



A LETTER FROM K FUND

Thank you for your interest in UK Athletics. Within these pages, you will find the goals and vision of the K Fund. As members of the Commonwealth and UK fans, we have so much to be proud of in our athletics department, from championship-caliber programs to world-class facilities to students doing incredible things both on and off the field of competition.

In his time as our Athletics Director, Mitch Barnhart has gone to great lengths to fully invest in all 22 varsity sports of UK Athletics. His priority is to ensure each sport has the maximum number of scholarships and coaches, along with the facilities, equipment and support staff needed for success at the highest level. He has given us five core principles:

- Graduate our students
- Be fiscally responsible
- Provide a first-class experience for our students, fans and the university
- Teach the value of service in our communities
- Compete for championships

Within these principles, we look to be a source of pride across the Bluegrass State and the nation. Our vision is to make you a proud fan and supporter of UK Athletics. We want to give you a reason to "Invest in BLUE." The funds provided by our donors support more than 500 students, aiding them to succeed in the classroom and in competition. We look to our students to be the leaders of the future. We look to you to support them and to ensure our Wildcats have all they need to aspire to new heights and many more victories.

'til the Battle is Won!

GO CATS,

The K Fund Staff



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WHAT IS THE K FUND?

The K Fund is the fundraising arm of the University of Kentucky Athletics Department. Everything we do - from funding the construction of world-class athletics facilities, to providing the resources to ensure academic success, to compensating the best coaches in sports, to instilling a spirit of service - enhances the student-athletes' experience, quality of life and ability to succeed in life after college. The relationships created and maintained by the K Fund with the community, fans, donors, partners and all of the Big Blue Nation (BBN) are essential to the advancement of UK Athletics.



1-3-5 ELITE PROGRAM

Not content with reaching one set of goals, Mitch Barnhart has initiated a new objective - 1-3-5 Elite. The aim is for each UK team to be No. 1 by winning a conference or national championship, continue to

achieve a department-wide 3.0 GPA in each semester and rank in the top five of the Directors' Cup standings by 2022 - in the process making UK Athletics not just outstanding, but an elite national program.

DID YOU KNOW?

UK Athletics set a school record with a 10th-place finish in the final 2016-17 Learfield Directors' Cup standings and has finished in the top 30 of the national all-sports rankings in an unprecedented seven straight seasons.

“The University of Kentucky really changed my life, not only from a football perspective, but from an academic perspective. I was able to graduate early and get my MBA, equipping me for both the NFL and my post-football career. I had a fantastic experience that really set my life on a course that I never could have dreamed of.”

JACOB TAMME

UK Football, Class of '08

First-team All-SEC in 2006 and 2007

National Good Works Team for community service by the American Football Coaches Association, 2006

SEC Academic Honor Roll 2004-07

9-year NFL Veteran (2007- 2016)

UK Athletics Hall of Fame Inductee, Class of 2018

UK Athletics Elite Team Member (Kentucky Football 2006-07)

DID YOU KNOW?

UK has had 246 professional athletes since Mitch Barnhart's tenure began.

DID YOU KNOW?

UK is one of only two schools in the SEC that has never experienced a penalty based on the Academic Progress Rate (APR) standards



WAYS TO INVEST IN BLUE

1 Make a gift
 Anyone can make an impact with their gift. Direct contribution is the most common method of giving.

2 Remember UK Athletics in your Estate Planning
 K Fund members can help ensure that the tradition of UK Athletics continues in perpetuity by making a planned gift. Deferred gifts, wills, bequests and trusts are other ways members can assist in providing the K Fund financial resources for continued growth. Planned gifts may provide income/capital gains, tax savings and possible estate tax savings.

3 Refer a Friend to the K Fund
 Help us strengthen the foundation of the K Fund and increase the number of those who contribute to UK Athletics by referring a new member to the K Fund. Receive (3) priority points for every \$10,000 donation referred by you.

