

## What is BASA?

The Buccaneer Athletic Scholarship Association (BASA) is the fund-raising arm for athletics scholarships at ETSU. It is the primary goal of BASA to fund scholarships for our student-athletes at the NCAA maximum level. Because the cost of providing scholarships to our student-athletes rises each year, we need to increase our general scholarship fund goal each year in order to provide these educational opportunities.

We still have work to do but with help from you and others just like you, we are moving in the right direction. Over the last several years BASA has experienced solid growth annually, giving our teams more resources than ever before and resulting in many conference titles and NCAA appearances.

To continue this growth and vision of making ETSU a nationally prominent athletic program we must give our coaches and athletes the resources it takes to compete at that level. That is why it is crucial that we step forward to do our part in providing scholarships that not only bring us closer to the NCAA maximum but provide an education for ETSU's fine student-athletes.

## BASA BENEFITS

Among the main benefits of your gift to BASA are your tax deduction and rights to purchase season tickets for ETSU Athletic events. You also receive parking permits and other benefits based on your giving level. In addition, your points system ranking is used for a variety of purposes including post-season ticket priority, invitations to various special athletic department events and functions, and much more!

## JOINING BASA

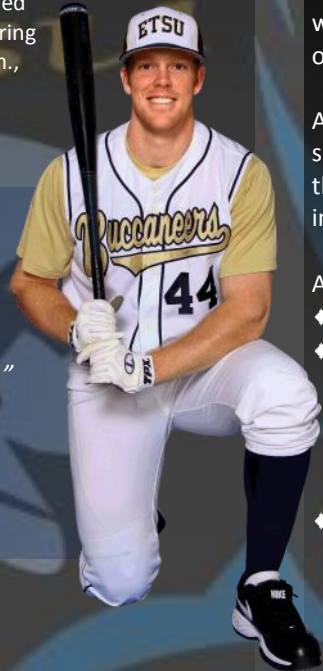
Anyone wanting to become a BASA donor and enjoy the benefits mentioned, including the opportunity to purchase season tickets for ETSU Athletics, can simply send in the attached form or contact the BASA Office anytime during regular business hours (8:30 a.m. to 4:30 p.m., Monday through Friday) at 423-439-8398.

Information can also be found online at [ETSUBUCS.COM](http://ETSUBUCS.COM).

*"BASA has given me a chance to continue on in athletics, competing at the highest level in college baseball and an opportunity at playing professionally, all while receiving a quality college education."*

### Paul Hoilman

Three-time All-American  
2010 Conference Player of the Year  
Inaugural College HR Derby Champion



*"BASA means the world to me. They have allowed me to not only fulfill my childhood dream of playing Division-I soccer, but also receive a quality education."*

### Aaron Schoenfeld

2010 Conference Champion



*"I am very thankful for the support and opportunities BASA has enabled me to have. Their efforts have helped ensure my education, while also giving me a chance to continue playing the sport I love."*

### Natalie Pickwell

Two-Time Conference Champion

## Online Giving and Tickets

The Buccaneer Athletic Scholarship Association is proud to offer the ability to make a gift online. New donors joining for the first time, or existing donors looking to renew their gift should visit [www.etsubucs.com](http://www.etsubucs.com) and click on the BASA page to access the online interface.

All donors to BASA have an online account. If you are visiting the site for the first time and are a current BASA member, please call the BASA office to receive your account number and login information. All new BASA members can register directly online.

Among the benefits of visiting your BASA online account:

- ◆ View Your Priority Points Total
- ◆ View Your Giving History
- ◆ Update your Mailing Address and Contact Information
- ◆ View Your Current Seat Location
- ◆ Renew Season Tickets
- ◆ Purchase Single-Game Tickets and Print-At-Home
- ◆ Make an Online Contribution — Contributing online is secure, saves time and postage, and provides immediate confirmation that your gift has been received.

## Frequently Asked Questions

### Who can join BASA?

All ETSU fans and supporters are encouraged to join BASA. You do NOT have to be a former student-athlete or alumni of ETSU to join BASA.

### Is my contribution to BASA tax-deductible?

Yes. The IRS allows a deduction on contributions made to academic foundations such as the Buccaneer Athletic Scholarship Association. Contact your personal tax advisor regarding any specific questions about tax deductions and preparation.

