

2 0 1 2



LANE STADIUM



RESEATING PLAN



A MESSAGE TO TECH SUPPORTERS

Since its first full season of play in 1966, Lane Stadium has grown into one of the finest and loudest stadiums in college football. Thousands of excited Hokie fans look forward to the fall when they make their annual pilgrimage to Blacksburg to cheer on their beloved Hokies. Lane Stadium today is one of the toughest venues in which visiting teams compete. With the nationally recognized "Enter Sandman" music video bringing the Hokies out of the tunnel, there is no better game-day atmosphere in college football.

Since ACC expansion in 2004, the Virginia Tech Athletic Fund, Inc (Hokie Club) has raised over \$200 million for Intercollegiate Athletics. A large part of our success is due to the support of the Hokie Nation. The competitive environment of college athletics, especially in the ACC, grows more intense every year. To recruit and support the best student-athletes in the country, we must provide the best in facilities for them to train and compete.

Since the initial reseating in 2005, there has been very little movement within the stadium for generous supporters who have upgraded their giving level and those new donors who have joined the Hokie Nation. Our guiding principles in reseating Lane Stadium for the second time remain the same as they were in 2005: (1) to reward those donors who have supported the athletics program, (2) display fairness through seating and parking assignments, and (3) recognize the impact of your donations and season ticket loyalty to our program.

The Point Priority System and the Integrated Loyalty Ladder, simply known as the "Ladder" will again be the fundamental method used to reseat Lane Stadium. It integrates athletic giving and continuous years of season ticket purchases for an equitable priority order by which season tickets are selected. This process will be applied to Hokie Club members and all season ticket holders. Parking will be selected by qualifying members based upon their Hokie Club point priority ranking.

New for 2012 will be an online service that allows each qualifying person to select their seats and parking space. This technology has been used recently by other peer institutions and will allow real time data on what seats and parking spaces are available prior to your appointed selection time. You will have the capability to compare multiple seat locations and become familiar with the web based program in the months leading up to the spring of 2012.

We recognize there will be questions and concerns about the process. Many questions have been addressed in the frequently asked questions section of this brochure. However, please do not hesitate to contact the Hokie Club office at 540-231-6618 or Athletics Ticket Office at 1-800-828-3244 or 540-231-6731 with your specific questions.

We encourage you to read through this publication carefully and familiarize yourself with the new information and the timeline for implementation. Thank you for your continued support of our student-athletes and Virginia Tech Athletics.



Jim Weaver
Director of Athletics



Lu Merritt
Senior Director of Development
for Intercollegiate Athletics

LANE STADIUM RESEATING

CHANGE

1) FAIRNESS

The Hokie Nation has some of the greatest fans in the country. This is displayed by your voices in the stands, travel to away football and bowl games, and financial support to the Hokie Club. In return, your generous support deserves equitable seating in Lane Stadium. The Ladder will again be the fundamental method used for the 2012 reseating. It seeks to integrate athletics giving and continuous years of season ticket purchases for an equitable priority order by which season tickets are assigned; and will be applicable to Hokie Club members and all season ticket holders.

2) LOYALTY

Hokie Club members and Hokie fans are some of the most dedicated and loyal supporters in college sports. Contributions have held strong despite recent cycles in the economy; and season tickets have been sold out since 1999, reflecting the long-term support of the football program. Virginia Tech Athletics recognizes those supporters who have purchased season tickets and been attending games in Lane Stadium since its first full season of play in 1966. Donor and season ticket loyalty are two important parts of supporting Virginia Tech Athletics and the football program; and why they are integrated into the Ladder and seat selection process.

3) RECOGNITION

As the costs of scholarships and operational budgets increase, along with the expense of maintaining, implementing and updating first-class facilities into our broad-based sports program, flexible and expected funding is needed. Hokie Club members continually step forward to help meet these financial challenges and deserve recognition.

The Ladder acknowledges the impact of Hokie Club members and season ticket patrons support by:

- Rewarding them with equitable seating based on their Hokie Club rank as determined by giving level, annual contributions, cumulative lifetime giving and years of membership and volunteer service
- Integrating continuous years of season ticket loyalty into the Ladder
- Allowing Pioneers (season ticket holders continuously since 1966) to keep their same seat locations



LANE STADIUM RESEATING

The Plan

1) Seat Selection by Rank within the Ladder

Season ticket locations (with the exceptions noted below) will be available for selection by active members of the Hokie Club and season ticket holders (based on availability). Seat selection will occur based upon your status within the Ladder as featured on page 4. Your Hokie Club ranking as of December 31, 2011 and/or years of continuous season ticket purchases will determine your appointed time in the 2012 seat selection process.