4 Show Your Support in the Stands
 For all of UK Athletics' 22 varsity sports, a home-field advantage is a key component to success. Your support from the stands fuels our student-athletes in competition. We encourage you to join us on game days throughout the year as we cheer on our Wildcats.

5 Naming Rights or Special Projects
 Be a part of UK Athletics history! There are naming rights opportunities in several UK Athletics facilities.

6 Join the Big Blue Initiative
 Answer the call to the Big Blue Nation! Go beyond your total annual giving by increasing your gift by 15 percent. By joining this initiative, you will help make an immediate impact in moving UK Athletics and the Big Blue Nation, forward.

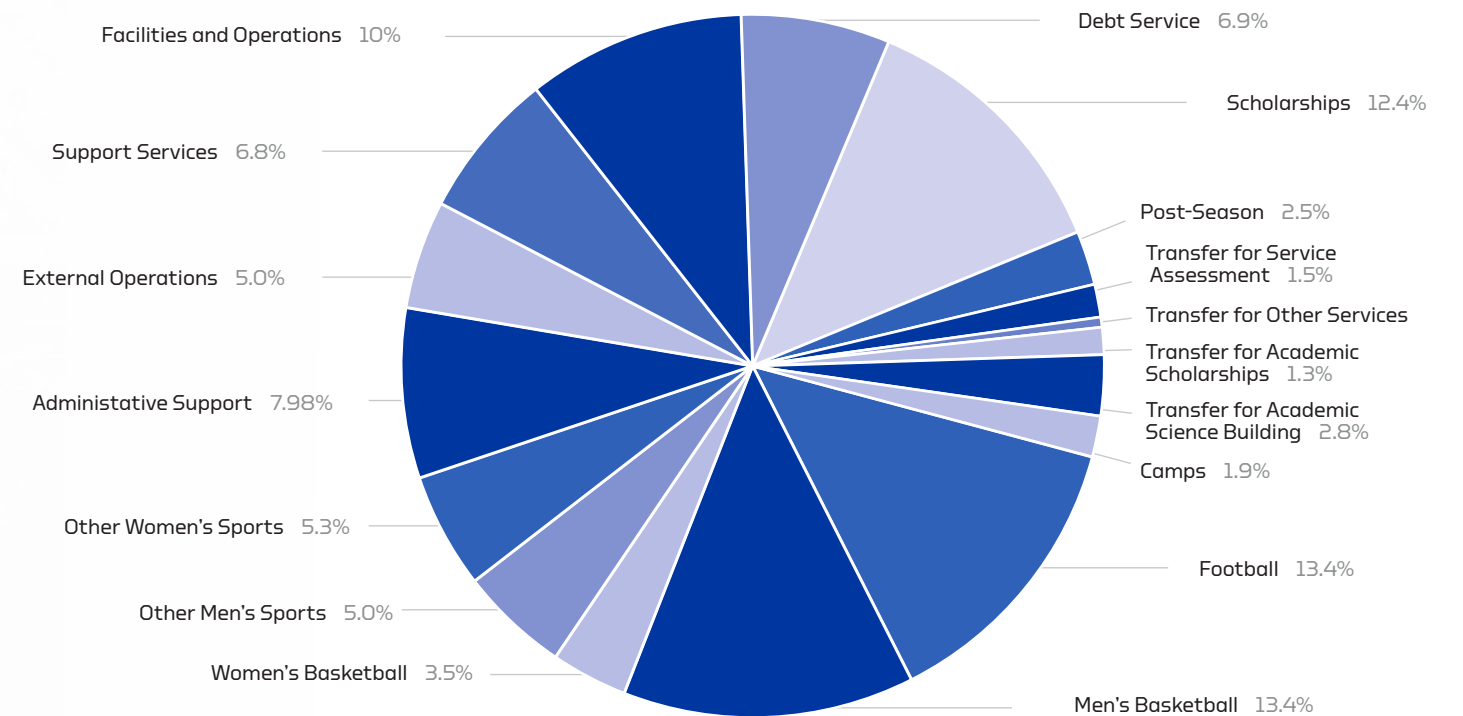
7 Does your company participate in a matching gift program?
 Some companies will match your gifts to UK Athletics. Matching gifts are a great way to maximize your gift to the K Fund.

