

VII. STANDING COMMITTEES

A. Academic and Student Affairs

Husky Stadium Overview

There will be an oral report for information only.



WASHINGTON

Memorandum of Understanding

These parties, representing ASUW, GPSS and UW Intercollegiate Athletics, agree to the following terms regarding the Dawg Pack and Husky Stadium renovation:

Ticket discounting for three years. Dawg Pack ticket prices will be as follows:

2011: \$120 for six games in current stadium and current location

2012: \$99 for six games in Qwest Field. Location to be determined

2013: \$99 for seven games in the new Husky Stadium and located in west end zone

2014 and beyond: TBD by ICA in conjunction with the Dawg Pack Advisory Committee

Dawg Pack scholarship program: There will be 20 complimentary tickets in the Dawg Pack student section per home game for low-income students. This program would begin in the 2011 season in the current Husky Stadium. Allocation of the 20 tickets would be determined by the Dawg Pack Advisory Committee in conjunction with the UW Office of Financial Aid.

A student-only entrance: The front entrance to Husky Stadium will include a student-only entrance. The student entrance will be visible, easy to access, and will feature recognition of students' original investment to build Husky Stadium. There will also be an opportunity for students to name the student entrance, working in coordination with ICA and the Dawg Pack Advisory Committee.

Complimentary Qwest transportation: ICA will arrange student transportation to Qwest Field as part of ICA's overall transportation plan for the 2012 season.

A student concession plan: ICA will work with the Dawg Pack Advisory Committee to establish affordable menu options for students. Possibilities could include affordable and unique menu items, possible discounts for students, or coupon promotions.

ICA will work with ASUW/GPSS leadership to create a Dawg Pack Advisory Committee. At least half of the representatives on the Dawg Pack Advisory Committee will be appointed by ASUW/GPSS. This group will help advise on the following:

- An overall improved student experience that will include creating new traditions, honoring old traditions, greater recognition and Dawg Pack visibility, input on student section design and marketing and promotional opportunities.
- Implementation of the Dawg Pack scholarship program
- Guidance on student entrance recognition/naming
- Qwest transition
- Concession plan for students
- Overall price, sales, and marketing strategies for Dawg Pack season tickets

Involvement in University wide events and student programs: As part of a great campus initiative, ICA will work with students and other UW departments on enhancing and coordinating a meaningful Homecoming experience. ICA will, schedules permitting, support student athletes and coaches involvement in other University and student events.

Student leadership recognition: ICA will work with student leadership to coordinate an annual social and recognition opportunity for campus student leaders at one of ICA's sporting events each year.

Madeleine McKenna, ASUW President

Sarah Reyneveld, GPSS President

Scott Woodward, Athletic Director