Note: Seats assigned to Pioneers, corporate written contractual agreements, student seating, visiting teams and the athletics departmental commitments are not available during the selection process. See page 11 for a seating diagram of Lane Stadium.

Note: If two or more Hokie Club members or season ticket holders want to select seats together, they must wait until the selection time of the lowest member in the group to select.

2) Parking Selection by Point Priority Rank

Parking selection will coincide with your seat selection during the 2012 reseating. All eligible parking locations per the Hokie Club allotment will be available for selection to those qualifying members requesting parking. Your Hokie Club benefits deadline ranking as of December 31, 2011 will determine your appointed time in the 2012 parking selection process. For Hokie Club members whose seat selection time is improved by the loyalty component of the Ladder, seat selection time and parking selection time will likely be different.

Per the Athletics Ticket Office and Hokie Club policy, parking will continue to be selected annually based on your ranking as of December 31 of the previous year. Therefore your parking is subject to change in subsequent years following the 2012 selection process.

Note: Parking passes assigned under previously written contractual agreements and athletics departmental commitments are not subject to the selection process.

Note: Based on Hokie Club policy, qualifying members for parking are eligible to receive one parking pass per membership.

Note: If two or more Hokie Club members want to park together, they must wait until the selection time of the lowest member in the group to select.

3) Number of Tickets in Priority

All eligible Hokie Club members and patrons with season tickets purchased by the order deadline (based on availability) will select their own ticket locations as referenced in (1) above. Hokie Club members and season tickets holders may purchase as many tickets as he/she chooses based on availability, but the number of tickets available for in-priority selection is determined by their ranking and position within the Ladder.

Pioneers will maintain their current seat location as noted on Step #1 of the Ladder. Members on Step #2 of the Ladder are allowed to select up to six tickets in-priority. All other





patrons on the Ladder (Steps #3 - #14) are allowed to select up to four tickets in-priority.

Tickets in Excess of Priority Limits: Season tickets exceeding priority limits will be selected apart from in-priority seat locations after all other seats are chosen within the Ladder (Step #15).

Note: All season ticket holders, including Hokie Club and non-Hokie Club members, will personally select their seat location based upon their ranking and position within the Ladder using the online selection process with an individually assigned appointment time.

4) **Number of Club Tickets in Priority**

All eligible Hokie Club members and patrons with club tickets purchased by the order deadline (based on availability) will select their own club seat locations as referenced in (1) above. Hokie Club members and season

ticket holders may purchase as many club tickets as he/she chooses based on availability, but the number of tickets available for in-priority selection is determined by their ranking and position within the Ladder.

Members on Step #2 of the Ladder are allowed to select up to six tickets in-priority. All other patrons on the Ladder (Steps #3 - #14) are allowed to select up to four tickets in-priority.

Tickets in Excess of Priority Limits: Club tickets exceeding priority limits will be selected apart from in-priority seat locations after all other seats are chosen within the Ladder (Step #15).

Note: All club season ticket holders, including Hokie Club and non-Hokie Club members, will personally select their seat location based upon their ranking and position within the Ladder using the online selection process with an individually assigned appointment time.

LANE STADIUM RESEATING

The Ladder

This is the fundamental principle and method that will again be used to reseat Lane Stadium. It seeks to integrate athletics giving and continuous years of season ticket purchases for an equitable priority order by which season tickets are assigned; and will be applicable to Hokie Club members and all season ticket holders.

