Huskers®

ATHLETIC FUND

2027 MEMBERSHIP GUIDE



WRESTLING

BACK 2 BACK
PODIUM FINISHES

SOFTBALL

NCAA WCWS
APPEARANCE

MEN'S BASKETBALL

SWEET 16 & **FIRST NCAA** TOURNAMENT VICTORIES

WOMEN'S BASKETBALL

THIRD-STRAIGHT NCAA TOURNAMENT APPEARANCE

FAN ATTENDANCE

1.34 MILLION

FOOTBALL · VOLLEYBALL · SOCCER · MEN'S BASKETBALL
WOMEN'S BASKETBALL · BASEBALL · SOFTBALL

6th NATIONALLY 2nd NATIONALLY IN WOMEN'S SPORTS

396

HUSKER STUDENT-ATHLETES NAMED TO THE ANNUAL TOM OSBORNE CITIZENSHIP TEAM IN 2026

(COMPLETED AT LEAST SIX SERVICE PROJECTS IN ACADEMIC CALENDAR YEAR)

ACADEMIC ALL-AMERICANS

ALL-TIME

108	45	384
FOOTBALL *(NATION'S BEST)*	**VOLLEYBALL** *(NATION'S BEST)*	**ALL SPORTS** *(BIG TEN'S BEST)*

92%

STUDENT-ATHLETE GRADUATION SUCCESS RATE

3.47

CUMULATIVE STUDENT-ATHLETE SPRING 2026 GPA
(HIGHEST IN SCHOOL HISTORY)

17

DIRECTOR'S CUP

BEST FINISH IN TWO DECADES

2,500+ HOURS

OF COMMUNITY SERVICE VOLUNTEERED BY HUSKER STUDENT-ATHLETES

On behalf of Nebraska Athletics, I want to express my appreciation for your generous support of our student-athletes. Last year presented significant changes to the world of college athletics. The future promises more transformation, but the strength and investment of the Huskers Athletic Fund membership remains unchanged.

By every metric, 2026 proved to be one of the most successful campaigns in the proud history of this department. We will not slow down. The pursuit of trophies will continue to drive every decision we make, and your belief is what will fuel us forward.

At Nebraska, every action must center on winning. Recruitment, development, and retention of talented student-athletes is non-negotiable. Putting our athletes in positions to win remains our highest priority.

Over the next year, I invite you to continue playing an active role in our pursuit of success. The transformation of Memorial Stadium will present an opportunity for you to ensure future generations continue to set a remarkable standard. It will take a village, and I ask you to recruit others who believe in the collective significance of Husker Athletics.

As we prepare for the future, I'm unapologetic in my belief of what we can achieve. It won't be easy, but ownership and investment translate directly to championships.

Thank you for being a Huskers Athletic Fund member – and thank you for your commitment to excellence.

GO BIG RED!

Troy Dannen
Director of Athletics



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MEMBERSHIP OVERVIEW

HUSKERS ATHLETIC FUND RANKING SYSTEM

HAF donor rankings are ordered by annual priority levels followed by priority points within each level. This ranking system recognizes both current annual support and lifetime priority point accumulation. HAF rankings are used to calculate your rank for high-demand benefits like season ticket upgrades, parking assignments and postseason tickets.

HUSKERS ATHLETIC FUND PRIORITY POINTS

PRIORITY POINTS SYSTEM
CURRENT YEAR
10 points per $100 for Giving to Areas of Greatest Need
5 points per $100 for Giving to Additional Areas of Support
3 points per $100 for Priority Seating Contributions*
HISTORICAL GIVING
1 point per $100 for all past giving
ADDITIONAL LOYALTY POINTS
10 points per year as a Huskers Athletic Fund member**
10 points per year as a season ticket holder for Football, Volleyball, Men's and Women's Basketball
One-time 150-point bonus awarded to former Husker student-athletes
One-time 150-point bonus awarded to current UNL faculty and staff

Priority Seating Contributions associated with season tickets are not tax-deductible.

