



THE BUTLER WAY

SOCIETY

The exclusive philanthropic giving society for Butler Athletics



History cannot deny...

Butler Athletics has a long and proud history that is central to the University's identity. At Butler, our student-athletes and coaches are committed to winning The Butler Way. This means playing by the rules, putting the team above self, competing with integrity, and seeking improvement every day. We are deeply proud of the way our student-athletes and coaches live out these Butler values on the national stage in the BIG EAST Conference and the Pioneer Football League. Whether on the field of play, in the classroom, or in the community, our student-athletes represent the very best of Butler University.

With over 500 Butler student-athletes, Athletics is at the heart of our campus life. Approximately 10 percent of our student body are directly involved in Athletics, either competing on one of our 20 NCAA Division I teams or participating on our dance or cheer teams. These student-athletes are developing lifelong skills employers seek in future employees: perseverance, a quest for excellence, discipline, teamwork, and respect for others. And our students are learning these skills in a high-pressure, public setting while pursuing a rigorous academic degree.

Athletics has played a central role in Butler's unprecedented growth over the past decade. The back-to-back men's basketball championship runs of 2010 and 2011 created a powerful ripple effect for the entire University, resulting in record student enrollment, a massive campus expansion, and recurring number one rankings. But, maintaining this momentum and level of success doesn't happen by accident. Butler's move to the BIG EAST combined with the changing national landscape of college athletics has created a crucial moment for Butler Athletics.

We know that something as vital to the entire Butler community as the Athletics program doesn't just happen. It takes ongoing nurturing and investment. And sometimes, when circumstances align to provide such an opportunity, it requires a once-in-a-lifetime commitment to push the program forward for the benefit of generations to come. *That moment for Butler University Athletics is right now.*

Grant Leiendecker '11
Vice President and Director of Athletics



2010
NATIONAL FINALIST

33-5

MEN'S BASKETBALL

HORIZON LEAGUE CHAMPIONS

2011
NATIONAL FINALIST

28-10

MEN'S BASKETBALL

HORIZON LEAGUE CHAMPIONS

Our Game Plan for Success

- **Grow the total operating budget.**

Butler Athletics is at the bottom of the BIG EAST in terms of total operating budget and total expenses per student-athlete. Growing our total operating budget is crucial to our ability to enhance the developmental and competitive experience across all our sports. Significant investments are needed in travel, nutrition, recruiting, mental wellness support, and more.

- **Secure and retain the best coaches and staff.**

This strategy already yields tremendous results across the Athletics Department. The soccer, cross country, and track & field programs have long excelled under exceptional coaching. And, with the hiring of Ronald Nored '12 to lead the men's basketball program and Maria Marchesano '05 to lead the women's basketball program, Butler is poised for a new era of strength and momentum. Additional, unbudgeted positions are critical to our ability to better support our student-athletes and grow our programs.

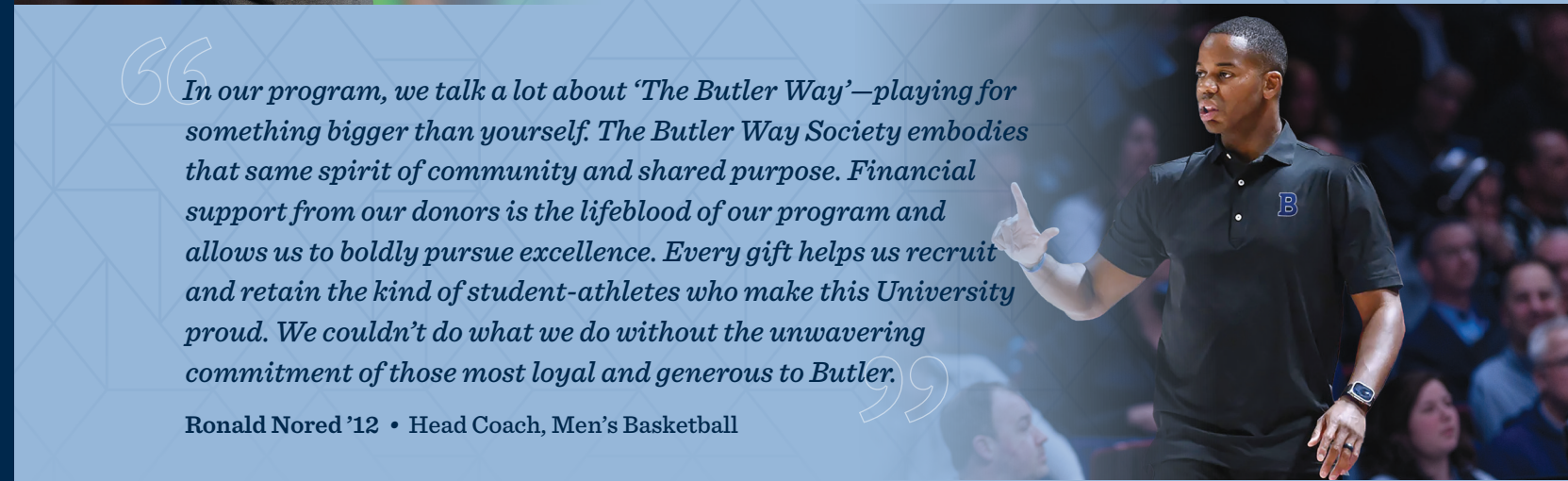
- **Build and maintain the facilities needed for championship-level practice and preparation.**

