


# GEORGE MASON FOOTBALL

2024 FUNDRAISING PLAN

# GEORGE MASON FOOTBALL

For years, George Mason has dabbled with the idea of starting a football program to fill the gap between the beginning of the fall semester and the beginning of basketball season, but we have always taken a step back from it until today.

The Board of Visitors and the Virginia Legislature  Athletic Review Commission have approved the addition of Football to George Mason Athletics. Now the fundraising process begins.. Starting the summer of 2024, George Mason will launch its  Patriot Football donation campaign to responsibly and effectively launch the program.



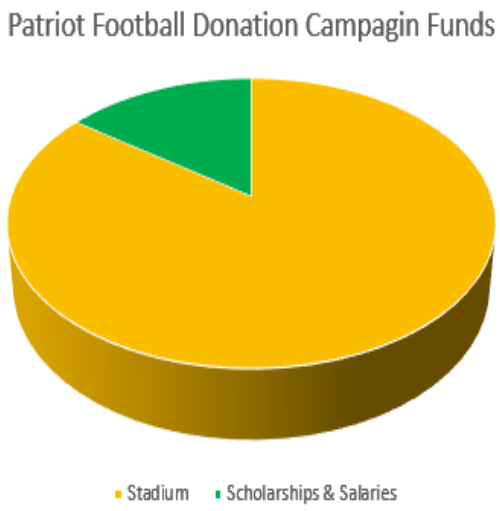
# TARGET:$200,000,000 USD

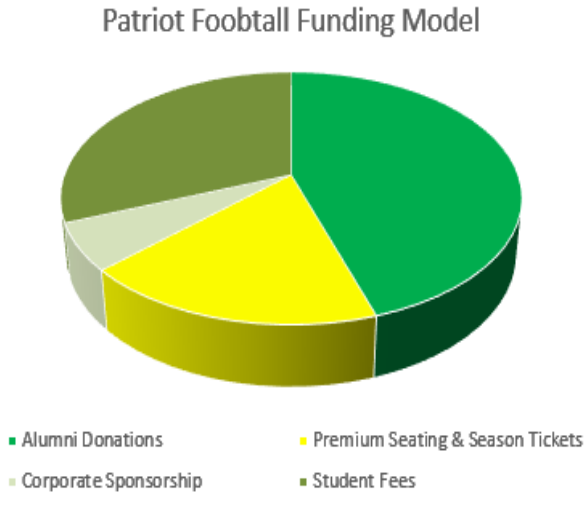
The current donation goal is $200,000,000 USD. Building a new state-of-the-art stadium will comprise the majority of the 200 million dollar donation campaign's efforts. The stadium is set to seat 20,000 to 30,000 with the ability to expand to 40,000 in the future. Once the final stadium design is picked, less may be spent on the stadium and the remaining funds used for scholarships and other costs associated with fielding a team like staff salaries.

This may seem like a large number, but is relatively small when compared to expenses at other universities with Football programs. We have been successful before and done so with less than our rivals. This trend of success will hopefully continue onto Football.

The model being used at George Mason is based on models used at other universities like University of North Carolina-Charlotte and Eastern Tennessee State University — two successfully launched programs. The fundraising efforts aim to fund Football without sacrificing the financial stability of our students by increasing student fees dramatically and without taking away from much needed academic funds.

As part of the agreement with the Commonwealth of Virginia, we are committed to keeping student fees under 55% as state law mandates. If we reach our current goal, student fees will be similar to that of ETSU's at just under 31%. Alumni and friends of Mason will play a huge role in that.




The donation campaign funds represents how the $200 million will be spent. The Patriot Football funding model is how we aim to raise the $200 million needed to start the Football team. This model is based off the funding model set by Eastern Tennessee State University. The scale of the campaign aims to secure George Mason's future in athletics, like UNCC did a few decades ago when they started their Football program.

# THE BENEFITS

Bringing football to Mason isn't just about generating more revenue. According to the Mercatus Center at George Mason University, college football can attract students with higher SAT scores and make a university be perceived as more prestigious which would benefit the university as a whole (Mulholland, Tomic and Sholander). Football can also give alumni and students better mediums to connect with the university and increase overall school spirit. The infrastructure improvements to transportation and parking that come with expanding the stadium could also have positive impacts on the Mason community. Many fans may be concerned about winning and the program's overall success, but as our history can tell Mason has been extremely successful in athletics. In a short forty year span, George Mason won 30 national championships as a young division one school. This number in-state is only topped by our former parent institution, the University of Virginia (NCAA Statistics). It may take time, but success is one of the core pillars at Mason.

# STADIUM RENDERING

*Note: Please keep in mind this is a rendering for a design that is not finalized. As previously stated, the stadium will seat between 20,000 to 30,000 in order to keep costs below the $200M target.*



# DONATE TODAY!

Send in your donations to Patriot Club and the George Mason Foundation today! Now accepting premium box seating payments!




Work Cited:

"Championship Summary." *NCAA Statistics*. NCAA. 1 July 2015. Web. 28 November 2015.

*Code of Virginia*. Title 23. Chapter 1. Section 23-1.2.

Jackman, Tom. "George Mason and big-time football? Probably not." *Washington Post*. 5 Apr 2012. Web. 28 Oct. 2015.

"Mason Young Alumni." *George Mason Alumni Association*. George Mason University. N.d. Web. 28 November 2015.

Mulholland, Sean, and Tomic, Sasha, and Sholander, Samuel. "The faculty Flutie factor: Does football performance affect a university's US News and World Report peer assessment score?" *Economics of Education Review (2014):* 5-8. Web. 20 Oct. 2015.


MASON