***Since 1983 when our HAF digital records begin.*

HUSKERS ATHLETIC FUND MEMBERSHIP LEVELS		
ANNUAL MEMBERSHIP LEVEL	**ANNUAL CONTRIBUTION**	**RANKING RANGE**
Nebraska Leadership Society	$25,000+	1-657
Hall of Fame	$12,500+	658-1,231
Champion	$5,000+	1,232-3,144
Blackshirt	$1,000+	3,145-8,866
Sea of Red	$100+	8,867-15,800





2026 MEMBERSHIP
BY THE NUMBERS

RECORD-BREAKING YEAR

- $71.7M in cash contributions (highest in history)
- 1,200+ new Huskers Athletic Fund members
- 411% increase in sport-specific giving and Student-Athlete Experience Fund contributions
  - 2024-25: $3.9M
  - 2025-26: $20.3M

THANK YOU!

15,800 TOTAL MEMBERS

657	**NEBRASKA LEADERSHIP SOCIETY**	*$25,000+*
574	**HALL OF FAME**	*$12,500+*
1,913	**CHAMPION**	*$5,000+*
5,722	**BLACKSHIRT**	*$1,000+*
6,934	**SEA OF RED**	*$100+*

DATES AND DEADLINES

FOR MORE INFORMATION, VISIT HUSKERSATHLETICFUND.COM

JANUARY

1.1 Beginning of 2027 Huskers Athletic Fund membership year

1.12 Baseball Seat Selection begins

FEBRUARY

2.11 Glow Big Red Day of Giving & 2027 Football Seat Selection Contribution Deadline

HAF ranking lock date for Men's and Women's Basketball postseason tickets

APRIL

4.21 Volleyball season ticket and priority seating renewal deadline

HAF ranking lock date for Volleyball Seat Selection, Baseball and Softball postseason tickets

MAY

5.1 2027 Football Seat Selection begins

JUNE

6.21 HAF ranking lock date for single-game Football tickets and Soccer Seat Selection

JULY

7.23 Men's & Women's Basketball season ticket and priority seating renewal deadline

HAF ranking lock date for MBB, WBB, Wrestling, and WGym Seat Selection in addition to MBB, WBB, and VB single-game ticket requests

OCTOBER

10.22 HAF ranking lock date for Football, Volleyball, and Wrestling postseason tickets

DECEMBER

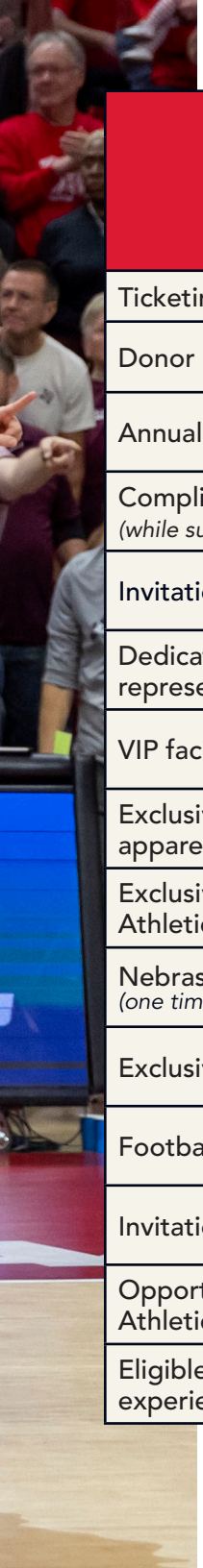
12.31 Last day to make contribution toward 2027 tax year

End of 2027 Huskers Athletic Fund membership year

Dates and deadlines are subject to change.

Please visit HuskersAthleticFund.com for the most up-to-date information.





BENEFIT	GIVING LEVEL						
	SEA OF RED	BLACKSHIRT	CHAMPION	HALL OF FAME	NEBRASKA LEADERSHIP SOCIETY		
					BRONZE	SILVER	GOLD
	$100+	$1,000+	$5,000+	$12,500+	$25,000+	$50,000+	$100,000+
Ticketing and parking allocation level	7	6	5	4	3	2	1
Donor decal	N	N	N	N	N	N	N
Annual adidas 30% off offer	N	N	N	N	N	N	N
Complimentary Lil' Huskers membership *(while supplies last)*			N	N	N	N	N
Invitation to exclusive Nebraska Football practice				N	N	N	N
Dedicated Huskers Athletic Fund donor representative				N	N	N	N
VIP facility tours					N	N	N
Exclusive Nebraska Leadership Society member apparel opportunity					N	N	N
Exclusive opportunities to engage with Nebraska Athletics' leadership and coaches					N	N	N
Nebraska Leadership Society Welcome Gift Box *(one time)*					N	N	N
Exclusive Husker events					N	N	N
Football home pre-game sideline experience					N	N	N
Invitation to select team practices						N	N
Opportunities for exclusive access at Nebraska Athletics events							N
Eligible for exclusive Nebraska Athletics experiences							N

Benefits subject to change.