Historic Hinkle Fieldhouse is still the cathedral of Indiana basketball and an incredible asset for the Athletics program. But in order to be competitive in the BIG EAST, all of our facilities need to be excellent. Enhancing current facilities and investing in new facilities are imperative to competitive excellence.



“The support provided by Butler Way Society donors is crucial to the success of our program. Your generosity helps to provide the resources necessary to succeed in the classroom, in the community, and on the pitch. We have seen a lot of growth in Butler Women's Soccer and Butler Women's Athletics in the past two decades. The high level of Butler Way Society support will help us to continue that growth as we strive to compete for BIG EAST championships. Go Dawgs!”

Tari St. John • Co-Head Coach, Women's Soccer



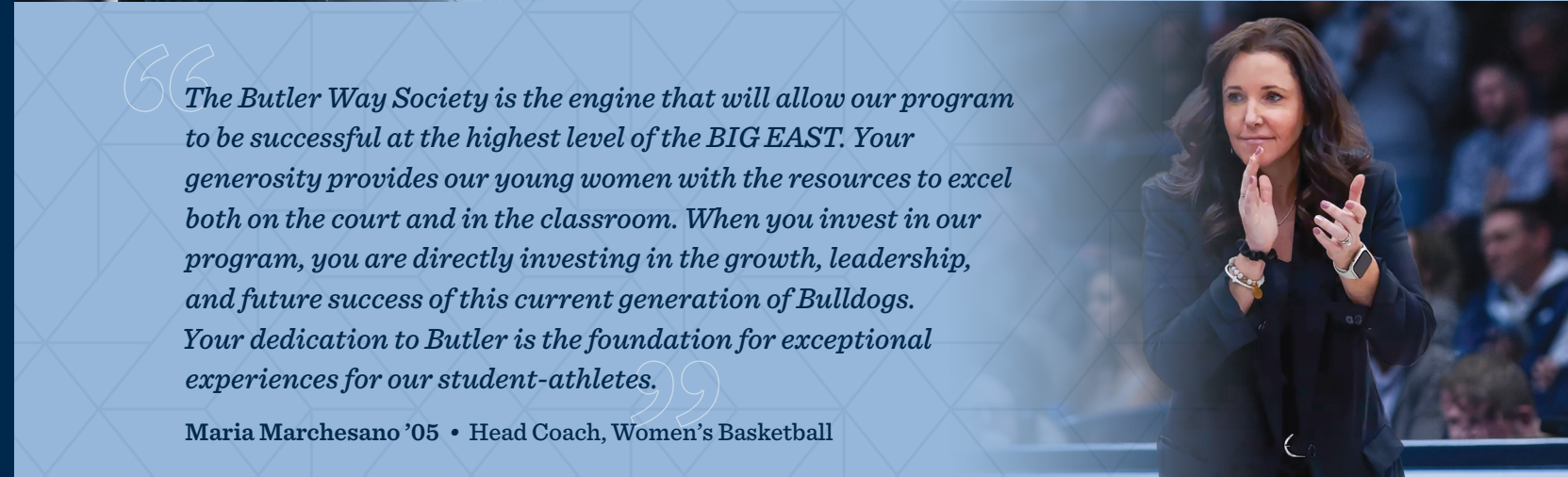
“In our program, we talk a lot about ‘The Butler Way’—playing for something bigger than yourself. The Butler Way Society embodies that same spirit of community and shared purpose. Financial support from our donors is the lifeblood of our program and allows us to boldly pursue excellence. Every gift helps us recruit and retain the kind of student-athletes who make this University proud. We couldn't do what we do without the unwavering commitment of those most loyal and generous to Butler.”