8 Gifts of Securities
 Gifts of securities are becoming a popular way of making a substantial contribution to the K Fund.

DID YOU KNOW?

UK Athletics fields a 22-sport program - the broadest in the conference - but its budget of \$147.7 million ranks in the midrange of its SEC peers. UK Athletics also balances its budget annually with the help of no state or university funds.

UK ATHLETICS BUDGETED EXPENSES



CAPITAL PROJECTS & FACILITY INVESTMENTS

Help us to build the ARENAS, STADIUMS, FIELDS, RANGES, POOLS, TRACKS and PRACTICE FACILITIES of future UK Athletics Champions!

It is an unceasing endeavor, ensuring the facilities in which University of Kentucky students practice and compete remain state-of-the-art. The economic climate of the University, the Commonwealth of Kentucky and the nation at large has raised a new set of challenges in pursuing such projects, but UK has undertaken a flexible approach to navigate them.

Operating almost entirely with department funds alone, UK Athletics has managed to complete notable renovations on existing facilities and even move toward opening new ones. The challenge of keeping up-to-date college athletics facilities for our fans, recruits and teams is at the forefront of our future planning.

Help us to Invest in the Future.



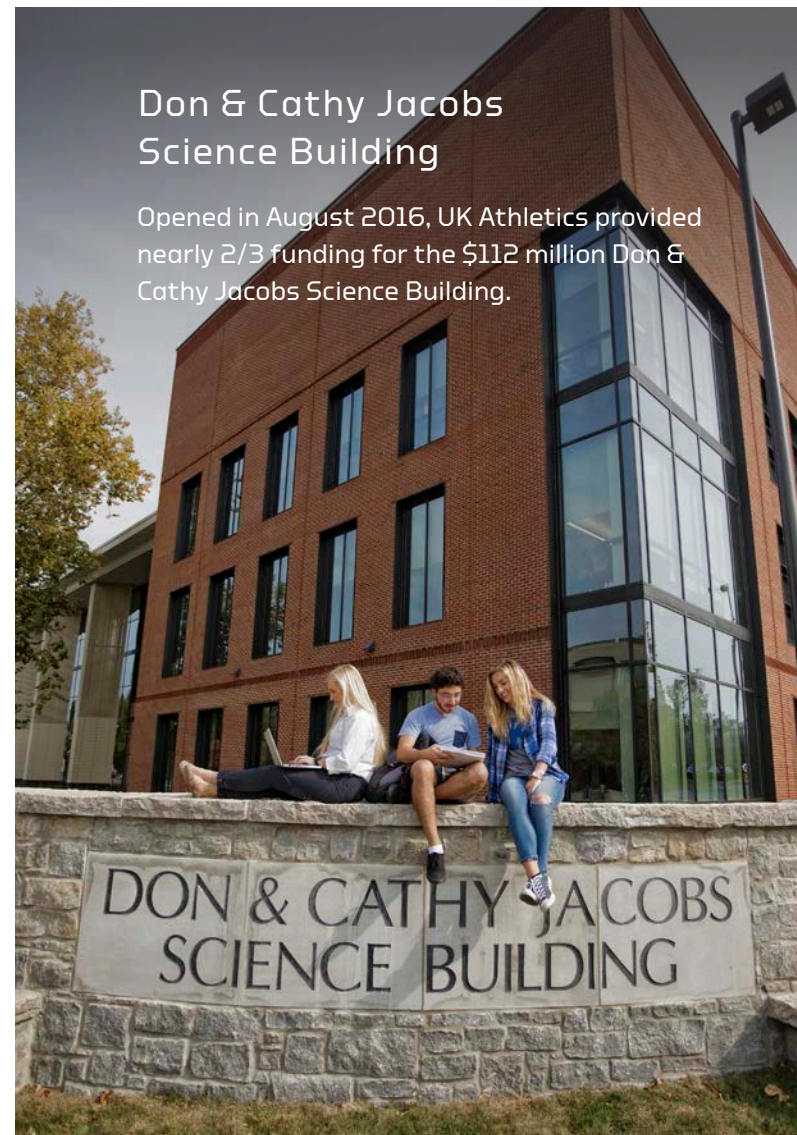
Joe Craft Football Training Facility

The construction of a state-of-the-art football training facility was made possible by the generosity of K Fund donors. Coming in at a cost of \$45 million, the facility gives the football program approximately 100,000 square feet of space to operate, as well as two new practice fields.



University of Kentucky Baseball Stadium

The Board of Trustees approved plans for UK Athletics to build a new baseball stadium and to design a new tennis complex.



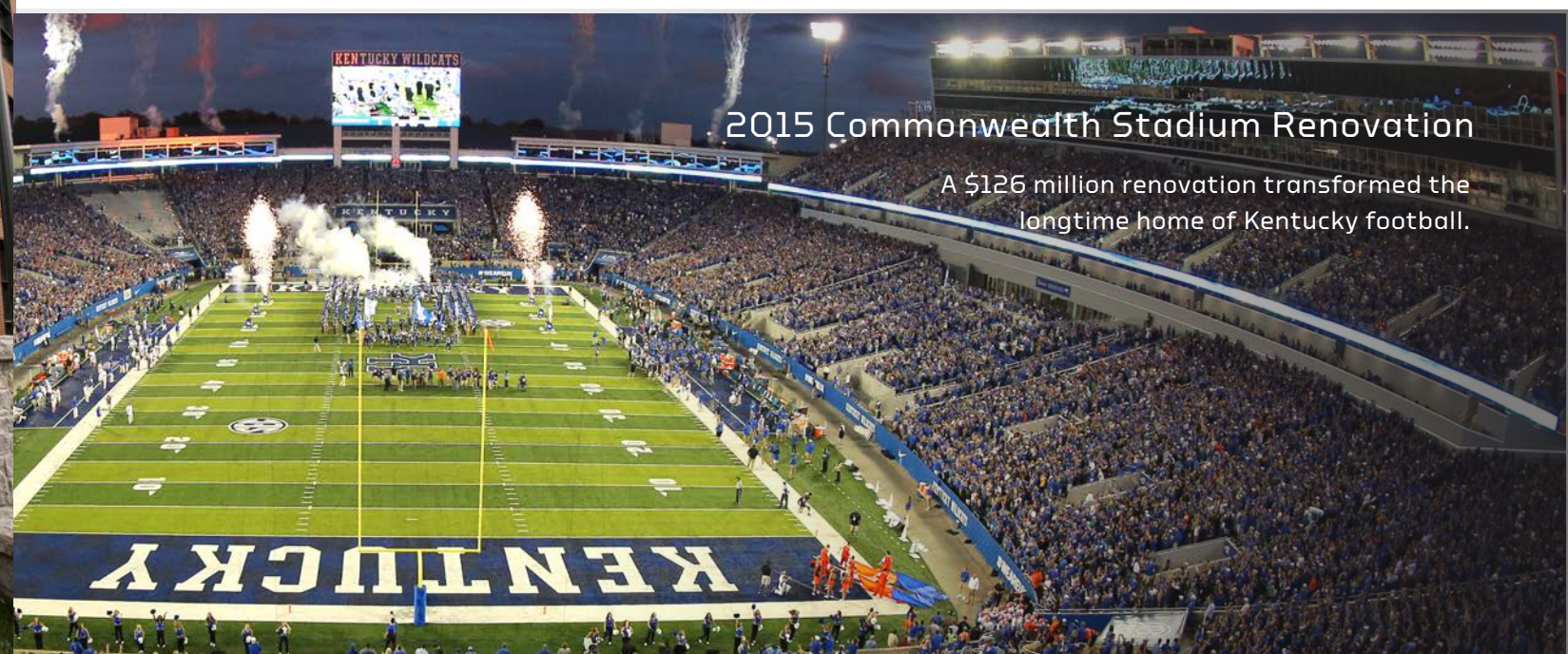
Don & Cathy Jacobs Science Building

Opened in August 2016, UK Athletics provided nearly 2/3 funding for the \$112 million Don & Cathy Jacobs Science Building.