DONOR SPOTLIGHT

STEVE AND CINDY SLYKHUIS

HOMETOWN: ARLINGTON, NE

WHY DO YOU SUPPORT NEBRASKA ATHLETICS?

I moved to Nebraska in 1993 (great timing) and fell in love with the passion this state has for the Huskers. Having a whole state rally around the University, no matter the sport, brings an atmosphere to any of the venues that is unmatched in college sports. Incredibly inviting and knowledgeable fans add to the fun of attending games and that should be something in which we take great pride. It has allowed my boys to grow up LIFELONG Nebraska fans from the start.

FAVORITE HUSKER MEMORY?

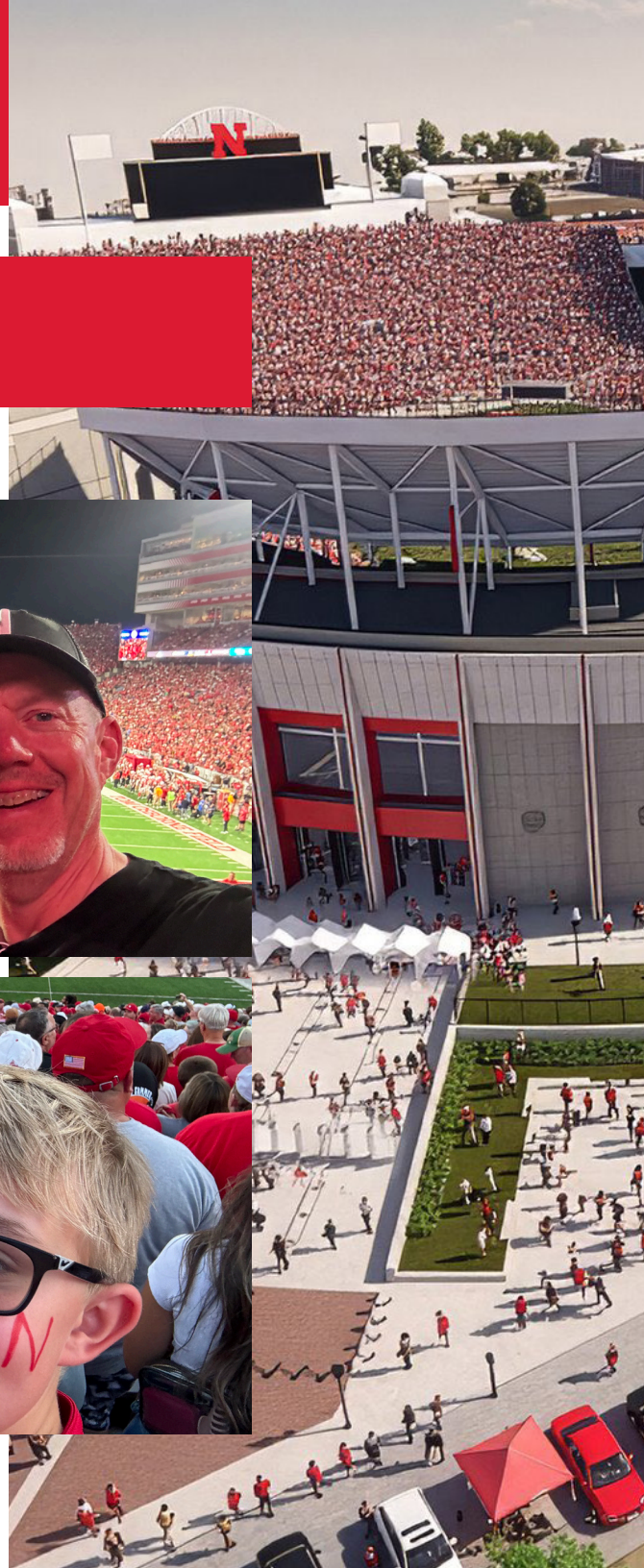
Being in the stands on November 28th, 2008 versus Colorado. Cold, snow, wind, nothing mattered when Alex Henry made the 57 yarder late in the 4th and we all lost our minds. Shared a huge hug with my father and thought things could not get better until a minute later Suh bulldozed Hawkins on his way to the clinching pick six. Pandemonium and joy!

