

2024

# GIVING GUIDE



**RED RAIDER**  
CLUB



# LETTER FROM **KIRBY HOCUTT**

Thank you for your support of TTU Athletics.

Because of YOU, The Red Raider Club is a shining example of what can be achieved when individuals unite with a shared purpose. In this new era of collegiate athletics, we're not just keeping up — we're leading the charge. Because of YOU, we're transforming dreams into reality, shaping the future of athletics within the new Big 12, and beyond.

As a member, you're not merely a spectator; you're an integral part of Texas Tech's success story. Your unwavering support fuels Texas Tech Athletics to push boundaries, enhance facilities, and uplift the experiences of student-athletes. Every contribution, no matter how big or small, makes a massive impact on the lives of the student-athletes we cheer on week in and week out.

Because of YOU, we're taking Texas Tech to new heights. **Thank You!**

*Kirby Hocutt*



# RED RAIDER CLUB

The Red Raider Club Annual Fund provides the necessary resources for Texas Tech student-athletes to compete at the highest level, both in the classroom and in competition. When you support the Red Raider Club, you are making a direct impact by providing scholarship support, sport psychology, meals/nutrition, academic support, training resources, sports medicine resources, STRIVE Program funding, and much more!

Contributions to the Red Raider Club Annual Fund make up 23% of the athletic department's total revenue and are critical in our mission to Educate, Serve and Grow Fearless Champions. Our annual fund goal for 2024 is **\$23.5 million**.

You can support the Red Raider Club Annual Fund and impact your annual membership level by giving to one or all of the three annual pillars:

- Annual Seat Contributions
- Premium Seat Contributions
- Red Raider Club Excellence Fund



# JOIN & RENEW

We hope you will not only consider renewing your Red Raider Club contributions this year, but also, increasing your membership level. The Red Raider Club Excellence Fund is propelling Texas Tech Athletics to new heights, but in order to keep the momentum going, we need you. Increasing your membership by giving to the RRC Excellence Fund is vital to the future success of our programs. Your level of giving is essential in growing the Red Raider Club and keeping Texas Tech at the forefront of innovation and success within the Big 12 Conference. Not only are Red Raider Club members leaders through their contributions which inspire future generations of Texas Tech champions, but they also enjoy great benefits!

Not currently a Red Raider Club member? Why not? Join over 13,000 other Red Raiders who are leading by making an annual impact on Texas Tech student-athletes!

LEVEL  
UP  
INCREASE YOUR  
SUPPORT TODAY



# BENEFITS OVERVIEW

The Red Raider Club has been an integral part of Texas Tech's athletics program for more than 70 years.

Benefits are our way of thanking our members for their outstanding support and the impact they make on Texas Tech student-athletes each year. Some of these include:

- Digital Membership Cards - Members can quickly access events and activities with an elevated experience. This will allow members to streamline the check-in process and make the most out of their membership.
- Exclusive RRC Events - Members will now have access to more events featuring food and drinks included with their membership. The events are designed to bring members from across Texas together to celebrate and support the Texas Tech Athletics program.
- VIP Membership Gifts & Gear - Members will have access to exclusive items that are not available to the general public.
- Red Raider Club Customizable TTU Experiences - From game day experiences to meet-and-greets with coaches and athletes, members can now design their own unique experiences through the Red Raider Club.
- There's so much more to your membership including additional benefits, but most importantly, the impact you make in the lives of our student-athletes and the success of our athletics programs.

**LOCK IN YOUR MEMBERSHIP BY AUGUST 31ST!**

## RRC PRIORITY POINTS

The Red Raider Club Priority Point system rewards loyal members and season ticket holders with equitable distribution of benefits for high-demand events like postseason play. Points are assigned based on giving types and ticket purchases, creating a rank within active donors. Benefits may be allocated based on priority points alone or a combination of points and RRC member level.

