



2025 MEMBERSHIP GUIDE

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LETTER FROM THE AD

Dear Cougar Pride Members,

I hope that 2025 has been great for you and for your families. My family and I are so appreciative of the incredibly warm welcome you have given us since our arrival this fall. We have seen firsthand the community passion for the Coogs and the impact that your incredible generosity has had on elevating UH's athletic and academic excellence.

Every day, the world of college athletics is experiencing more and more change, and that will likely continue well into the future. Fortunately, we are uniquely positioned to build off our storied traditions and success together, leading our Coogs to unparalleled success. As a member of the Big 12 Conference, we have proven in competition that we belong among the nation's elite. Yet we have so many incredible opportunities ahead of us to raise our standard of excellence even higher.

Our Cougar student-athletes are at the heart of everything that we do, and they continue to make us proud. This past fall, they recorded the highest GPA in department history with a 3.24, while representing us in competition, on campus and in the community with tremendous character.

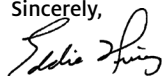
Because our student-athletes are our "why", we must continue to invest in them and in their experiences, ensuring that they have all of the tools necessary for success, both during their time at Houston and long after. As part of our commitment, we are increasing our investment to our student-athletes through additional access to scholarships, by creating opportunities with revenue sharing, and by recruiting and retaining elite coaches and staff.

We need you more than ever, and I ask that you support our investments in our student-athletes through our Excellence Fund, Houston Athletics Facilities Initiative, or our Student-Athlete Success Fund which is focused on the holistic support of our student-athletes through nutrition, mental health and more.

As we begin a new chapter of Cougar Athletics, we will remain at the forefront of college athletics and steadfast in our commitment to a standard of excellence in all that we do. Because of your demonstrated passion and unwavering generosity, we are able to continuously provide our student-athletes with the experiences they deserve and the resources they need to represent UH to the greatest of their ability.

On behalf of our student-athletes, coaches, and staff, we thank you for all you have done and will do to champion UH Athletics.

Sincerely,



Eddie Nunez

Vice President for Intercollegiate Athletics



YOUR 2024 IMPACT

The Cougar Pride Annual Fund consists of Cougar Pride Football Per Seat, Men's Basketball Per Seat, and Cougar Pride Unrestricted donations. The funds raised through the Cougar Pride Annual Fund supports scholarships, educational resources, and other expenses associated with being a Houston student-athlete.

During the 2024 giving year, we experienced a record-breaking year for our Cougar Pride Annual Fund with \$8,380,123 raised. As we look towards the future, we need to continue keeping Houston Athletics ahead of the curve nationally, together. Your support remains integral to our mission in helping our student-athletes to be successful.



COUGAR PRIDE ANNUAL FUND MEMBERSHIP GOALS

Year	Members	Donations
2025	4,500	\$9,500,000
2026	5,000	\$10,250,000
2027	5,500	\$11,000,000

Membership by the Numbers

Giving Level	Donation Range	Members
Corbin J. Roberston Society	\$30,000+	86
Olympian's Circle	\$17,500-\$29,999	22
Platinum Club	\$10,000-\$17,499	82
Director's Circle	\$6,000-\$9,999	103
Coach's Club	\$3,000-\$5,999	237
All-American Club	\$1,250-\$2,999	809
Captain's Club	\$600-\$1,249	1813
Varsity Club	\$150-\$599	826
Total Members		3,978



ACADEMIC SUCCESS

3.24

Highest UH Athletics term GPA on record
Fall 2024 GPA

7

sport programs matched or surpassed previous term or cumulative GPA records

11 of 15

sport programs posted term GPA above 3.0

3.0+

Fourth consecutive cumulative department-wide GPA
School Record

17

student-athletes from five different sports earned bachelor's or master's degrees

23

student-athletes achieved elite status of 4.0 Club (4.0 GPA)



14%↑

increase in student-athletes with 3.0+ GPA compared to Fall 2023 to Spring 2024

25%↓

drop in student-athletes on either Academic Warning, Academic Probation, or Academic Suspension from Fall 2023 to Fall 2024

137

student-athletes named to Athletics Director's Honor Roll (3.0+ GPA)

39%↓

decrease in class withdraws from Fall 2023 to Fall 2024

131

student-athletes earned Distinguished Honor Roll recognition (3.5+ GPA)





CHEVRON STUDENT-ATHLETE LEADERSHIP PROGRAM

The **Chevron Student-Athlete Leadership Program** is designed to cultivate “Champions for Life” by providing University of Houston student-athletes with essential skills and resources for long-term success. This program is structured into three key areas, known as the **P3 Playbook**:

Professional Growth Pillar: Focused on career development and professional growth.

Personal Development Pillar: Educating student-athletes on personal branding and financial literacy.

Power & Leadership Pillar: Strengthening leadership skills and team culture influence.

PROFESSIONAL GROWTH

Overview:

This pillar equips student-athletes with tools to develop professionally and prepare for future careers.