WHAT EXCITES YOU ABOUT THE BIG RED REBUILD?

Getting the refresh Memorial deserves. Having spent all of my 20 years of ticket holding in the north end zone, starting in row 98 and working our way down to row 34 between the goal posts, it will be great to have better access to amenities and be able to enjoy a giant screen in the South stadium.









BIG RED REBUILD

PROJECT GOALS & GUIDING PRINCIPLES

- Solidify Nebraska's Position in the Changing Collegiate Athletics Landscape
- Position Nebraska Athletics as a Premier Destination for Student-Athletes With a State-Of-The-Art Program and Facilities
- Execute The Project with Fiscal Responsibility and Long-Term Stability
- Modernize Memorial Stadium While Honoring Husker Traditions and Pride
- Deliver An Unforgettable Game Day Experience for Fans



BIG RED REBUILD

EVERY HUSKER. EVERY GAME.

The "Big Red Rebuild" campaign aims to modernize our historic stadium, a source of pride and competitive advantage, ensuring it remains a state-of-the-art facility for future generations. Join us in this vital transformation. Your contribution will directly impact five key areas:

1. **Immersive Digital Experience**
   Improved Wi-Fi and connectivity will increase engagement throughout the game, from live stats to social sharing. Tech-forward features like new video boards will bring fans closer to the action.
2. **Fan Flow**
   Redesigned entry points, wider concourses, and improved wayfinding will ease congestion and navigation. Faster, more efficient entry and exit will reduce wait times and get fans to their seats faster.
3. **Upgraded Amenities**
   Expanded restrooms and concessions will improve overall comfort and reduce time away from the action. More food and beverage offerings will give fans the power of choice and elevate the game day experience.
4. **Improved Access**
   We are committed to keeping Memorial Stadium affordable to all fans by offering season tickets starting at $299. An eighteen percent increase in ADA seating will ensure everyone can enjoy game day to the fullest with greater ease and comfort.
5. **Higher Energy**
   A reimagined student section is on the way—designed to bring our students closer to the heart-pounding action and turn the south end zone into a true fortress of sound. We're creating an electrifying yet secure environment that empowers our students to fuel the fiercest home field advantage in all of college football. Together, we'll make the stadium roar like never before.





BIG RED REBUILD



RENOVATION TIMELINE			
DECEMBER 2026	**MARCH 2027**	**FALL 2027**	**FALL 2028**
Demolition of South and West seating bowl	Construction begins on South and West seating bowl	Partial completion of South and West seating bowl	Big Red Rebuild completion

PHASED FOOTBALL RESEAT

2027 REDUCED CAPACITY SEAT SELECTION

In 2027, all season ticket holders – regardless of seating location – will be required to participate in a Seat Selection due to the reduction in stadium capacity and project impacts throughout the stadium including the west sideline and south endzone.
All priority seating contributions throughout Memorial Stadium will be revalued for both the 2027 and 2028 seasons.

2028 SEASON SEAT SELECTION

As the Memorial Stadium project nears completion and capacity returns to 80,000 strong, all season ticket holders will participate in a Seat Selection process for the 2028 season and beyond. More details will be shared following the 2027 Reduced Capacity Seat Selection process.

LEGACY TICKET STATUS

Beginning in 2027, Nebraska will discontinue legacy priority seating contribution rates. All season ticket holders will be required to make full priority seating contributions associated with their seat location. This change will also help streamline and improve the annual season ticket renewal experience.

TIMELINE	
SEPTEMBER 23, 2026	Updated Big Red Rebuild website including dedicated reseat page and communication
OCTOBER 2026	2027 Reduced Capacity Season Pricing & Quantity Limits Released
DECEMBER 31, 2026	Early 2027 HAF renewal deadline & suite ranking lock date
FEBRUARY 11, 2027	2027 Football Seat Selection Ranking Lock Date *Last day to donate to improve their ranking for the 2027 Seat Selection*
APRIL 2027	2027 Football Seat Selection begins
DECEMBER 31, 2027	Early 2028 HAF renewal deadline
FEBRUARY 2028	2028 Football Seat Selection ranking lock date *Last day to donate to improve their ranking for the 2028 Seat Selection*
SPRING 2028	2028 Football Seat Selection begins





2027 REDUCED CAPACITY SEAT SELECTION ORDER

All Nebraska Football season ticket holders and Huskers Athletic Fund members who enroll in the 2027 Football Ticket Request list will receive an appointment time for the 2027 Reduced Capacity Seat & Parking Selection process. Availability of season tickets and parking will depend on one's appointment time.