Wendell & Vickie Bell Soccer Complex

The \$7.7 million Wendell & Vickie Bell Soccer Complex was completed in the spring of 2014, giving the UK's men's and women's soccer programs a beautiful new home.



2015 Commonwealth Stadium Renovation

A \$126 million renovation transformed the longtime home of Kentucky football.



DID YOU KNOW?

Almost half of donations to UK Athletics are below \$750 annually.

DID YOU KNOW?

There are nearly 10,500 donors who support UK Athletics every year.

“Good or bad, we just love the atmosphere. We love our friends. We love being out here. It’s family that brings all this together. John and I have known each other a long time. We put the effort into this every week.”

TODD CLARK
UK Donor

“Both of us born and raised in the state in southeastern Kentucky, we’re Kentucky through and through. From an early age, I knew I was going to UK. I moved up here as soon as I could out of high school. I’ve been here since and a season-ticket holder since I graduated college. It’s just been in my blood.”

JOHN CORNETT
UK Donor

WHY SHOULD YOU DONATE?

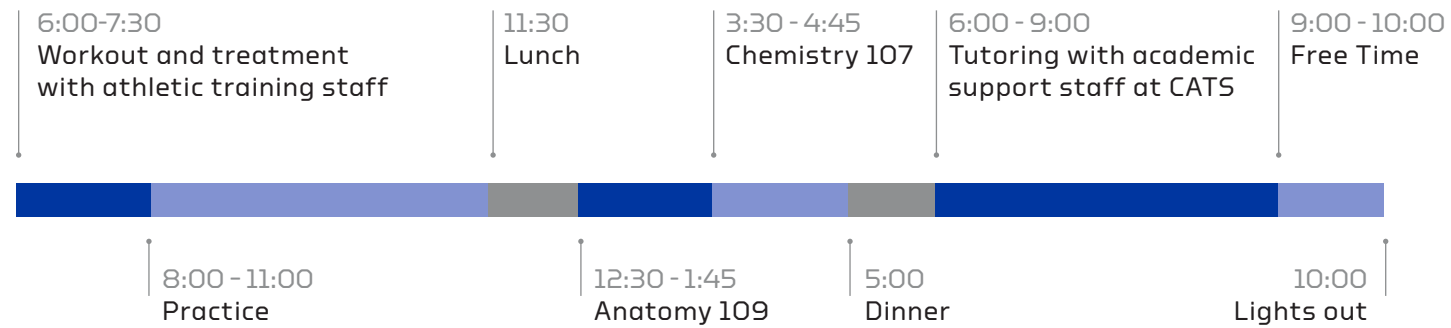
UK Athletics' primary mission is to enrich the lives of its students and position them for success both during and after their time as Wildcats. We are only able to pursue that mission thanks to the generosity of supporters like you.

We are proud of our students' success on the field and the way they match that success with

good work in the classroom and community. They do so by taking full advantage of the resources provided to them and by managing busy schedules. To demonstrate the hard work our students do and the hard work our coaches, academic staff and training staff do to support them, below is what a typical day looks like during the season for star softball left-fielder Katie Reed.



DAY IN THE LIFE OF KATIE REED



KATIE'S COMMUNITY SERVICE

- Mentor at Dixie Elementary
 - Louisiana flood relief drive
 - Volunteered at St. Louis VA Hospital during the Summer of 2016
 - Packed food for backpack program
 - Read books to the children at Lyric Theatre event
 - Made an appearance at James Lane Allen Elementary's school-wide behavior celebration
 - Helped clean up Commonwealth Stadium
- Total Logged Hours: 65



#INVESTINBLUE

DID YOU KNOW?