Programs:

- Networking Nights
- Resume/LinkedIn Workshops
- Mock Interview Workshops
- Career Fairs

Pillar Highlights:

- Partnering with 40+ companies
- Student-athletes participate in job shadowing
- Networking Nights engaging student-athletes & employers
- 1-on-1 career coaching meetings

PERSONAL DEVELOPMENT

Overview:

This pillar focuses on enhancing student-athletes' personal brand and financial knowledge, particularly in relation to Name, Image, and Likeness (NIL).

Programs:

- Financial Literacy
- NIL Branding
- Taxes & Investments
- Compound Interest Education

Pillar Highlights:

- Real World Money Management Simulation
- NIL Tax Prep Classes
- Brand Alignment & Education
- Social Media Strategy Lab

POWER & LEADERSHIP

Overview:

This pillar is designed to build strong leaders who positively impact their teams and communities.

Programs:

- Be A Coffee Bean
- Personal Branding
- Internal to External Leadership
- Identity in Athletics

Pillar Highlights:

- Hours of SAAC/Exec Meetings
- Community Engagement Events
- Team-Specific Leadership programming



REVENUE SHARING

What is Revenue Sharing?

Universities will be permitted to directly share their revenues with student-athletes in addition to the benefits that already accompany scholarships. Revenue Sharing is associated with the grant of certain NIL rights to the school and does not create an employment relationship between the school and its student-athletes.

Schools will be permitted to directly share as much as \$20.5 million in Year 1, 2025 – 2026 academic year, with their student-athletes in a capped system beginning July 1, 2025. The revenue stream buckets that schools will pull from to reach the cap are NCAA and Conference distributions, corporate sponsorships, licensing, merchandising, ticket sales, and other ancillary revenues (concessions, parking, etc.).

No school is required to share revenue with student-athletes, and schools can choose to opt out of the settlement. **Houston Athletics has opted in and will fully participate in Revenue Sharing!**

Cougar Pride members can make an impact to ensure that we are able to compete at the highest level by supporting the AD Excellence Fund. The AD Excellence Fund addresses strategic opportunities and initiatives across the athletics department and provides the Vice President of Athletics with philanthropic dollars to assist in the areas of greatest need.

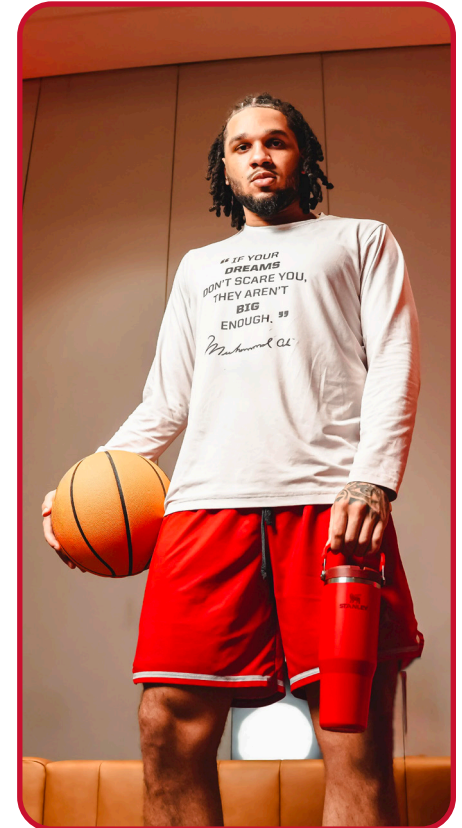


NIL

LinkingCoogs is the official NIL Collective for Houston Athletics. Once the House Settlement is finalized, all third-party NIL deals will need to be disclosed to an independent clearinghouse. Student-athletes must disclose all NIL agreements with third parties if the involved payment(s) exceeds \$600 in total. When the House Settlement is finalized, third party entities may engage in NIL agreements with student-athletes only if they are for a valid business purpose with payments within the range of compensation, also known as fair market value, consistent with NCAA rules.

The third-party clearinghouse will have to approve all deals prior to the student-athlete receiving payment or engaging in the activity or the student-athlete's eligibility will be effected.

We are encouraging all Cougar Pride members that are decision makers within a business to contact LinkingCoogs at info@thelinku.com to get involved in the NIL space.



WAYS TO GIVE

CASH AND CREDIT

Donations of cash, checks made payable to University of Houston or charges to Visa, MasterCard, American Express and Discover Cards are accepted. Donations can also be made online at uhcougars.com/donateCP.

Monthly Payment plans are also an avenue to support Cougar Pride. Donations are automatically charged to your credit card each month.

TRADE/GIFT-IN-KIND

Cougar Pride accepts trade/gift-in-kind that will help offset budget opportunities and in return provides Cougar Pride credit. Restaurants, promotional products, facility enhancement and office supplies are examples of the many items accepted for Cougar Pride credit.