Each person will be assigned an appointment time per their Ladder ranking and all seats will be selected using the following order:

1. **Pioneers** (continuous season ticket purchaser since 1966) will maintain current seat location or they may go to Step #3 in selecting their seats. You will need to indicate if you wish to select at Step #3 when ordering your tickets.
2. **Benefactors, Century Champions, Golden Champions, Diamond & Platinum Hokies**
3. 45 – 42 years continuous season ticket purchasers; donor and non-donor (since 1967 – 1970)
4. **Golden Hokies**
5. 41 – 37 years continuous season ticket purchasers; donor and non-donor (1971 – 1975)
6. **Silver Hokies**
7. 36 – 32 years continuous season ticket purchasers; donor and non-donor (1976 – 1980)
8. **Faculty & Staff**
9. **Bronze Hokies**
10. 31 – 27 years continuous season ticket purchasers; donor and non-donor (1981 – 1985)
11. **Orange & Maroon Hokies**
12. 26 – 19 years continuous season ticket purchasers; donor and non-donor (1986 – 1993)
13. **Hokie Club** with less than 19 years continuous season ticket purchases (since 1994)
14. **Non-Donor** with less than 19 years continuous season ticket purchases (since 1994)
15. Tickets in excess of priority limits and according to rank order on the Ladder



THE LADDER: Frequently Asked Questions

Why was 1966 used as the season for Pioneer status and am I able to retain that position?

This was the first complete season in Lane Stadium, and every Pioneer's status was established in 2005. Pioneers will retain that position for the 2012 reseating.

How many tickets can I order?

Season tickets may be ordered subject to availability and the ticket limit guidelines.

Pioneers may keep their same number of seats and may not add seats unless they opt to choose their seats from Step #3 on the Ladder.

The "in-priority" ticket limit for Benefactors, Century Champion, Golden Champion, Diamond and Platinum Hokies is six tickets.

The "in-priority" ticket limit for all other patrons is four season tickets.

The priority limits restrict the maximum number of seats an individual or account can maintain in-priority seating sections. These limits do not restrict the overall number of season tickets that an individual or account may purchase (when available).

Season tickets exceeding priority limits will be selected apart from in-priority seat locations after all other seats are chosen within the Ladder (Step #15).

How can I select my seats for next year?

Season ticket applications will be mailed in January 2012 with an ordering deadline of March 2, 2012. Seat selection and assignment will begin in April 2012. *New for 2012: The new order deadline of March 2 is necessary to accommodate the reseating process. Please make note of the change.*

Pioneers will keep their same seat location as long as they are renewed by the order deadline unless they opt to choose their seats from Step #3 on the Ladder.

All patrons on Steps #2 - #4 of the Ladder will receive a letter notifying them of their selection time when they will have an opportunity to select their seats either (1) through the new online selection process, (2) via the phone with a Hokie Club/Athletics Ticket Office representative or (3) in person at Lane Stadium.

All other patrons on Steps #5 - #14 of the Ladder will receive a letter notifying them of their selection time where they will have an opportunity to select their seats either (1) through the new online selection process or (2) via the phone with a Hokie Club/Athletics Ticket Office representative.

Will reseating affect parking?

Since parking is reassigned annually based upon the Hokie Club's point priority ranking, all members qualifying for parking will receive an appointment time to select their parking using the online selection process. For Hokie Club members whose seat selection time is improved by the loyalty component of the Ladder, seat selection time and parking selection time will likely be different.

All donors at the Benefactors, Century Champion, Golden Champion, Diamond, Platinum and Golden Hokies levels will receive a letter notifying them of their selection time when they will have an opportunity to select their parking either (1) through the new online selection process, (2) via the phone with a Hokie Club/Athletics Ticket Office representative or (3) in person at Lane Stadium.

All other donors from the Silver Hokies level and below (qualifying for parking) will receive a letter notifying them of their selection time where they will have an opportunity to select their parking either (1) through the new online selection process or (2) via the phone with a Hokie Club/Athletics Ticket Office representative.

What if I want to sit and/or park with a group of people?

With the online selection process, each patron will be given an individual appointment time for seating based on their Ladder ranking and an individual appointment time for parking to those qualifying Hokie Club members based on their point priority ranking. ***New for 2012:** The 2012 order form will have a check box where each patron can inform the Athletics Ticket Office if they wish to group seat and/or park with others. However, they will NOT be required to send in the order forms together or inform the Athletics Ticket Office of the other individuals in their group request. The Athletics Ticket Office is only collecting and monitoring group seating and/or parking requests for internal use so it can assist each patron during the selection process.*

Each group member needs to coordinate his or her selection with the appointment time of the lowest ranked person within your group; and, at that time, each group member can log into the online system and choose your seats and/or parking together. **NOTE:** since all seats and parking will be selected online, each person in the group will need access to a computer when coordinating the location of your seats and/or parking location to simultaneously make your selections.