Appointment times for the reseating and reparking process will be determined using the Huskers Athletic Fund ranking system as of the February 11, 2027 ranking lock date and the following prioritization:

1	Season Ticket Holders: Nebraska Leadership Society [Gold]
2	Request List: Nebraska Leadership Society [Gold]
3	Season Ticket Holders: Nebraska Leadership Society [Silver]
4	Request List: Nebraska Leadership Society [Silver]
5	Season Ticket Holders: Nebraska Leadership Society [Bronze]
6	Request list: Nebraska Leadership Society [Bronze]
7	Season Ticket Holders: Hall of Fame
8	Request List: Hall of Fame
9	Season Ticket Holders: Champion
10	Request List: Champion
11	Season Ticket Holders: Blackshirt
12	Request List: Blackshirt
13	Season Ticket Holders: Sea of Red
14	Request List: Sea of Red
15	Season Ticket Holders: Non-members
16	Request List: Non-members

ACTION STEPS

WHAT YOU CAN DO NOW

1. Read through the Frequently Asked Questions.
2. If you are a current Nebraska Football season ticket holder, there is no immediate action that you need to take to participate in the reseating and reparking process.
3. If you are interested in premium seats or making a leadership gift to the Big Red Rebuild, complete the interest form on BigRedrebuild.com.
4. If you are not a current Nebraska Football season ticket holder and would like to participate in the 2027 Seat Selection process, you can make a $100 non-refundable deposit and join the 2027 Football Season Ticket Request List ▶ beginning October 2026.
5. Calculate your current and potential Huskers Athletic Fund ranking by signing into your Huskers account and clicking "Huskers Athletic Fund Ranking Calculator" (desktop only).
6. Consider joining or upgrading your HAF membership by making your contribution prior to February 11, 2027.
7. Schedule an appointment with a Huskers Athletic Fund representative for more information on how to best position yourself for the 2027 Reduced Capacity Seat Selection process.

Phone: 402-472-3111 | Email: Nebraska@Huskers.com





2027 TICKET AND PARKING QUANTITY LIMITS

SEASON TICKETS

- Season Ticket Holders (all membership levels): 16 tickets
- Request List (all membership levels): 8 tickets

SEASON PARKING

- Accounts are eligible to purchase one (1) parking pass for every four (4) season tickets held. Parking will be included in the 2027 Seat Selection process. Availability will depend on one's appointment time.

**For more information and to read through Frequently Asked Questions regarding the 2027 Football Seat Selection, please visit BigRedRebuild.com.*



AREAS OF GREATEST NEED

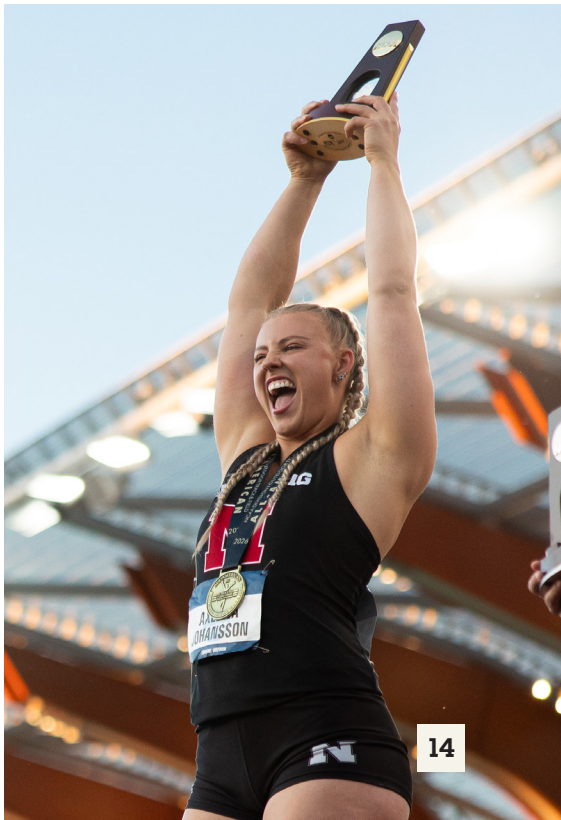
BIG RED REBUILD

- For over a century, Memorial Stadium has been our home - a place where fans from every corner of the state gather with purpose and pride. Brick by brick, era by era, Memorial Stadium has been shaped by those who recognized its power and invested in its future. Your support will help modernize and enhance Memorial Stadium for generations to come.

