



Department of Intercollegiate Athletics
Jacobson Athletic Building
1800 South Fourth Street
Ames, Iowa 50010
www.cyclones.com

Feb. 15, 2007

Dear fellow Cyclones,


As we move into the second semester of the 2006-07 academic and athletics calendar, I am confident we can all agree there is great momentum for the Cyclones. Our fall / early winter season achievements were significant with All-Americans, national rankings in several sports, landmark wins, academic accolades and team championships. The rapidly climbing anticipation for the 2007 Cyclone football team, might however, top the list. The introduction of Gene Chizik as our new coach as well as exciting renovation plans for Jack Trice have opened a window of opportunity for our program.

I've shared with you previously the importance of our football program generating more revenues. Season football ticket sales provide the single largest revenue piece at every BCS-level program in the nation.

You can read in more detail on-line at cyclones.com about our ticket and parking plans for 2007 Iowa State football. In summary, we must sell more season tickets. A year ago, you responded by purchasing a record number of season tickets (30,728) and we believe that number can climb even higher considering the momentum in our program. Part of breaking that record, however, is a commitment to selling season tickets. As a result, there will be no single-game sale of tickets for the Sept. 15 Iowa contest. The only way to guarantee a ticket to that Cy-Hawk contest will be to become an ISU season ticket holder. We have increased our ticket prices for this fall and the result is that Iowa State's full-price season ticket will rank towards the middle of what we project for Big 12 schools in 2007.

On the parking front, I'm excited to share with you that we've been able to increase the inventory of available donor parking spaces for Cyclone football by more than 1,000. Our total of 5,500 donor spaces within easy walking distance of Jack Trice Stadium is among the best in the league. We have implemented a \$50 season parking fee (\$100 for RVs) to purchase the additional spaces, increase staffing in the lots, provide more portable toilets and support future maintenance of the lots.

It's an exciting time to be part of the Cyclone family! All of the good things happening in our department have positioned us to make significant progress. The window of opportunity is open. Help us climb through that window before it closes. Thank you for your continued support of Iowa State Athletics and Go Cyclones!


Jamie Pollard
Director of Athletics

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