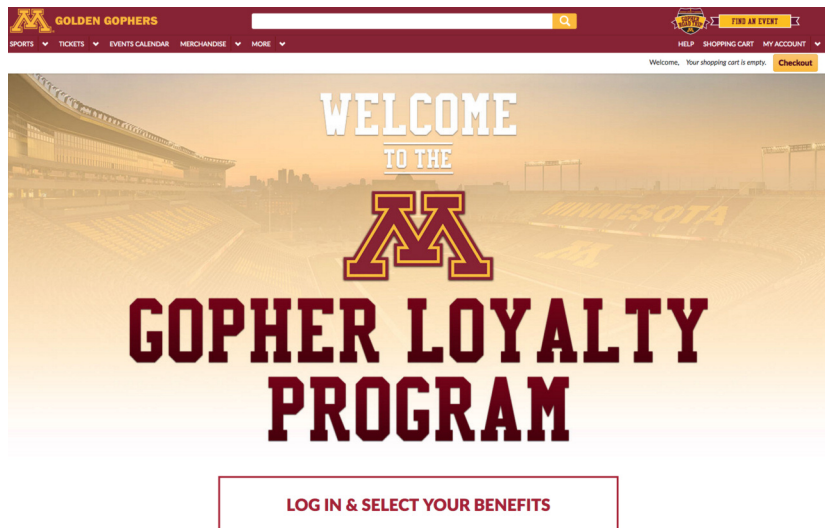




# MAKING YOUR SELECTIONS

## STEP 1

You will receive an email with a link to the Gopher Loyalty Program Welcome page. Once on the Welcome page – which can also be found by going to my-gophersports.com – click the LOG IN & SELECT YOUR BENEFITS button to begin the selection process. Then log into your account. If you have questions about your account call 612-624-8080 or email fans@gopherfanrelations.com.



All customers with a Gopher Score are part of the Gopher Loyalty Program. [Find out more](#).

## STEP 2

You have the ability to click on any opportunity you would like to learn more about.



### 2017-18 Gopher Loyalty Program Benefits



AD Tailgate



Tunnel Team



Movie Night

For questions before or during your selection process, you can always contact Fan Relations at 1-800-U-Gopher.



## STEP 3

Once you're ready to make your benefit selections, click on SELECT YOUR BENEFITS button on any page.

### GOPHER LOYALTY PROGRAM



Gopher Loyalty Program • 2017-18 Benefits • Tunnel Team

#### Tunnel Team

Get up close and personal as the Gopher Football team takes the field prior to each home game at TCF Bank Stadium. Exclusive access to the home team tunnel to cheer on the team and create memories that last a lifetime.

[SELECT YOUR BENEFITS](#)

## STEP 5

Review your selections and click CONTINUE to proceed to checkout.

Select Your Tickets / Confirm Your Bundle

#### 2017 Loyalty Program Benefit Selection

Select up to 4 benefits

##### Admissions

AD Tailgate	2017-08-31 06:00 PM	Section	Gen Adm	Price Type	Benefit
Tunnel Team - Wisconsin	2017-11-25 12:00 AM	Section	General Admission	Price Type	Benefit
2017 Ski-U-Mah Magazine	Section	GA - 1	Row 1	Seat 1	Price Type Benefit
					Amount \$0.00

[Try Again](#)

[Continue](#)

## STEP 4

When finalizing your benefit selection, you will notice that some events are available on one specific date. Other events may have multiple dates from which to choose. See examples below. Once you have selected the appropriate benefit, click CONTINUE to proceed to checkout

#### 2017 Loyalty Program Benefit Selection

Select up to 4 benefits

#### Promo Code

If you have a promo code, enter it here:

[Enter](#)

#### Select Quantity

1 Benefit

#### Ski-U-Mah Magazine

☒ 2017 Ski-U-Mah Magazine Ski-U-Mah Magazine

#### Movie Night

☒ 2017 Movie Night Thursday, August 3, 2017 - 7:00PM TCF Bank Stadium - Movie Night

#### AD Tailgate

☒ AD Tailgate Thursday, August 31, 2017 - 6:00PM TCF Bank Stadium

#### Tunnel Team

- ☐ Tunnel Team - Buffalo Thursday, August 31, 2017 - 12:00AM GGF Tunnel Experience
- ☐ Tunnel Team - Middle Tennessee State Saturday, September 16, 2017 - 12:00AM GGF Tunnel Experience
- ☐ Tunnel Team - Maryland Saturday, September 30, 2017 - 12:00AM GGF Tunnel Experience
- ☐ Tunnel Team - Michigan State Saturday, October 14, 2017 - 12:00AM GGF Tunnel Experience
- ☐ Tunnel Team - Illinois Saturday, October 21, 2017 - 12:00AM GGF Tunnel Experience
- ☐ Tunnel Team - Nebraska Saturday, November 11, 2017 - 12:00AM GGF Tunnel Experience
- ☒ Tunnel Team - Wisconsin Saturday, November 25, 2017 - 12:00AM GGF Tunnel Experience

[Start Over](#)

[Continue](#)

## STEP 6

Finalize your selections and click CONTINUE to checkout. You will head to a Delivery options screen and Order Summary.

[Continue Shopping](#)

### Your Cart

#### Season Packages

##### 2017 Loyalty Program Benefit Selection

1 @ \$0.00 each

#### Admissions

AD Tailgate	Section	Gen Adm				
Tunnel Team - Wisconsin	Section	General Admission				
2017 Ski-U-Mah Magazine	Section	GA - 1	Row	1	Seat	
					Amount	\$0.00

Season Package Total Amount \$0.00

Grand Total \$0.00

...

[Cancel](#)

[Continue](#)







## LIST OF BENEFITS

[FULL LIST AVAILABLE ON [MYGOPHERSPORTS.COM](http://MYGOPHERSPORTS.COM)]

Athletics Director Tailgate  
Attend the Golden Goldys  
Band Practice Viewing  
Calendar  
Coffee with Athletics Director  
Dance Team Practice  
Merchandise Discounts  
Golf with Head Men's Coach John Carlson  
Golf Instructional Clinic  
Gopher Insider for Multiple Sports  
Movie Night at TCF Bank Stadium  
Photo Opportunities with Goldy  
Pre-Game and Post-Game Field Access at TCF Bank Stadium  
Skate with the Gophers  
Ski-U-Mah Magazine Subscription  
Sponsor Discounts  
TCF Bank Stadium Tours  
Tennis Clinics  
Ticket Discounts  
Tunnel Team at Football Games  
Upgraded Football Seats  
Many more options online!