Each group member can log in at their assigned time and check the availability of seats and/or parking; and has the opportunity to make their selections at that point should they then wish to forgo their group seating and/or parking based on the lowest ranked person's selection time within the group.

LANE STADIUM RESEATING

THE LADDER: Frequently Asked Questions

Will anyone retain their present seats?

Pioneers will keep their same seat location as long as they are renewed by the order deadline, unless they opt to choose their seats from Step #3 of the Ladder.

All other patrons will receive a selection time per their Ladder ranking, and, if their previous seats are still available, will have the opportunity to select them again.

As a Hokie Club member and current season ticket holder (non-donor), will I lose my seats in Lane Stadium if I do not make a donation to the Hokie Club by year's end?

No. All season ticket renewals will be accommodated. Everyone who had seats last year may retain the same number of seats from the previous year, but location is subject to change based upon their position within the Ladder.

How can I improve my rank on the Ladder and position myself for the best possible seat location?

Increase your Hokie Club donation to a higher club level prior to December 31, 2011. **It is important to note that you must maintain this club level annually post-reseating or your seat location will be reassigned in future years.**

Your point priority ranking as of December 31, 2011 will determine your rank on the Ladder for the 2012 reseating and ultimately factor in your seat selection.

Additionally, you may consider contacting the Hokie Club to make a gift or pledge that will increase your point priority ranking.

If I have club seats in the South End Zone and/or West Side, will they be subject to the reseating?

Yes; all club seats will be reseated based upon your rank within the Ladder.

Each patron will select their club seats using the online selection process at an appointed time based on their rank within the Ladder.

The same in-priority limits and selection process will apply to each type of club seat you possess based upon your position within the Ladder. **NOTE:** if you are a Platinum Hokie or higher with no more than six regular season tickets and/or six tickets in any club section, then you would select all of your tickets in each section at your appointed selection time using the online selection process.

Do club seats count toward the ticket priority limits?

No. At this time the number you can order is unlimited based on availability, but the selection of club seats will fall in line with the same in-priority limits and overall ticketing process based upon your position within the Ladder.

How can I know where my seats will be next year?

It will be impossible to know your exact location prior to your appointment time and using the online selection process.

We have displayed a graph on pages 10 – 11 of how we anticipate the seat selection process might occur based on data from the 2005 reseating.



TIMELINE

March 2011	Reseating of Lane Stadium Announced
September 2011	Lane Stadium Reseating Brochure is distributed
December 31, 2011	Hokie Club Point Priority Ranking Set for 2012 Lane Stadium Reseating
January 2012	Season ticket order forms mailed
March 2, 2012	Football Season Ticket Ordering Deadline
April – June 2012	Appointments for personal selection of seats and parking take place
August 2012	Football Season Tickets and Parking Passes Shipped
September 2012	First Tech Football Game with the new self-selected seat assignments



If I order fewer tickets, will I improve my location?

No, not necessarily. It will be impossible to predict your location prior to the online selection process, but you might have more flexibility in selecting seats with a lesser quantity ordered.

How do I obtain handicap accessible seats or seats due to mobility issues?

In accordance with ADA regulations you will be able to acquire one handicap accessible seat and up to three companion seats in this area.