RED RAIDER CLUB BENEFITS	YOUNG ALUMNI \$25+	MATADOR \$50+	RED RAIDER \$200+	GO RAIDER \$500+	FIGHT RAIDER \$1,250+	WIN RAIDER \$3,000+	MASKED RIDER \$5,000+	VICTORY CIRCLE \$10,000+
Personal Account Rep	T	T	T	T	T	T	T	T
Digital RRC Membership Card & Car Decal	T	T	T	T	T	T	T	T
Invitations to Red Raider Club Events & Complimentary Food & Drinks at Select Events	T	T	T	T	T	T	T	T
RRC Membership Appreciation Weekend Complimentary Tailgate Passes (Fall/Spring)	T	T	T	T	T	T	T	T
Increased Priority for Both Season Ticket Upgrades and Home Football Single Game Tickets. Ability to purchase before the general public.*	T	T	T	T	T	T	T	T
Ability to Request Football Bowl and Away Game Tickets before General Public*		T	T	T	T	T	T	T
Ability to Request Basketball Post-Season (NCAA/Big 12) and Baseball NCAA Tournament Tickets (before the general public)		T	T	T	T	T	T	T
Access to Member Football Game Day Parking**		T	T	T	T	T	T	T
RRC Watch Party Weekends (Football & Basketball)			T	T	T	T	T	T
Access to Member Men's & Women's Basketball Game Day Parking**			T	T	T	T	T	T
VIP RRC Membership Gift				T	T	T	T	T
Red Raider Sports Magazine				T	T	T	T	T
Donor Recognition (online)				T	T	T	T	T
Access to Member Baseball Game Day Parking**					T	T	T	T
Access to Home Football Weekend Hotel Room Block. Overton Access for Victory Circle Only ^					T	T	T	T
Tech Club Reservation Voucher***						T	T	T
Exclusive invites to Student Athlete Development events with TTU Student-Athletes						T	T	T
Access to Customizable TTU Experiences						T	T	T
Access to Annual North End Zone Dinner^^							T	T
Pick-A-Gift program							T	T
Legends Series Event Access								T
First Access to Fan Travel Charters								T
RRC Victory Circle Gear								T
Annual Football Pre-Game Party^^								T
Exclusive Victory Circle Annual Event								T
Invitation to Letterman Jacket Presentation and other SA events								\$25k
Travel With The Teams (Football, Basketball, Women's Basketball)								\$100k

Benefits will be fulfilled to the best of the RRC's abilities. In the event that a benefit cannot be provided, the RRC will work to replace that benefit with a comparable alternative.

\* Subject to availability. Priority is based on membership level and point ranking.

\*\* Eligible to purchase parking. Subject to availability and RRC priority.

\*\*\*Vouchers only valid from January to August. Must make reservation directly with The Texas Tech Club. Restrictions apply.

^ Hotel room access is based on availability. Overton Hotel and Conference Center available for Victory Circle Only.

^^ Select Home Games

**DEADLINE TO RENEW IS AUGUST 31, 2024. DRIVE YEAR BENEFITS WILL BE AVAILABLE BETWEEN 9/1/2024 AND 8/31/2025.**

A PORTION OF YOUR ANNUAL GIVING MAY BE TAX DEDUCTIBLE. PLEASE CONSULT YOUR TAX ADVISOR.

# YOUR CONTRIBUTIONS IN ACTION

As a Red Raider Club member this year, you lead Texas Tech Athletics to new heights!

- Texas Tech Track & Field won the Indoor Big 12 Championship in back to back years
- First ever Men's Indoor Track NCAA National Championship and second national championship under coach Wes Kittley
- Soccer won the Big 12 regular-season title for the first time in program history and reached the NCAA Round of 16 for the second time.
- Texas Tech won its third-consecutive bowl game and posted a winning Big 12 record in back-to-back seasons for the first time since the 2008-09 campaigns.
- Texas Tech completed the new home for Texas Tech Baseball - The \$14.5 million baseball training facility at Dan Law Field at Rip Griffin Park
- The south end zone and Womble Football Center project is scheduled to be completed by the start of the 2024 football season, making it one of the premier sports facilities in college football.

Your contributions continue to impact Red Raider student-athletes. Your membership is propelling us to new heights!



# VICTORY CIRCLE

## LEVEL

The Red Raider Club's Victory Circle is the comprehensive leadership annual giving program of Red Raider Club. This group is comprised of top-level, Red Raider Club members who contribute \$10,000 or more annually.

Victory Circle members go over and above with their leadership each year. Last year, this group accounted for over 63% of overall annual fund donations while leading the charge in RRC Excellence Fund specific gifts.

The Victory Circle offers an exceptional experience for passionate Red Raiders. Gain access to an exclusive level of dedicated fans united in their support for Texas Tech Athletics. In addition to other benefits, Victory Circle members also have access to these exclusive benefits:

- First Access to Fan Travel Charters
- Exclusive Victory Circle Gear
- Annual Football Pre-Game Party For Select Home Games
- Travel With The Teams (Football, Basketball, Women's Basketball)
- And Much More!