Ronald Nored '12 • Head Coach, Men's Basketball



“The Butler Way Society is vital to the success of our student-athletes and our football program. This high level of support helps to provide the resources necessary to compete in the Pioneer Football League. Our dedicated student-athletes deserve the best and by supporting the Butler Way Society you are helping us to provide them with the tools to win in the classroom and on the gridiron.”

Kevin Lynch • Head Coach, Football



“The Butler Way Society is the engine that will allow our program to be successful at the highest level of the BIG EAST. Your generosity provides our young women with the resources to excel both on the court and in the classroom. When you invest in our program, you are directly investing in the growth, leadership, and future success of this current generation of Bulldogs. Your dedication to Butler is the foundation for exceptional experiences for our student-athletes.”

Maria Marchesano '05 • Head Coach, Women's Basketball



How You Can Help

Our mission is to provide an exceptional educational and athletic experience for all our student-athletes. This requires providing the facilities, training, and support our student-athletes need to succeed in the classroom, on the field of competition, and in life. To do this, we need your help. In order to grow into a new era of Butler Athletics and achieve our Game Plan for Success, we need philanthropic support. We invite you to consider a multi-year commitment as a member of The Butler Way Society. Your philanthropic investment can be directed in any of the following ways:

› Bulldog Club

Unrestricted gifts to the Bulldog Club fuel the annual operations of the entire Athletics program. These gifts are essential to providing the resources required for academic and competitive success across all teams. Simply put, our ability to provide championship-level support to our student-athletes is not possible without these gifts. We need donors to consider significant multi-year pledges that will allow us to make long-range decisions enhancing the holistic student-athlete experience we are able to offer every Bulldog.

› Team Support

Every Butler Athletics team has a sport-specific “Excellence Fund,” allowing donors to make gifts of any amount at any time to support the teams they love. Excellence Fund gifts provide crucial resources to enhance our student-athlete experience and to provide a competitive edge to our programs. These gifts make an immediate impact on our student-athletes and the coaches who lead them.

› Endowment

A healthy endowment provides future resources for Butler Athletics to compete at the highest levels. Athletic scholarship endowments help to recruit and retain the best student-athletes to Butler University. Athletic fund endowments can provide budgetary support for generations of future Bulldogs. Bolstering our Butler Athletics endowment will provide our student-athletes, coaches, and sport programs with the tools for success in the classroom, in the community, and in competition.

› Athletics Capital Improvement Opportunities

Historic Hinkle Fieldhouse is a national treasure that has been well cared for with the help of donor support. In order to be competitive with our BIG EAST peers, *all* of our practice and competition facilities will require similar care and investment. This includes renovating and replacing current facilities such as the tennis facility and the baseball field, as well as preparing for new facilities such as a student-athlete success center that could benefit all our 500+ student-athletes. Gifts to the Athletics Capital Improvement Fund allow us to invest in the facility improvements that are most pressing for elevating the student-athlete experience at any given time.



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Five-year Commitment	\$500,000	\$250,000	\$125,000	\$75,000
<i>Priority Point Bonus</i>	100%	75%	50%	25%
Neutral Site/ Postseason Priority	1st	2nd	3rd	4th
BWS Welcome Gift				
BWS Special Event Invitations				
BWS Gameday Entrance				
Wildman Room Access	6	6	4	2
Invitation to AD's Dinner				
Reserved Hinkle Parking <i>With MBB season tickets and parking pass purchase</i>				
Annual Dinner with the Team				
BIG EAST Road Trip[^]				
Preseason and BIG EAST Tournament Charter Flight Invitation+				
Basketball Foreign Trip Invitation+				
VIP Hinkle Parking <i>With MBB season tickets and parking pass purchase</i>				

[^]Mutually agreeable game for WBB or MBB road game
+Tickets and lodging not included





BUTLER
UNIVERSITY