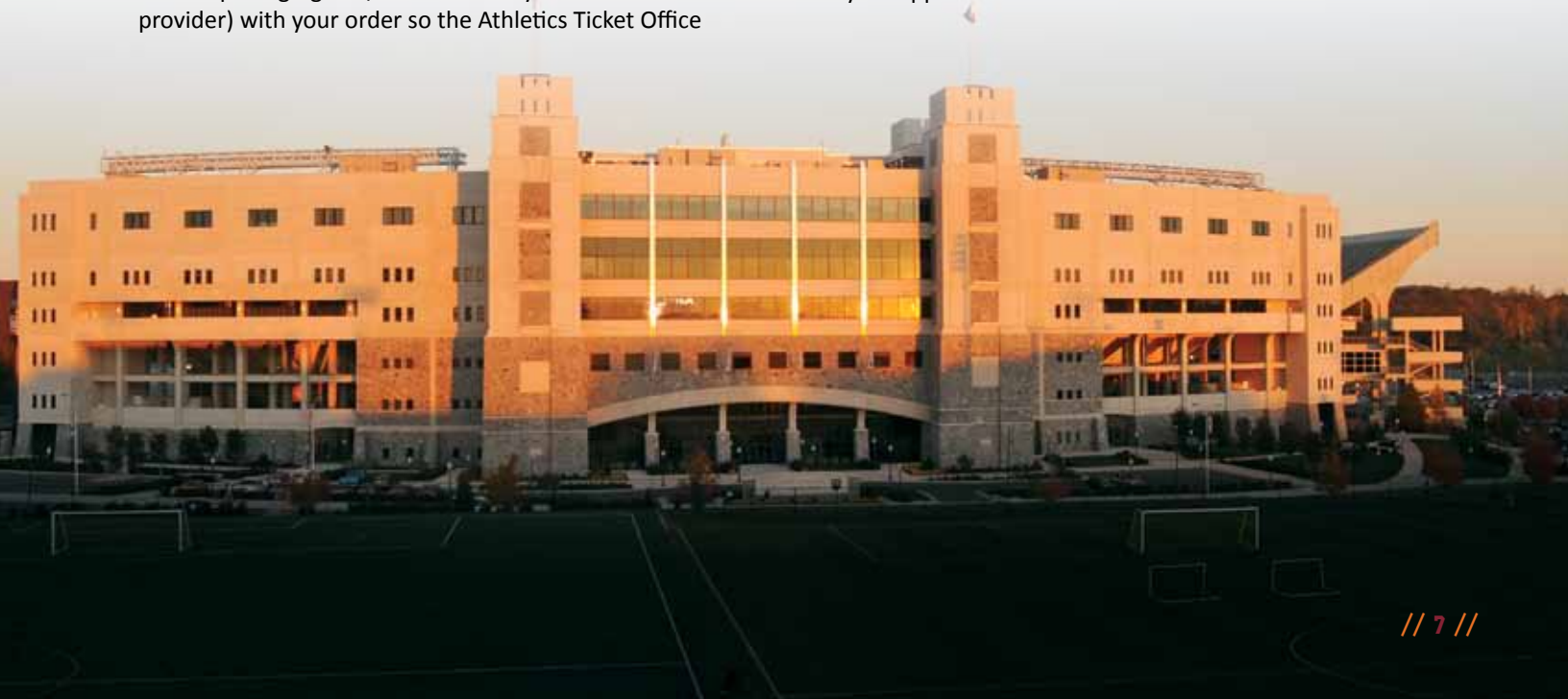
You will need to provide documentation (such as your handicap hangtag and/or letter from your health care provider) with your order so the Athletics Ticket Office

can make arrangements to assist you during the selection process.

You will need to indicate the nature of your handicap and/or mobility issues that will limit your ability to go up or down steps once entering the stadium.

All patrons providing this documentation will have their account noted and will receive a time to be called by the Athletics Ticket Office for assistance during your appointment time using the online selection process.

If you are eligible for additional in-priority seats based on your position on the Ladder, you will select those seats at your appointment time.



LANE STADIUM RESEATING

Virginia Tech football season ticket customers will have a chance to choose their own seats as part of this new plan by utilizing a web-based service provided by the Athletics Department.

New Technology Shows Lane Stadium Seating Online

The new technology provides customers who have purchased season tickets with a login ID and password for a dedicated website for Lane Stadium seating. From this website, members can see available seats, view panoramic diagrams, check available parking lots, and choose their seats and parking personally at their appointed time in the spring of 2012.

Ticket purchasers can monitor what seats are available before their selection appointment occurs, and easily choose seats and parking that reflect their preferences. The website updates seats in real time so that customers may accurately track availability.

The technology has been used successfully by other major university programs and promises to make the process easier, more transparent and more convenient for Hokie fans.

Available Seats Panoramic Seat View

Go To: 129 Section: 128 Go To: 127

VT

Submit Selection
My Account
Advanced Help
Logout

Move mouse over a seat section and click to see your view!

Your select time has begun!
Please proceed to make your selections!

RETURN TO OVERHEAD VIEW

Shopping Cart

	Description	Remove Seat
SEATS		
# 1	NOT SELECTED	
# 2	NOT SELECTED	
PARKING		
# 1	NOT SELECTED	
# 2	NOT SELECTED	
# 3	NOT SELECTED	

Submit Selection

Thank You!