STUDENT-ATHLETE EXPERIENCE FUND

- Nebraska is proud to offer a best-in-class experience to 500+ student-athletes across 25 varsity sports. Unrestricted contributions to the Student-Athlete Experience Fund ensure Husker student-athletes and teams have the resources to succeed at the highest levels nationally.





WAYS TO SUPPORT

CONTRIBUTE ONLINE

Current donors and new donors making first-time gifts should visit **Huskers.com/MyAccount**. Current donors can sign in and click on "Manage My Donations" or "Make A Donation" to increase current contributions. First time donors will click "Create Account" before making a gift.

CONTRIBUTE BY PHONE

Call and an athletics representative will be happy to assist you in making your contribution over the phone.

CONTRIBUTE BY MAIL

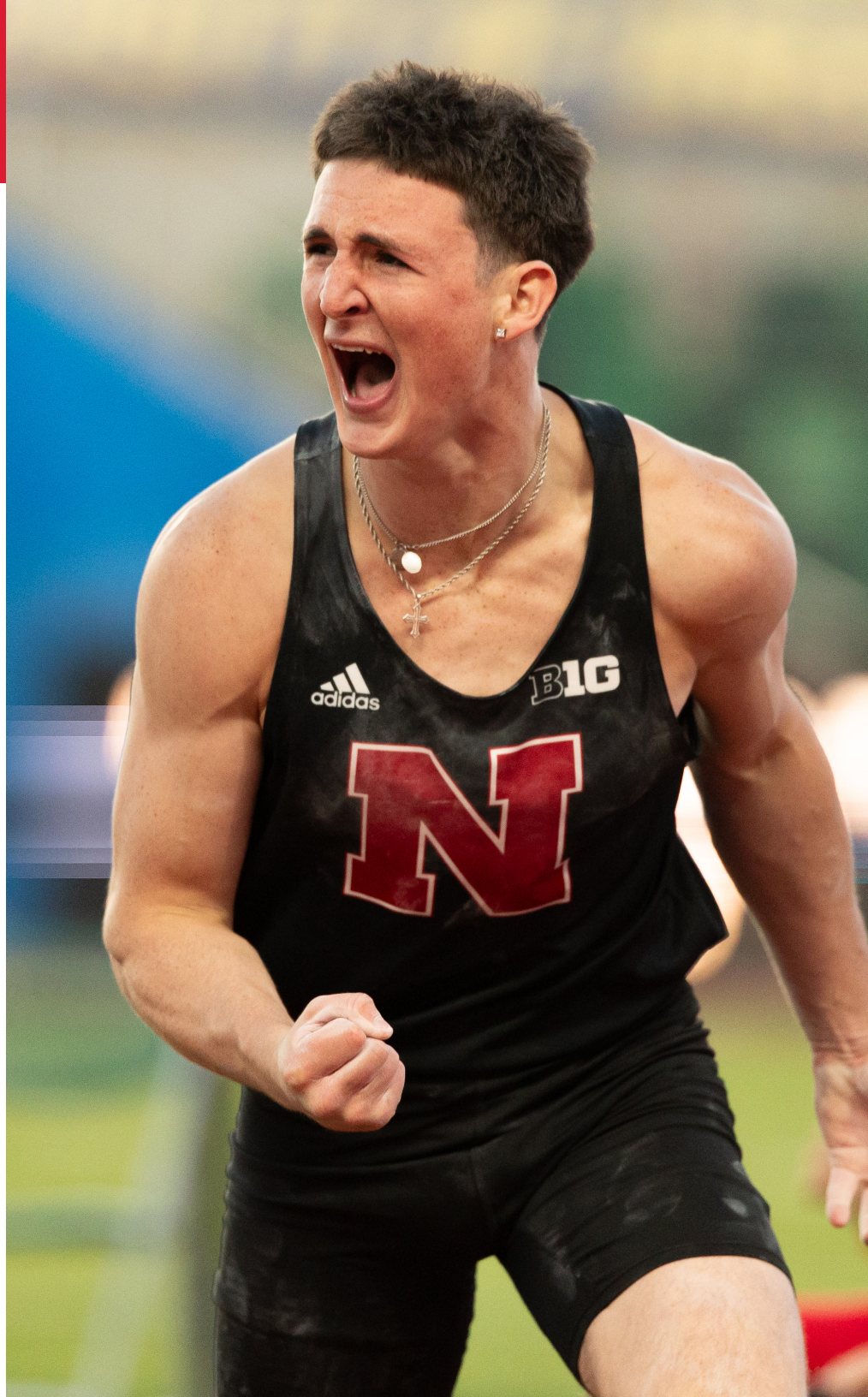
Huskers Athletic Fund
800 Stadium Drive, PO Box 82848
Lincoln, NE 68501-2848