MATCHING DONATIONS

Cougar Pride meets the criteria for the Matching Donation Program of many companies. Verification of your donation is sent directly to your employer's benefits office. Cougar Pride credit will be awarded when the matching funds are received.

PLANNED GIVING






















































When you include Houston Athletics in your long-term financial plans, your legacy ensures that student-athletes will continue to benefit from an education at the University of Houston far into the future. For more information on planned giving, please visit giftplanning.uh.edu.

MARKETABLE SECURITIES

Donations of appreciated shares of marketable securities are a valuable contribution. They may provide significant tax advantages because you can deduct the fair market value of publicly traded securities without paying capital gains tax on the sale of gifted stock.



COUGAR PRIDE BENEFITS CHART

2025 Membership Benefits	Corbin J. Robertson Society \$30,000+	Olympian's Circle \$17,500-\$29,999	Platinum Club \$10,000-\$17,499	Director's Circle \$6,000-\$9,999	Coach's Club \$3,000-\$5,999	All-American Club \$1,250-\$2,999	Captain's Club \$600-\$1,249	Varsity Club \$150-\$599
Opportunity for Away Football Game Travel (2 seats)*								
Designated Student-Athlete Scholarship								
Fall Student-Athlete Welcome Reception Invitation								
Home Football Pre-Game Sideline Passes (4)								
Gold Medal Social Event Invitation								
Reserved Parking Space (Football)								
Eligible to Purchase Parking Spot in CougarRVillage								
Cougar Pride Day Invitation								
Athletics Kickoff Event Invitation								
Eligible for 10% Discount on Merchandise (!)								
Eligible to Purchase <u>Additional</u> Parking Passes for Football and Men's Basketball								
Eligible for Football and Men's Basketball Parking Pass (#)								
Eligible to Request Post Season Tickets								

- Must purchase in Cougar Pride Membership Designated Zone

* - To be eligible, you must also be in a \$100,000+ Major Gift Commitment

! - Valid at Team Store during Football and Men's Basketball games. Must Show Cougar Pride EMembership Card.

COUGAR PRIDE PRIORITY POINTS

The Cougar Pride Priority Point System prioritizes benefits such as Football and Men's Basketball parking, postseason ticket distribution, and the Seat Upgrade Process for TDECU Stadium and the Fertitta Center.

Each \$100
contributed toward
Cougar Pride
unrestricted

1 PT

Each \$100
contributed toward
Football/Basketball
per seat

1 PT

Each \$100
contributed toward
next-level Cougar
Pride unrestricted

4 PTS

Each \$100
contributed toward
Sport Specific or
Capital Projects

1 PT

Each Consecutive
year of season
ticket purchase per
ticketed sport

1 PT

Each Football
bowl game ticket
purchased from
Houston Athletics

1 PT

Each NCAA
tournament ticket
purchased from
Houston Athletics

1 PT

Each BIG 12
tournament ticket
purchased from
Houston Athletics

1 PT

Houston Athletics
letter-winner

25 PTS

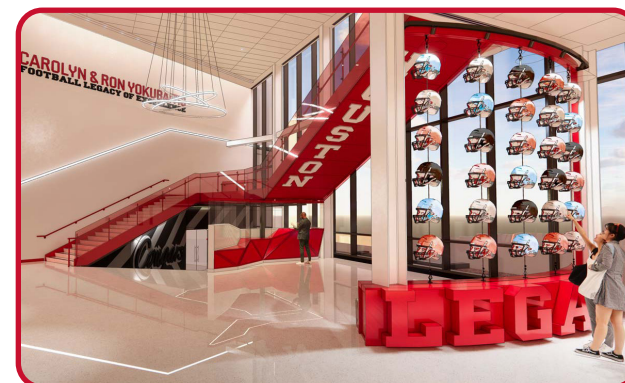
Cougar Pride Membership Benefits are prioritized by Annual Cougar Pride Giving Level **THEN** Cumulative Priority Point Total.

MEMORIAL HERMANN FOOTBALL OPERATIONS CENTER

The Memorial Hermann Football Operations Center will be a 105,000 square foot facility that will house the University of Houston football program. The building will feature amenities including a state-of-the-art sports performance center, an academic support services suite, a leading-edge locker room facility, student-athlete flex space and office space to house the Houston Football coaching and support staff. Additionally, will provide more premium seating options to TDECU Stadium with 14 suites, a 450-seat club section with access to an 11,000 square-foot club and 350-seat roof terrace facing inward to John M. O'Quinn Field. The project will be opening up this fall.

This project is a gamechanger for our program and gives us a competitive advantage when it comes to recruiting premier athletes and preparing them for elite success on and off the field.

Willie Fritz
Head Football Coach



MEMORIAL HERMANN FOOTBALL OPERATIONS CENTER CONT.