May 4th 2011 8:14pm
You may now choose your seats for this time-slot

May 4th 2011 8:14pm
You may now choose your seats for this time-slot

How the New Technology Works for Ticket Purchasers

The Athletics Department will launch its new seating and parking website well in advance of the 2012 seat selection process. Customers will have the opportunity to navigate the site, become familiar with how it works, and ask questions of staff members well before seat selections in April – June 2012.

The benefits deadline for establishing Hokie Club membership rank is December 31, 2011. The deadline for ordering tickets is March 2, 2012. Shortly thereafter, each patron will be given an individual appointment time for seating based on their Ladder ranking and an individual appointment time for parking to those qualifying Hokie Club members

based on their point priority ranking. All patrons on Steps #2 - #4 of the Ladder will receive a letter notifying them of their selection time where they will have an opportunity to select their seats either (1) through the new online selection process, (2) via the phone with a Hokie Club/Athletics Ticket Office representative or (3) in person at Lane Stadium.

All other patrons on Steps #5 - #14 of the Ladder will receive a letter notifying them of their selection time where they will have an opportunity to select their seats either (1) through the new online selection process or (2) via the phone with a Hokie Club/Athletics Ticket Office representative.

By utilizing this new technology, patrons will be able to take ownership of their seating and parking assignments. Each customer will be able to establish his or her own preferences (low or high, East or West side, aisle or middle, etc.) and choose accordingly.

Note: A separate announcement will occur when the selection website is available for viewing. At that time, members will be provided with information on how to use the site. Appointments will not be set until after the March 2 ticket order deadline.



LANE STADIUM RESEATING

Data for Reseating

In order to help frame expectations for seating in 2012, the information below is provided. Over 12,000 customers purchase seats in Lane Stadium. Those individuals are a combination of approximately 9,000 Hokie Club members and 3,000 long-term season ticket purchasers. The color-coded map and corresponding ranking chart represent our best estimation of what the seating breakdown might look like for the 2012 reseating. The numbers in the color chart represent a variety of ranks within the Hokie Club. These colors represent our best estimation of which areas in Lane Stadium will be available to you during the seat selection process based upon your rank within the Ladder.



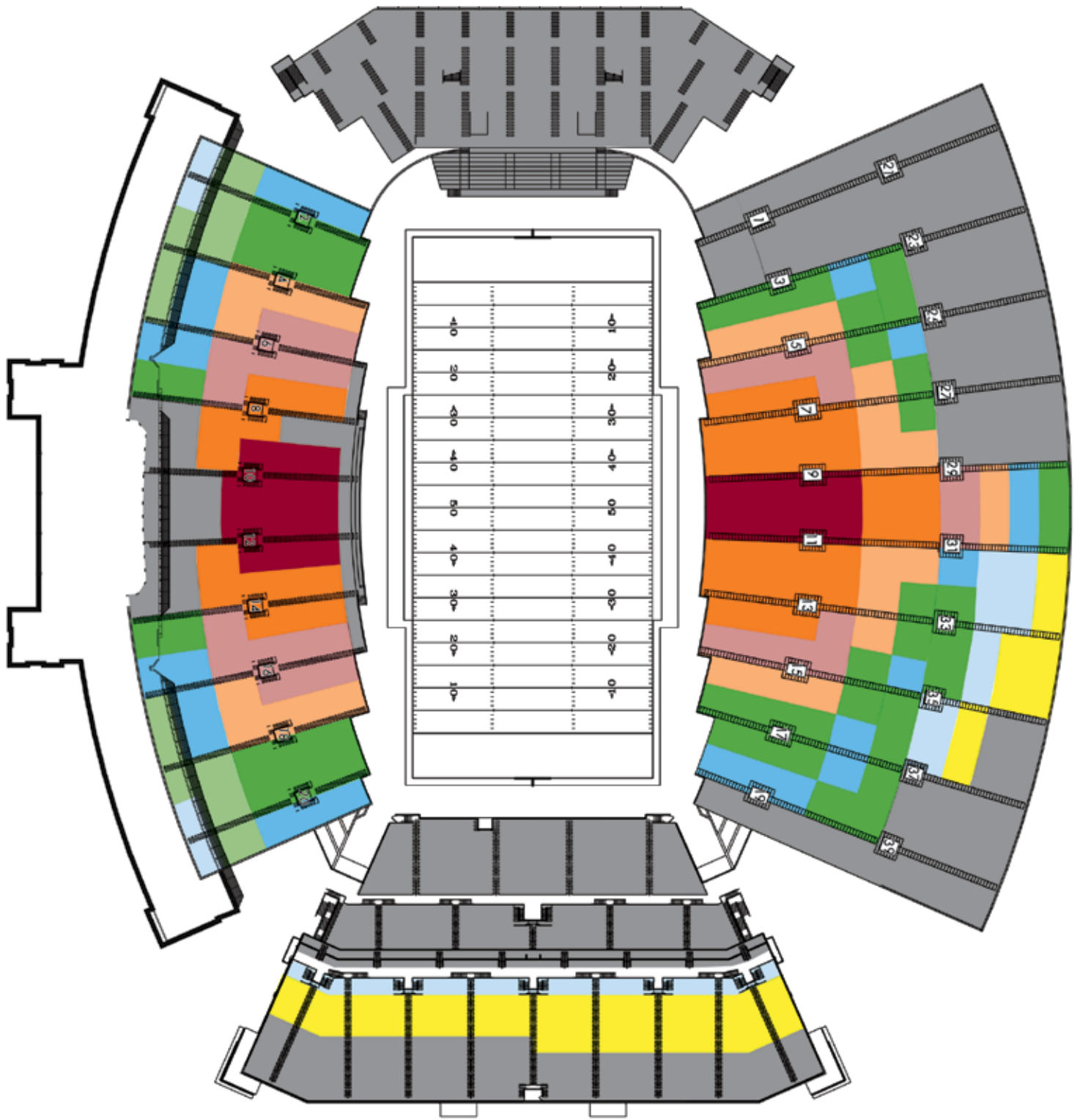
Points to Consider ...