### How do I qualify for season tickets?

To purchase season tickets for any ETSU sport, one must be a member of BASA at a minimum \$100 level. Priority for any seating upgrades and re-seating for any new venues is determined by the BASA Priority Points System. Season ticket renewal forms are mailed out each August. **Your BASA membership must be renewed before your season ticket form will be mailed to you.**

### How do I qualify for parking privileges?

BASA Members giving at the \$250 level and above qualify for reserved parking at Men's Basketball games. Members at or above the \$10,000 level receive "front row" parking at basketball games.

### How do I get tickets to away games and post-season events?

Tickets for away contests are rarely available through the ETSU Athletics Ticket Office. However, when they are made available, the BASA Priority Points System will be used to prioritize purchasing. A limited number of tickets for post-season appearances are typically available through the ticket office. The BASA Priority Points System will be used to prioritize any post-season order.



BUCCANEER ATHLETIC  
SCHOLARSHIP ASSOCIATION

P.O. Box 70707

Johnson City, TN 37614

(423) 439-8398

[ETSUBUCS.COM](http://ETSUBUCS.COM)

TBR# 140-001-11 3M

## Championships Begin With Scholarships



WEAR. LIVE. THINK. DREAM.

# BLUE

# The BASA Points System

Beginning in 2008, BASA began using a points system in order to more fairly allocate donor benefits. Donors receive points based on the number of years they have given to BASA as well as the total amount of contributions they have made. This system seeks to reward a donor's longevity, loyalty, and gift amount when establishing priority.

## HOW POINTS ARE AWARDED

- 12 Points per \$1000 given *annually* to BASA Annual Scholarship Fund
- 6 Points per \$1000 given *annually* to Capital Campaign
- 6 Points per \$1000 given *annually* as In-Kind Gifts
- 3 Points per \$1000 given *annually* to any sport-specific account
- 8 Points per \$1000 *cumulative* total given to ETSU Athletics
- 5 Points per year of *cumulative* giving to BASA Annual Fund
- 1 Point per Season Ticket purchased *cumulatively* in any sport

### EXAMPLE:

Mr. Buck Fann has given \$500 to the BASA Annual Fund each of the last 12 years and has purchased four basketball season tickets each year. He made an in-kind contribution of building materials for the softball stadium which was valued at \$2000, and also made a gift through the Capital Campaign for \$5000. Mr. Fann's point total would be as follows...

8 points per \$1000 cumulatively given to Annual Fund X \$6000	48 points
5 points per years of giving X 12 years	60points
6 points per \$1000 of Capital Campaign gifts	30 points
6 points per \$1000 of in-kind gifts	12 points
1 Point per season tickets X 4 seats X 12 years	48 points
<b>TOTAL POINTS</b>	<b>198 POINTS</b>

## METHODS OF GIVING

- CASH GIFTS**—Make checks payable to "BASA"
- CREDIT CARD**—One-time payments or monthly drafts
- PAYROLL DEDUCTION**—ETSU Employees can have your donation taken directly out of their paycheck
- MATCHING GIFTS**—Check with your company's human resources or benefits office to see if you are eligible to participate in their matching gifts program



"My scholarship has given me a chance to pursue both my dreams of nursing and playing basketball at the collegiate level. It is a great feeling to know you are a part of something bigger than just school and can make a difference in the community."

### Tara Davis

- Three-Time Conference Champion
- Two-Time A-Sun All-Academic Team
- Two-Time Conference Player of the Week

# Giving Levels & Benefits

	\$15,000	\$10,000	\$7,500	\$5,000	\$3,000	\$1,500	\$500	\$250	\$100
Diamond Lapel Pin	✓								
Front Row Parking	✓	✓							
AD's Gift	✓	✓							
AD/Coaches Dinner	✓	✓	✓						
BASA Gift	✓	✓	✓	✓					
Car Package	✓	✓	✓	✓	✓				
President's Reception	✓	✓	✓	✓	✓	✓			
Premier Hospitality	✓	✓	✓	✓	✓	✓			
Internet Video-casts	✓	✓	✓	✓	✓	✓	✓		
Basketball Parking	FR	FR	A	A	B	B	C	C	
Hospitality Area	✓	✓	✓	✓	✓	✓	✓	✓	
License Plate	✓	✓	✓	✓	✓	✓	✓	✓	
Membership Card	✓	✓	✓	✓	✓	✓	✓	✓	
Lapel Pin	✓	✓	✓	✓	✓	✓	✓	✓	✓
Auto Sticker	✓	✓	✓	✓	✓	✓	✓	✓	✓
Tax Deduction	✓	✓	✓	✓	✓	✓	✓	✓	✓
Season Ticket Priority	✓	✓	✓	✓	✓	✓	✓	✓	✓