Checks should be made payable to the University of Nebraska Foundation. Please include your desired designation or area in the check memo line.

PLANNED GIVING

A planned or deferred gift may offer substantial tax and estate planning benefits and provide a lasting impact to Nebraska Athletics. Our team is happy to work with your professional advisors to decide which gift option works with your goals and interests.











ENDOWMENTS

Scholarship endowments and program endowments provide a perpetual source of financial support for the Nebraska Athletic Department. To inquire further, please contact your Huskers Athletic Fund representative or reach out to Nebraska@Huskers.com.

MATCHING GIFTS

Many organizations will match contributions to nonprofit entities such as the Huskers Athletic Fund. Your organization's matched gift will increase your lifetime giving status and further support our mission to provide the best student-athlete experience in the nation. Under the new tax reform, organizations cannot match contributions connected to tickets or required priority seating contributions. All philanthropic gifts that are tax deductible are eligible for matched gifts. Please work with your benefits office and mail all matching gift forms to our office.

Additional questions can be directed to our office at 402-472-3111.

STOCK GIFTS

If you are interested in making a stock gift, please contact your Huskers Athletic Fund representative or reach out to Nebraska@Huskers.com. Please be prepared to provide the Huskers Athletic Fund team with important details about the gift to help ensure that the gift is processed efficiently and directed as you intended.

PREMIUM SEATING

FOOTBALL

The Big Red Rebuild will introduce a new generation of premium experiences to Memorial Stadium, combining the tradition and energy of Nebraska Football with elevated comfort, hospitality, and exceptional views of the action. For more information, visit **BigRedRebuild.com** and navigate to the 'Premium Experiences' page. Complete the interest form, and an HAF representative will be in contact.

VOLLEYBALL

Volleyball suites are sold on multi-year contracts and are currently sold out. Any available Courtside, Loge, and Libero Club seating will be included as part of the annual Seating & Parking Selection process. To learn more about these premium seating opportunities, visit **HuskersAthleticFund.com**.

MEN'S BASKETBALL

Men's Basketball Courtside and Club seats are currently sold out. A limited number of club seats became available for the 2026 Seat Selection process. The last HAF member that was able to select a pair of Club seats was ranked 80th overall and was in the Nebraska Leadership Society ($25,000+) with 13,345 priority points.

WOMEN'S BASKETBALL

Women's Basketball Courtside Seating is currently sold out. Any new inventory will be available in the Seating & Parking Selection process.

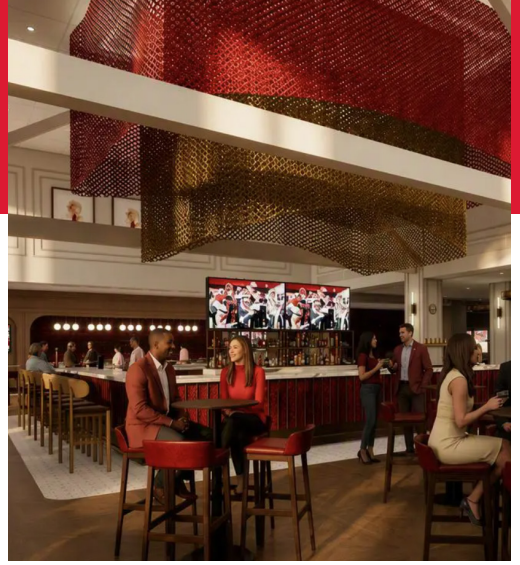
WRESTLING

Suites for Nebraska Wrestling are sold on a single-dual basis. Suite requests will open for all fans and be taken prior to the start of each season.