When Reading This Stadium Map

- Sections are distinguished from one another based on proximity to midfield, and the height within each section. East and West sidelines are treated equally within this estimation.
- The middle rows within sections enjoy greater demand than the upper most rows and the lower most rows. Ticket holders should expect movement within and between sections based on differing preferences.
- Premium seating areas will only be available in the selection process for those patrons who have preordered by the March 2 ticket order deadline.
- Grayed-out areas represent premium seats, player parents, student tickets, and Athletics Department contract tickets. These tickets, with the exception of premium seats, will not be available in the seat selection process.

When Reading This Chart

- Hokie Club Ranks listed in the key are based on projected point priority rankings as of December 31, 2011.
- The colors correspond to the colored sections on the accompanying seat map.
- Hokie Club Ranks within this color band are 2012 estimates based on mild-moderate growth at the Bronze Hokie level and above. Orange & Maroon and Hokie Club levels are projected with minor growth or similar membership totals from 2011 to 2012.
- **PLEASE NOTE:** This data is only an estimation based on information gathered during the last reseating, current growth projections, and accumulated customer seat selection preferences. It is provided to help you form your expectations for seating as well as give you the information necessary to position yourself for the best seat possible. It is by no means given to guarantee seating within a specific section at a specific donor level.



Hokie Club Rank

Grayed-out areas represent premium seats, player parents, student tickets, and Athletics Department contract tickets. These tickets, with the exception of premium seats, will not be available in the seat selection process.

1	500	1500	2500	3500	4500	5500	6500	7000	8000	8600	12000
---	-----	------	------	------	------	------	------	------	------	------	-------

LANE STADIUM RESEATING



Each Hokie Club member and season ticket holder is affected in some way by the reseating of Lane Stadium. The goal of the Ladder is to treat each person fairly by integrating athletics giving and continuous years of season ticket purchases for an equitable priority order by which season tickets are assigned. As we move forward we want to provide as much information as possible so you can make honest and reasonable decisions during the reseating. Each person's case will be different but here are some examples that you may encounter during the process.

Examples

Example #1

John is a Hokie Club member and ranked 685 as a Golden Champion. In the past, he has purchased six season tickets and a parking pass. Confident his rank is high enough to provide the seat location he desires, John decides to maintain his giving level. John will be assigned an appointment time per his ranking on Step #2 of the Ladder to select his seats and a selection time based on his Hokie Club point priority to select his parking. During his selection time, John will log into the system and select his six tickets and parking pass.