SUITES

Suites in the Memorial Hermann Football Operations Center will offer some of the best views in the entire Stadium for both Houston Football games and 3rd party events with the sophistication and amenities to deliver memorable experiences.

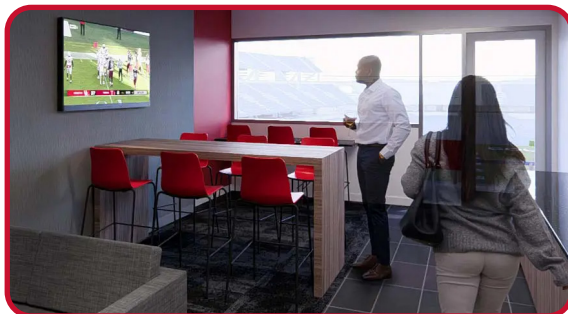
AMENITIES:

Seating:

- 12 Exterior Suite Chairback Seats
- 4 Interior Bar-High Chairs

Hospitality:

- Private Bar
- Suite Attendant
- Food & Beverage Catering Options
- TVs featuring Hulu + LIVE TV
- Memorial Hermann Football Operations Center Club Access



QUEENIE O'ROURKE'S PARTY PATIO

Located in the west endzone of TDECU Stadium, Queenie O'Rourke's Party Patio in the Memorial Hermann Football Operations Center offers expansive views of TDECU Stadium while featuring easy access to concessions and restrooms.

AMENITIES:

Seating:

- Wide Chairback Seats

Hospitality:

- Private Bar
- Private Restrooms



TOUCHDOWN CLUB

Located in the west endzone of TDECU Stadium, the Touchdown Club takes you up-close to the action on the field while offering comfortable extra-wide seats. This premium area also features an indoor, air-conditioned space with full-service bars, lounge furniture, and TVs.

AMENITIES:

Seating:

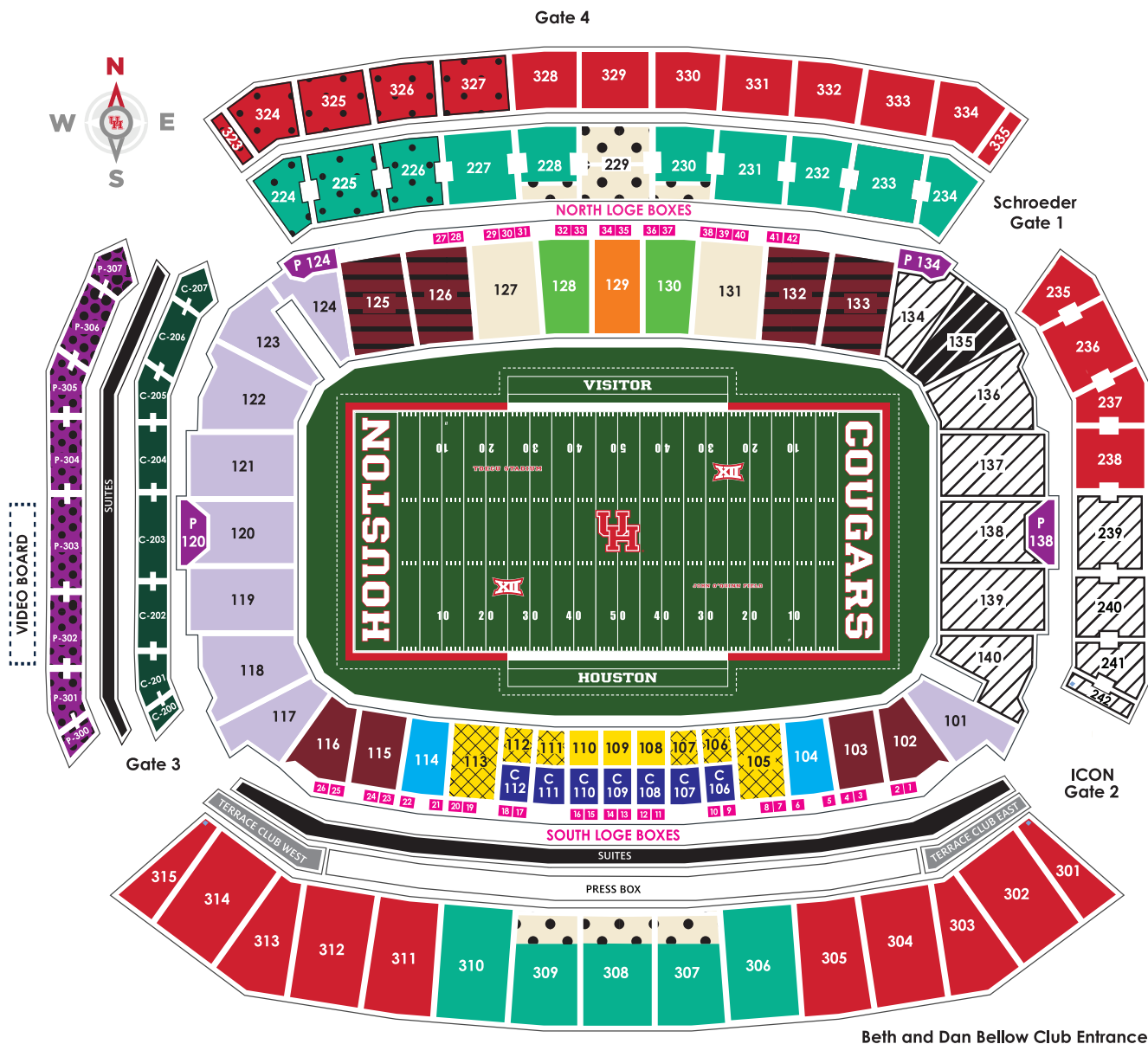
- Extra-Wide Mesh Chairback Seats

Hospitality:

- Unlimited Complimentary Buffet
- Cash Bars
- Private Restrooms
- TVs featuring Hulu + LIVE TV



FOOTBALL SEATING



TDECU Stadium Seating

	TICKET PRICE	DONATION*	TOTAL PRICE
Suites	Contact Cougar Pride (713)-743-4684		
Loge Boxes	Contact Cougar Pride (713)-743-4684		
Penick Club	\$500	\$2,250	\$2,750
Touchdown Club	\$500	\$1,750	\$2,250
Coach Yeoman Hall Club	\$450	\$800	\$1,250
Terrace Club East & West	\$500	\$1,000	\$1,500
Queenie Party Patio	\$400	\$800	\$1,200
Party Patios - Lower	\$450	\$650	\$1,100
Upper-Level Loge	\$350	\$650	\$1,000
South Prime Chairbacks	\$400	\$750	\$1,150
South Chairbacks	\$375	\$625	\$1,000
North Prime Chairbacks	\$375	\$500	\$875
Sideline Chairbacks Lower	\$350	\$375	\$725
Mid-Upper Sideline Chairbacks	\$350	\$250	\$600
Sideline Bleacherbacks	\$350	\$350	\$700
South Sideline Bleachers	\$250	\$250	\$500
North Sideline Bleachers	\$250	\$175	\$425
Lower Endzone Bleachers	\$150	\$75	\$225
Mid-Sideline/Upper Sideline Bleachers	\$100	\$50	\$150

UH Faculty/Staff Seating

	TICKET PRICE	DONATION*	TOTAL PRICE
Lower Endzone Bleachers	\$125	\$45	\$170
Mid-Sideline/Upper Sideline Bleachers	\$88	\$25	\$113

*Cougar Pride 'Football Per Seat' Commitment payments count towards annual Cougar Pride giving levels.

Young Alumni Seating^

	TICKET PRICE	DONATION*	TOTAL PRICE
Section 238	\$88	\$25	\$113

*Cougar Pride 'Football Per Seat' Commitment payments count towards annual Cougar Pride giving levels.
^Up to five (5) years after graduation (2020-2025) and all current UH system-wide faculty & staff

Student Section

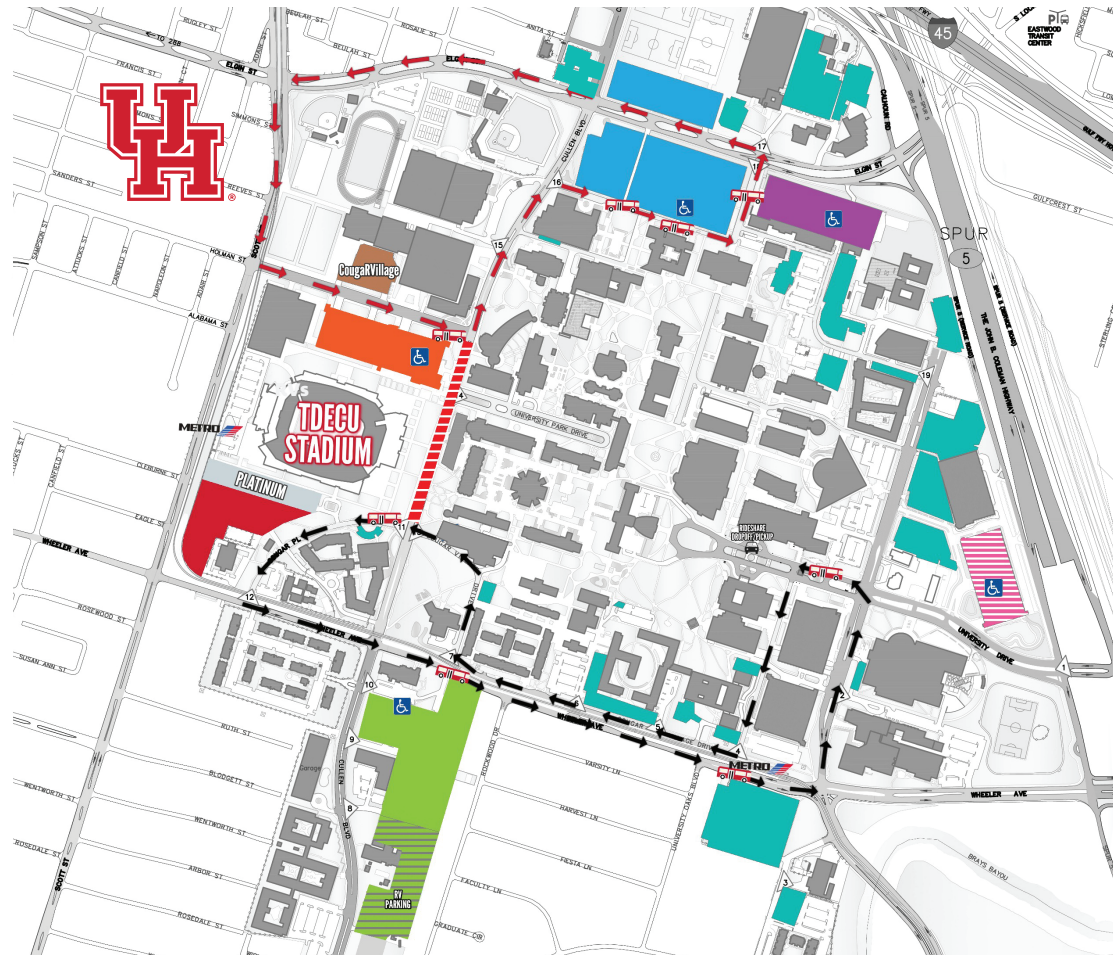
- Spirit Of Houston (Band)
- The Cage (Student Section)