Matside seats are currently sold out. Any new inventory will be available in the Seating & Parking Selection process.

QUESTIONS?

Contact your Huskers Athletic Fund representative, scan the QR code and complete the interest form, or call **402-472-3111**.









SAVE THE DATE!

FEBRUARY 10-11, 2027
NOON CST – NOON CST

Glow Big Red is the University of Nebraska-Lincoln's 24-hour day of giving to raise money in support of various campus-wide programs. Nebraska Athletics is a key pillar within this day-long initiative, seeking to generate resources to further support Husker student-athletes while fueling our next championship.

How you can help:

- Mark your calendar for February 10-11, 2027.
- Make a gift of any amount during Glow Big Red in support of Nebraska Athletics by scanning the QR code.
- Spread the word by using #GlowBigRed on all social media platforms, and encourage your family, friends, and colleagues by making a gift in support of their favorite Husker teams and funds!

N CLUB

The N Club, the official letterwinner association within Nebraska Athletics, provides former Husker student-athletes across all sports opportunities for connection, engagement and involvement through events, special reunions and regular communication while supporting the athletic, academic and career success of current student-athletes. The N Club aims to further the legacy, tradition, and core values derived from participation in intercollegiate athletics at the University of Nebraska.

If you are a former Husker student-athlete, scan the QR code to ensure your contact information is up-to-date and that you stay connected to the latest news, events, and opportunities to engage with fellow N Club members!

CONTACT

Trevor Acton
Assistant Director of Annual Giving (N Club)
tacton3@huskers.com
402-472-2614



NEBRASKA LEADERSHIP SOCIETY

At Nebraska, the standard is comprehensive excellence. The Nebraska Leadership Society embodies that same core standard as our members lead with unyielding support of our student-athletes and athletic programs. The members of the Nebraska Leadership Society will fuel our next national championship, create the best environment for our teams to compete, and further separate our academic success from our peers.

Nebraska Leadership Society membership starts at $25,000 annually or with a Huskers Athletic Fund lifetime giving history of $1,000,000 or more. The Nebraska Leadership Society is proud to offer a series of exclusive benefits and one-of-a-kind experiences for our annual and lifetime members.

BENEFITS INCLUDE:

- VIP Facility Tours
- Exclusive NLS Member Apparel Opportunity
- Exclusive opportunities to engage with Nebraska Athletics' leadership and coaches
- Nebraska Leadership Society Welcome Gift Box (one-time)
- Exclusive Huskers Events
- Home football pre-game sideline experience











CHAMPIONSHIP SUPPORT:

2025	2026
379 MEMBERS	657 MEMBERS
$34.4M CONTRIBUTED	$37.0M CONTRIBUTED

HOW TO JOIN

To learn more about the Nebraska Leadership Society, visit **HuskersAthleticFund.com**, call **402-472-3111**, or contact your HAF representative today!

CONTACT US

MAILING ADDRESS
Huskers Athletic Fund
800 Stadium Drive, P.O. Box 82848
Lincoln, NE 68501-2848

EMAIL - Nebraska@Huskers.com

PHONE - 402-472-3111

WEB - HuskersAthleticFund.com

VISIT US!
The Huskers Athletic Fund offices are located on the east side of Memorial Stadium. The ticket office is open Monday through Friday from 9a.m. - 4p.m. and can be found at Gate 21. Reserved parking is available for Huskers Athletic Fund guests in the lot closest to the entrance of the Osborne Legacy Complex [1200 Vine Street, Lincoln, NE 68588].

MEET THE TEAM
The Huskers Athletic Fund team is eager to assist our members and appreciate your continued generosity in support of Nebraska Athletics. Please scan the QR code to learn more about our team, and do not hesitate to reach out to a HAF representative. We look forward to hearing from you!




NEBRASKA
NATIONAL CHAMPIONS
1970 1971 1994 1995 1997
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N
N

Huskers
ATHLETIC FUND

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