Example #2

Paul is a Hokie Club member at the Golden Hokie Level. In the past, he has purchased six season tickets; four in Section 15 and two in the upper deck of the South End Zone. After consulting the stadium map and estimated ticket data for the 2012 reseating on pages 10 – 11, he decides to upgrade his membership to obtain similar seats in Section 15. Paul contributes an additional \$3,000 to the Hokie Club prior to December 31, 2011, making him a Platinum Hokie. Paul will now be assigned an appointment time on Step #2 of the Ladder. At his appointment time, he will log into the system and select all six season tickets in-priority. Hokie Club members at the Platinum Hokie level and above may select up to six tickets in-priority. In order to retain these seats in subsequent years, Paul will need to maintain an active Hokie Club membership as a Platinum Hokie since he selected them at that particular giving level. If his membership becomes inactive or downgraded, his seats will be moved to a different location.

Example #3

Barry has four Outdoor Club seats in Section 10. Will his Outdoor Club seats be subject to the reseating? Yes. All club seats in Lane Stadium are now eligible to be reseated. Barry will be assigned an individual appointment time based on his rank within the Ladder. At that time, he will log into the system to select his four Outdoor Club seats.

Example #4

Gayle is a Hokie Club member and ranked 2300 as a Golden Hokie. Her friends with whom she currently has neighboring seats are also Golden Hokies; Howard is ranked 1945 and Becky is ranked 2755. They have decided that they now wish to sit together. Do they need to indicate this intention on the order form? Yes. The 2012 order form will have a check box where each patron can inform the Athletics Ticket Office if they wish to group seat and/or park with others. However, they will NOT be required to send in the order forms together or inform the Athletics Ticket Office of the other individuals in their group request. The Athletics Ticket Office is only collecting and monitoring group seating and/or parking requests for internal use so it can assist each patron during the selection process.

To allow for the most flexibility, each patron's selection time will be determined independent of any group seating requests. Howard's selection time will be based on his rank of 1945; Gayle's selection time will be based on her rank of 2300; and Becky's selection time will be based on her rank of 2755. So when each selection time begins, the higher ranked person will have the option to bypass their ranking and wait for the lower ranked member(s) selection time to select



seats together; or they may forgo the group request and select immediately based upon their position on the Ladder.

Example #5

Tony has been a season ticket holder for 34 years. He is considering upgrading his Hokie Club membership to improve his seat location. Would upgrading from Orange & Maroon Hokie to Bronze Hokie improve his seat location? Since Tony has been a season ticket holder for 34 years, even without a Hokie Club membership, he would select his seats at Step #7 on the Ladder. However, within those individual years of purchase, donors are ranked by their

Hokie Club point priority. If Tony were to upgrade to the Bronze Hokie level, he would improve his ranking within Step # 7 for all season ticket holders with 34 years of purchase. If Tony wanted to drastically improve his seat selection time, he would need to increase to at least the Silver Hokie level. This would elevate him to Step # 6 on the Ladder.

Example #6

Ellen is a Silver Hokie with six season tickets, a donor parking pass, and two seats in the Zone Club area of the stadium. Will she be able to select all of her tickets and parking at the same time? No. Each patron will be assigned selection times for all that apply: 1)

Priority tickets (season tickets and club tickets), 2) Parking Pass, 3) Tickets outside of priority limits. At each individual time, each patron will be able to log into the system and select only the appropriate items.

Example #7

Jake is a Hokie Club member and ranked 3155 as a Golden Hokie with 10 Zone Club and six Outdoor Club seats. Will he receive priority seating in each area when it comes time to select his seats, or will he have to choose which area he wants in-priority seats? Each club will be treated as a separate priority seating area. When Jake logs into the system to select his seats, he will be allowed to select 4 Zone Club seats in-priority and 4 Outdoor Club seats in-priority (as a Golden Hokie). He will receive a separate appointment time per Step #15 on the Ladder to select his remaining club tickets exceeding in-priority limits for each area.

Example #8

Adam is a Hokie Club member and ranked 10386 at the Hokie Club level. Over the past four years he has purchased two Zone Club seats. Planning for the 2012 reseating, he considers dropping the Zone Club seats and ordering regular season tickets. Since he previously had Zone Club seats, is Adam assured of getting regular season tickets in 2012? No. If Adam chooses to renew his Zone Club tickets, he will be assured of selecting two Zone Club seats again. However, if he orders regular season tickets and does not renew the Zone Club seats, his order will be filled based on availability as determined by his ranking on the Ladder. Season tickets have sold out since 1999, so there is a chance Adam would not have any seats in 2012 if he does not renew his Zone Club seats.