420 students log 4,563 community service hours for UK Athletics

DID YOU KNOW?

62 UK Athletics students & staff have spent a week in Ethiopia serving widows, orphans, lepers, the imprisoned and other marginalized people.

THE PRIORITY POINT SYSTEM

The priority point system is utilized to ensure a fair and equitable allocation of access to UK events. The point system is designed to reward loyalty and total dollar contributions in support of UK Athletics. It is used to facilitate demand pertaining to season ticket upgrade requests, football season parking requests, post-season tickets including SEC, NCAA and bowl games.

Priority ranks are updated daily. Even though your point total may not change every day, your priority rank fluctuates based on the point activities of all accounts. Priority ranks range from 1 (highest number of points) to approximately 80,000.



Season Ticket Purchase

One (1) point for every year of season ticket purchase in football and/or men's basketball starting in 1987.

Five (5) points for every year of baseball, women's basketball, gymnastics, soccer, softball or volleyball season ticket purchase. (minimum of two season tickets)



Faculty/Staff

One (1) point for every year of employment with UK.

110%

110% Club

Receive five (5) K Fund priority points once per fiscal year for joining.

Annual membership runs from July 1 through June 30.



Annual Giving

Three (3) points for every \$100 of K Fund general donation money given each year.

Two (2) points for every \$100 of required annual priority seating donation.



Referred Donations

Three (3) points for every \$10,000 referred by you to UK Athletics.



Brick

Thirty (30) points for each personalized brick.

DID YOU KNOW?

Wildcat students have combined for a cumulative GPA of 3.0 or better in twelve consecutive semesters as of May 2018.



“UK afforded me the opportunities to excel at unprecedented levels both on the track and in the classroom. That’s really special to me. I have already accomplished so much on the track in just one professional season—a world record and Diamond League title—and I have plenty more I want to achieve. But I know that one day, my track career will end. UK prepared me for whatever comes next.”

KENDRA HARRISON

UK Track & Field, Class of '15

100m hurdles World Record holder - 12.20

Two-time NCAA Champion

15-time All-American

2016 Diamond League Champion

One-time World Indoor Champion



WILDCAT RESERVE

Wildcat Reserve is an exclusive program which consists of K Fund members who contribute \$100,000 or more annually to the K Fund. Specifically, Wildcat Reserve members will be entitled to several exclusive benefits, including:

- A private dinner with Director of Athletics and select Head Coaches.
- A reserved parking space, with personalized nameplate, at Commonwealth Stadium and Rupp Arena
- Specialized UK gear featuring a unique, "members only," Wildcat Reserve logo
- Sideline access for the annual Blue/White spring football game
- Two (2) premium seats at Big Blue Madness
- Opportunity to attend private practices for football, men's basketball and women's basketball

- Credentials to attend post-game press conferences for football, men's basketball and women's basketball
- Increased ticket allotment (based on availability) for bowl, SEC Men's Basketball Tournament and NCAA Men's Basketball Tournament
- Team travel opportunities
- Additional exclusive benefits offered annually!

In addition to these exclusive benefits, Wildcat Reserve members will have access to all K Fund benefits outlined in this K Fund brochure.

We hope you consider this exciting opportunity. Please note that the \$100,000 annual gift must be collected from July 1 to June 30 of each fiscal year. Additionally, your current annual and / or capital gifts will count toward the \$100,000.

110% Club Membership

Our students are asked to give 110% to UK Athletics and the University each year. They go above and beyond and we ask you to do the same. You can become a member of the 110% Club each year by giving \$110 to UK Athletics.

Along with 5 priority points, K Fund decal and lapel pin, you will receive a hardbound journal. Each dollar from these programs goes into our Annual Fund and ensures the success of the student-athletes, providing everything from scholarships to athletic equipment to books to meals. The funds provided by our donors support over 500 students, aiding them to succeed in the classroom and in competition.