**“PHILANTHROPY CONTINUES TO PUSH TEXAS TECH ATHLETICS FORWARD. THE VICTORY CIRCLE ALONE MAKES UP MORE THAN 58% OF THE DEPARTMENT'S ANNUAL CONTRIBUTIONS. EVERY GIFT AT EVERY LEVEL MAKES AN IMPACT AND WE ARE SO GRATEFUL FOR THE CONTINUED SUPPORT OF SO MANY RED RAIDERS.”**

**- ANDREA TIREY**

**SR. ASSOCIATE ATHLETICS DIRECTOR**

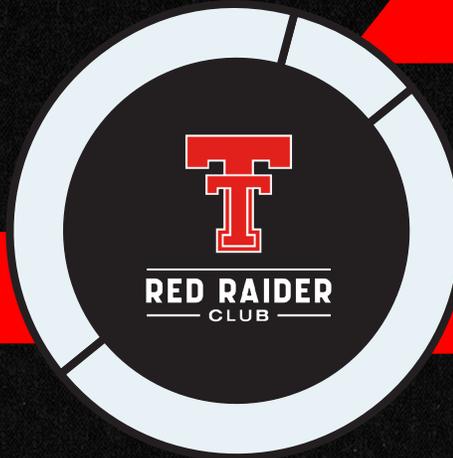


RED RAIDER CLUB

# IMPACT

STRIVE PROGRAM  
\$1.8 MILLION

STUDENT-ATHLETE SCHOLARSHIPS  
\$9 MILLION



STUDENT-ATHLETE EXPERIENCE  
\$12.2 MILLION

## STUDENT-ATHLETE SCHOLARSHIPS

Red Raider Club contributions help provide scholarship support to more than 400 Texas Tech student-athletes each academic year. This ensures the department can provide tuition, books, fees, and cost of attendance to every qualifying student-athlete. In addition to scholarships, student-athletes also receive academic support in the form of tutoring, academic and degree advising, eligibility monitoring, and much more!

## STUDENT-ATHLETE EXPERIENCE

- STUDENT-ATHLETE DEVELOPMENT
- SPORT MEDICINE
- SPORT PSYCHOLOGY
- ACADEMIC SUPPORT
- STRENGTH & CONDITIONING
- MEALS & NUTRITION
- RESOURCES
- & MUCH MORE!

## STRIVE PROGRAM

Gifts to the RRC Excellence Fund support the STRIVE Program. An important component of the Red Raider experience will award up to \$5,980 per academic year to Texas Tech student-athletes who reach specific academic achievement criteria. This is an additional investment of \$1.8 million annually for the department that helps recruit and retain student-athletes to Texas Tech..

## RED RAIDER CLUB

# MEMBER EXPERIENCES & EVENTS

There's nothing like the camaraderie and fellowship that happens when Red Raider Nation comes together for one purpose: to support and cheer on our Red Raiders. Every year we host an array of exclusive Red Raider Club events, catering to alumni, fans, and supporters alike.

From gameday tailgates to watch parties, our events celebrate the spirit of Texas Tech University while fostering connections and partnerships that drive our athletic programs forward.

**Join or renew your Red Raider Club membership today. We can't wait to see you!**



# OTHER WAYS TO MAKE AN IMPACT

Texas Tech supporters make an impact each day through contributions to the Red Raider Club Annual Fund. In addition providing the necessary funds to sustain success annually, supporters can choose to impact other areas of the Texas Tech Athletics Department. Gifts to the following areas do NOT count toward annual Red Raider Club membership levels, but do receive priority points and impact our student-athletes throughout the year.

## FACILITIES

The Campaign for Fearless Champions has completed 28 facility projects to date and continues to change the trajectory of Texas Tech Athletics through first-class facilities that impact not only recruiting, but the experience for every student-athlete, coach and fan.

## ENDOWMENTS

Endowments are long-term investments which live in perpetuity, leaving a meaningful and lasting impact on Texas Tech Athletics.

## PLANNED GIFTS

Planned gifts are contributions that are made through estate giving, wills and bequests. Contact the Red Raider Club for more information.

## INDIVIDUAL SPORT GIFTS

Donors can contribute to individual sports through booster funds. Please contact the Red Raider Club with questions.



# THE MATADOR CLUB

The Red Raider Club also now promotes and assists in the fundraising efforts for The Matador Club to provide the best name, image, and likeness opportunities available in the country.

The Matador Club is Texas Tech Athletics' official NIL collective, supporting Texas Tech student-athletes through NIL agreements to promote and support local charities through social media, in-person appearances and community engagements. For more information

visit [matadorclub.org](https://matadorclub.org).

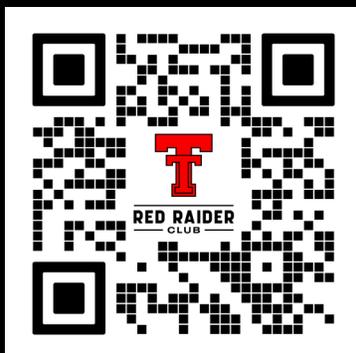


# SHOW YOUR SUPPORT

## HOW TO CONTRIBUTE

Renew your RRC Excellence Fund contribution, or make a gift for the first time by visiting [redraiderclub.com/give](https://redraiderclub.com/give) or call 806-742-1196.

Renew or purchase season tickets with an associated ASC/PSC by visiting [texastech.com/tickets](https://texastech.com/tickets) or call 806-742-8324.



**Red Raider Club**

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