## IMPORTANT TICKET DATES

<b>August 1, 2011</b>	Soccer & Volleyball Season Ticket Sales Begin
<b>September 1, 2011</b>	Basketball Season Ticket Renewals Begin
<b>September 30, 2011</b>	Basketball Season Ticket Renewal Deadline
<b>October 3, 2011</b>	Basketball Season Ticket New Sales Begin
<b>October 29, 2011</b>	Homecoming
<b>January, 2012</b>	Baseball & Softball Season Ticket Sales Begin
<b>Feb. 29 - Mar. 3, 2012</b>	Atlantic Sun Basketball Tournament



# Four ways YOU can support ETSU Athletics

- ◆ **Support the BASA General Fund**  
The General Fund is the annual fund for ETSU Athletics. We encourage all members to give to the annual fund first. Due to the cost of educating a student at ETSU, increased annual support is critical for the university to continue to offer competitive scholarship opportunities for all our student-athletes.
- ◆ **Ask if your company conducts a matching gifts program**  
Some companies will match your gift to BASA, in effect doubling your pledge — and benefits! Consult with your company to see if they participate in a matching gifts program.
- ◆ **Refer a friend to BASA**  
To help strengthen the foundation of BASA, help us by growing our membership base. Help by referring at least one new member to BASA.
- ◆ **Remember ETSU Athletics in your estate planning**  
BASA members can help ensure the growth and development of ETSU Athletics continues in perpetuity by making a planned gift. Our staff, working with the University's Advancement Office, can help you determine the gift that best meets your financial and philanthropic goals.

## GIVING OPPORTUNITIES

- ANNUAL GIFTS**  
Gifts can be made to the annual scholarship fund or to a restricted specific sport account.
- SCHOLARSHIP ENDOWMENT**  
The endowing of scholarships is a top priority for BASA. You can establish a new scholarship endowment with your name or contribute to an existing one.
- CAPITAL PROJECTS**  
Contribute to the growth of ETSU Athletics by helping to build the next generation of facilities for the Bucs and Lady Bucs.
- PLANNED GIFTS**  
Gifts can be made through will provisions, life insurance, and other bequests.



# Pledge Information

## 2011-2012 BASA MEMBERSHIP

### CONTACT INFORMATION

NAME: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 CITY: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 HOME PHONE: \_\_\_\_\_  
 MOBILE PHONE: \_\_\_\_\_  
 BUSINESS PHONE: \_\_\_\_\_  
 EMAIL : \_\_\_\_\_

### GIVING OPPORTUNITIES

Please check if you would like more info about

- BASA Annual Fund
- Matching Gifts
- Capital Campaign
- Estate Planning
- Scholarship Endowment

### PLEDGE LEVELS

Diamond Buc	\$15,000
Treasure Buc	\$10,000
Scholarship	\$7,500
Admiralty	\$5,000
Flagship	\$3,000
Grand Buc	\$1,500
Golden Buc	\$500
Blue Buc	\$250
Buccaneer	\$100

### PAYMENT INFORMATION

MY PLEDGE OF \$ \_\_\_\_\_ IS ENCLOSED VIA

- Check
- Credit Card
- Auto Draft
- Payroll Deduction
- VISA
- MasterCard
- American Express

CARD #: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

EXPIRATION DATE: (Month) \_\_\_\_\_ (Year) 20 \_\_\_\_\_

VERIFICATION (3-digit CVV number on back) \_\_\_\_\_

BILLING:  Pay Now  Monthly  Quarterly

### ETSU FACULTY/STAFF PAYROLL DEDUCTION

I hereby authorize ETSU to apply the following payroll deduction for the fiscal year in the amount of \$ \_\_\_\_\_ per month for \_\_\_\_\_ months beginning in \_\_\_\_\_. My E-number is \_\_\_\_\_.

SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_



PLEASE MAKE CHECKS PAYABLE TO ETSU ATHLETICS  
 For ETSU payroll deduction and bank draft options, please contact the BASA Office, P.O. Box 70707 Johnson City, Tennessee 37614 423-439-8398. Visit us online at etsubucs.com.