Visiting Team

- Visiting Team
- Visiting Team

UHCougars.com/tickets | 713-GO-COOGS (462-6647)

FOOTBALL PARKING



METRO METRO RAIL STOP

--- Road Closed (7 Hours prior to Kickoff)

SHUTTLE STOP

LOT ENTRANCE

1 All parking passes will be allocated based upon the Cougar Pride priority point system. The minimum contribution does not guarantee parking in a particular lot.
 2 In the event a parking lot becomes unavailable for use, Houston Athletics will move you to the best available alternative parking option until the situation is resolved.
 3 Only Houston Football season ticket holders receive parking passes.
 4 2024 Houston Football parking is subject to change.

Cougar Pride Giving Levels

CORBIN J. ROBERTSON SOCIETY (\$30,000+)	COACH'S CLUB (\$3,000-\$5,999)
OLYMPIAN'S CIRCLE (\$17,500-\$29,999)	ALL-AMERICAN CLUB (\$1,250-\$2,999)
PLATINUM CLUB (\$10,000-\$17,499)	CAPTAIN'S CLUB (\$600-\$1,249)
DIRECTOR'S CIRCLE (\$6,000-\$9,999)	VARSITY CLUB (\$150-\$599)

Platinum Reserved Lot
 - Corbin J. Robertson Society
 - Olympians Circle
 - Platinum Club