Big Blue Initiative

Four years ago we introduced the "BIG BLUE INITIATIVE" - another chance for you to INVEST IN BLUE! To join the BIG BLUE INITIATIVE each year, donors need only increase their annual giving by 15 percent. Just look for your BIG BLUE INITIATIVE invoice from us each spring for the amount you can give to join.

UK Athletics is dedicated to consistently finishing as a top-20 college athletics program. Without the financial and loyal support of the Big Blue Nation, the accomplishments from our student-athletes would not be possible. To continue - and build upon - those successes, UK Athletics needs generosity from all alumni, fans and friends specifically supporting the K Fund by Investing in Blue.

Goal:

To get 500 people to make a pledge of \$25,000 over five years

Benefits to Include:

- One-time bonus of 30 points initial commitment
- Guarantee of parking at football for seven years in area of choice
- Name Recognition when goal is reached in UK Athletics Facilities
- Exclusive gear with logo for acknowledgment of group membership
- All benefits at associated level of giving (see benefits chart)
- On field recognition for a home football game as a group
- Special invite to one basketball practice as a group
- Additional special event each year of the agreement

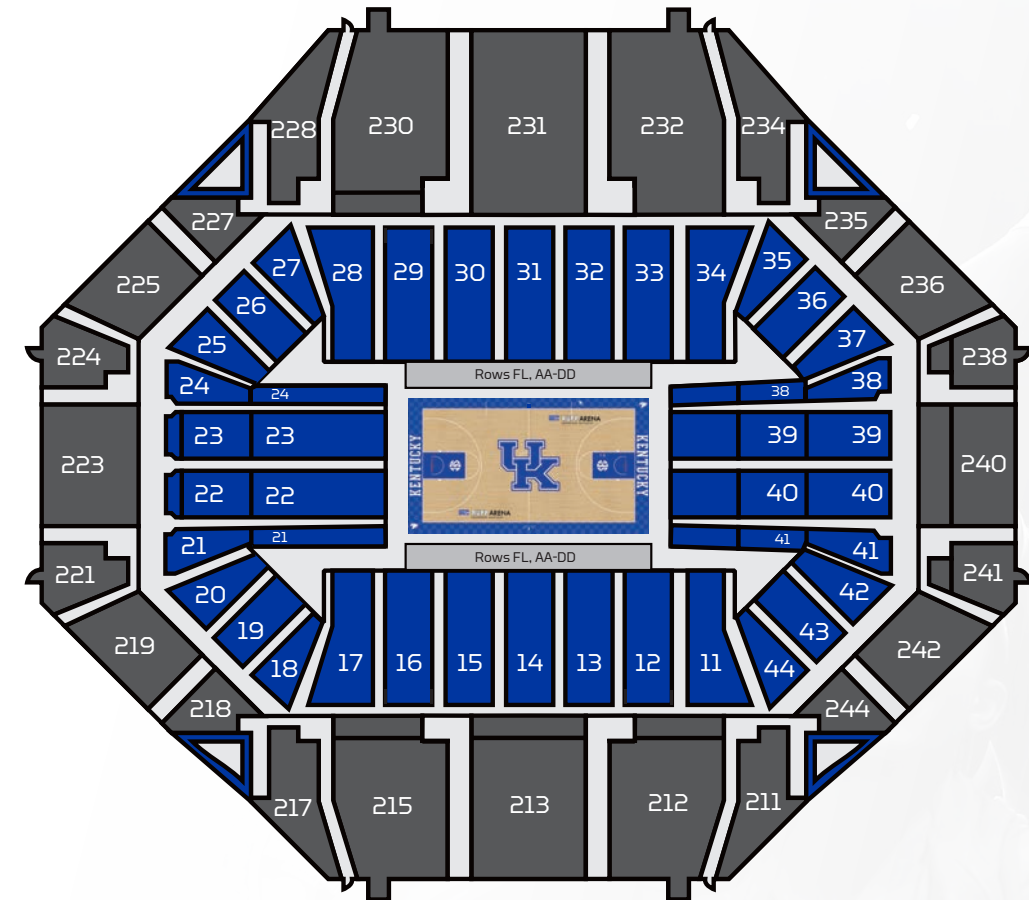
FOOTBALL TICKET INFORMATION



Yes!! There are limited season football tickets in many great locations available. If you are interested in season tickets, single games or premium seating please contact the K Fund office at 859-257-6300.