Green Lot
 - All-Conference Club
 - Captain's Club

Red Lot
 - Director's Circle

RVs COUGARVILLAGE
 Please Contact Cougar Pride
 For More Information

Stadium Garage
 - Coach's Club
 - All-American Club

Blue Lots
 - Varsity Club

**\$30-\$50 Gameday
Text-To-Pay Lots**

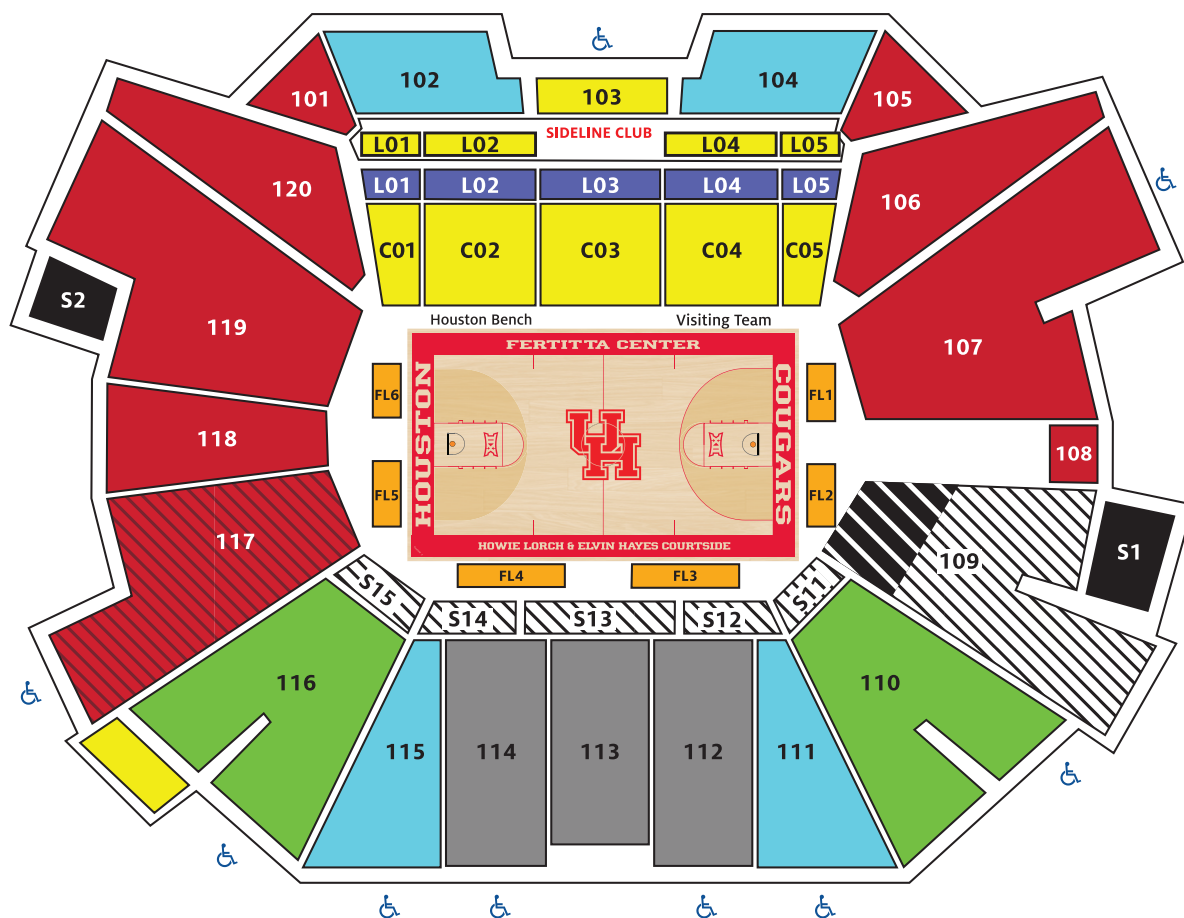
**\$30 Gameday
Cash/Credit/Debit Garage**

**\$30 Gameday
Credit/Debit Garage**

**\$125 Credit/Debit
RV Lot**

Football Parking Will Be Initially Allocated Based Upon The Cougar Pride Priority Point System Prior To July 31, 2025.

MEN'S BASKETBALL SEATING



Luxury Seating*			
	TICKET PRICE	DONATION+	TOTAL PRICE
Courtside Seating	\$1,400	\$1,400	\$2,800
Hollywood Chairs & Loge Seating	\$925	\$925	\$1,850
Club, Terrace, and Ledge Seating	\$775	\$775	\$1,550

Priority Chairback*			
	TICKET PRICE	DONATION+	TOTAL PRICE
Priority Chairbacks	\$500	\$500	\$1,000

+Basketball Per Seat Donations count towards annual Cougar Pride Giving Levels.

Chairback Seating			
	TICKET PRICE	DONATION+	TOTAL PRICE
Sideline Chairbacks	\$430	\$435	\$865
Corner Chairbacks	\$350	\$355	\$705
Baseline Chairbacks	\$250	\$250	\$500

Young Alum & UH Faculty/Staff^			
	TICKET PRICE	DONATION+	TOTAL PRICE
Young Alum & Faculty/Staff	\$225	\$150	\$375

+Basketball Per Seat Donations count towards annual Cougar Pride Giving Levels.

^Up to five (5) years after graduation (2020-2025) and all current UH system-wide faculty & staff