For the latest information about Kentucky Football tickets, sign up for the email subscription by emailing uktickets@uky.edu or visit ukfootballtix.com. To inquire about Kentucky Football parking, please email kfund@uky.edu

BASKETBALL TICKET INFORMATION



Yes!! There are limited season basketball tickets available. The process for obtaining seats in Rupp Arena for Kentucky Men's Basketball begins with committing to a capital pledge.

We have limited availability in Rupp Arena right now and it changes daily. The funds raised from these pledges assist us in providing our 500+ students with the opportunities to change their lives through education and intercollegiate competition.

If you are interested in making pledges for select sections in the upper level, payable over 5 years or lower-level seats beginning at \$100,000, payable over 10 years, please contact the K Fund office at your earliest convenience.

“Vickie and I are blessed to give back. We know of no better way to invest in the next generation than by contributing to the K Fund and positively impacting the experience of more than 500 young people.”

WENDELL BELL
UK Donor





Yes, I want to Invest in Blue.

Return pledge form to:
K Fund
Joe Craft Center
338 Lexington Avenue
Lexington, KY 40506

Name (if business, list company name and contact person) _____

Address _____ City _____ State _____ Zip _____

Home Phone _____ Business Phone _____ Cell Phone _____

Email _____

Spouse/Partner's Name _____

Payment Method: Mastercard Visa Discover AmEx Check (payable to K Fund)

Name _____ Card # _____ Exp. Date _____

Signature _____

Amount Pledged _____ Amount Enclosed _____ Amount Due _____

Joe Craft Center
338 Lexington Avenue
Lexington, Kentucky 40506
859.257.6300 | fax 859.323.2323
KFund@uky.edu | kfundonline.com

/InvestInBlue @uk_kfund @UK_KFund

COMPLIANCE REMINDERS FOR DONORS

The following are reminders for donors and friends of the UK Athletics Department:

1. In general, donors, season ticket holders and supporters of UK Athletics are considered representatives of athletics interests for UK.
2. Once an individual becomes a donor, they retain that status indefinitely and UK can be held responsible for the actions of its donors.
3. Donors may take established family friends or neighbors to UK games. Otherwise, if the individual is a high school student, check with compliance to make sure your interaction is permitted.
4. Donors may provide information to coaching staffs about prospective student-athletes (PSAs) you believe are worthy of being recruited.
5. Donors may not recruit on behalf of UK including contacting PSAs on social media or otherwise.
6. Once a PSA signs with UK, donors may call and have in-person contact with UK signees. PSAs who sign with other institutions remain a PSA to UK and donors may not interact with these individuals.

7. Donors may hire individuals after they sign with UK into legitimate employment opportunities. The PSA/SA must perform the work s/he is paid for and must not be paid based on his/her athletic ability and notoriety s/he brings to the business.
8. Providing recruiting inducements or extra benefits (e.g., meals, money, use of a car, lodging, etc.) to a PSA or student-athlete is a serious violation and can result in severe penalties for UK and the involved individuals.
9. It is not permissible for a student-athlete to trade their complimentary admissions with a donor for a preferred service or product (e.g., meals, apparel, equipment, haircuts, etc.). It is also not permissible for a student-athlete to sell their complimentary admissions, regardless of the amount.

Questions? Call UK Compliance at (859) 257-8604



K Fund

Joe Craft Center

338 Lexington Avenue

Lexington, KY 40506

p: 859.257.6300 | f: 859.323.2323

kfundonline.com | kfund@uky.edu

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