Student Section

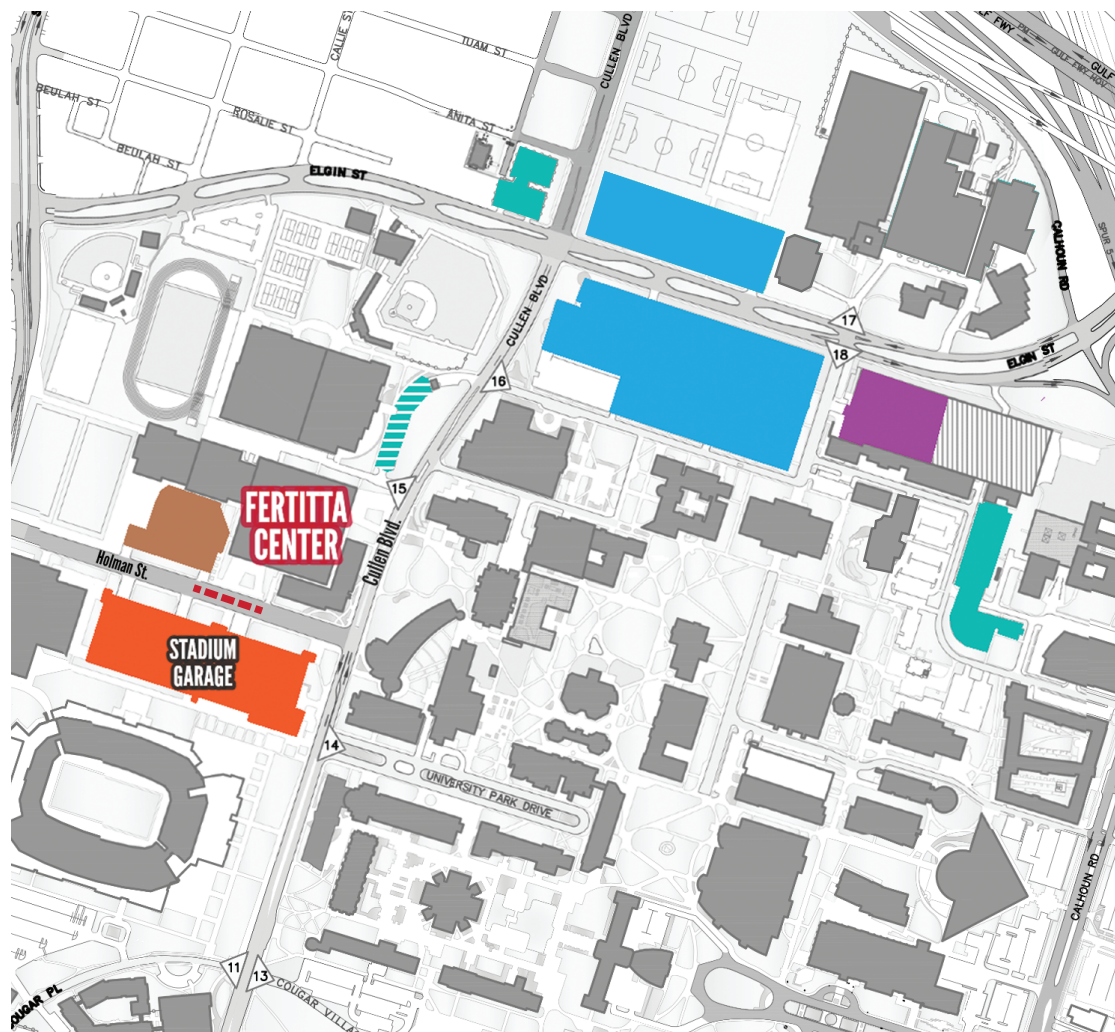


Spirit Of Houston (Band)



The Cage (Student Section)

MEN'S BASKETBALL PARKING



--- Road Closed (90 Minutes Prior to Tipoff)

¹All parking passes will be allocated based upon the Cougar Pride Priority Point System. The minimum contribution does not guarantee parking in a particular lot.
²In the event a parking lot becomes unavailable for use, Houston Athletics will move you to the best available alternative parking option until the situation is resolved.
³Only Houston Men's Basketball Season Ticket Holders received parking passes.
⁴2025-26 Houston Men's Basketball Parking is subject to change.

Cougar Pride Giving Levels

CORBIN J. ROBERTSON SOCIETY (\$30,000+)	COACH'S CLUB (\$3,000-\$5,999)
OLYMPIAN'S CIRCLE (\$17,500-\$29,999)	ALL-AMERICAN CLUB (\$1,250-\$2,999)
PLATINUM CLUB (\$10,000-\$17,499)	CAPTAIN'S CLUB (\$600-\$1,249)
DIRECTOR'S CIRCLE (\$6,000-\$9,999)	VARSITY CLUB (\$150-\$599)

Tan Lot - Corbin J. Robertson Society - Olympians Circle - Platinum Club	Stadium Garage - Director's Circle - Coach's Club - All-American Club
Blue Lot - All-Conference Club - Captain's Club - Varsity Club	\$30 Gameday Text-To-Pay Lots
\$30 Gameday Credit/Debit Garage	\$50 Gameday Text-To-Pay Lot

Men's Basketball Parking will be initially allocated based upon the Cougar Pride Priority Point System prior to July 31, 2024

COUGAR PRIDE CALENDAR

FEBRUARY

Football Season Ticket, Men's Basketball Season Ticket and Cougar Pride Membership Renewals begin

APRIL

Football Season Ticket Renewal Deadline and Men's Basketball Season Ticket Renewal Deadline

MAY

Football seat upgrade process

JULY

Football & Men's Basketball parking pass requests and opportunity to purchase additional passes begins

JULY 31

Cougar Pride fiscal year ends



COUGAR PRIDE STAFF



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Morgan Janda

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FANgineers play a vital role in the success of the hospitality program and game days. FANgineers serve as goodwill ambassadors to ticket holders and their guests while maintaining the operational policies in place for all premium seating areas.



COUGAR PRIDE CONTACT INFORMATION

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713-743-4684

   **@UHCougarPride**